

OCTO SUSHI

REBANDING

CLIENT

Our Client

Octo is a local sushi restaurant in Capitol Hill. The owner of Octo was originally from South Texas. He moved to Seattle with the hope that everyone could taste the best authentic Japanese cuisine.

Why Octo?

Octo Sushi needs a new brand identity that better reflects what they're about. The branding on their website and menu both need cleaning up and clarification. New brand colors and a logo are also needed to match their atmosphere and food.



RESTAURANT DETAILS

Features Family Friendly, Good for Groups, Takeout

Cuisine Japanese, Sushi

Price \$\$\$

BAR DETAILS

Features Happy Hour

Scene Cocktail Lounge



CREATIVE BRIEF

Project

Rebrand existing company. Including website, color, menu, and logo.



Objective

Successfully represent what Octo Sushi is all about by providing a beautiful and clean design.

Target Audience

Early 20s to late 30s. Octo Sushi aims to market to the creative, passionate individual who is willing to have fun and take a chance with their sushi experience.



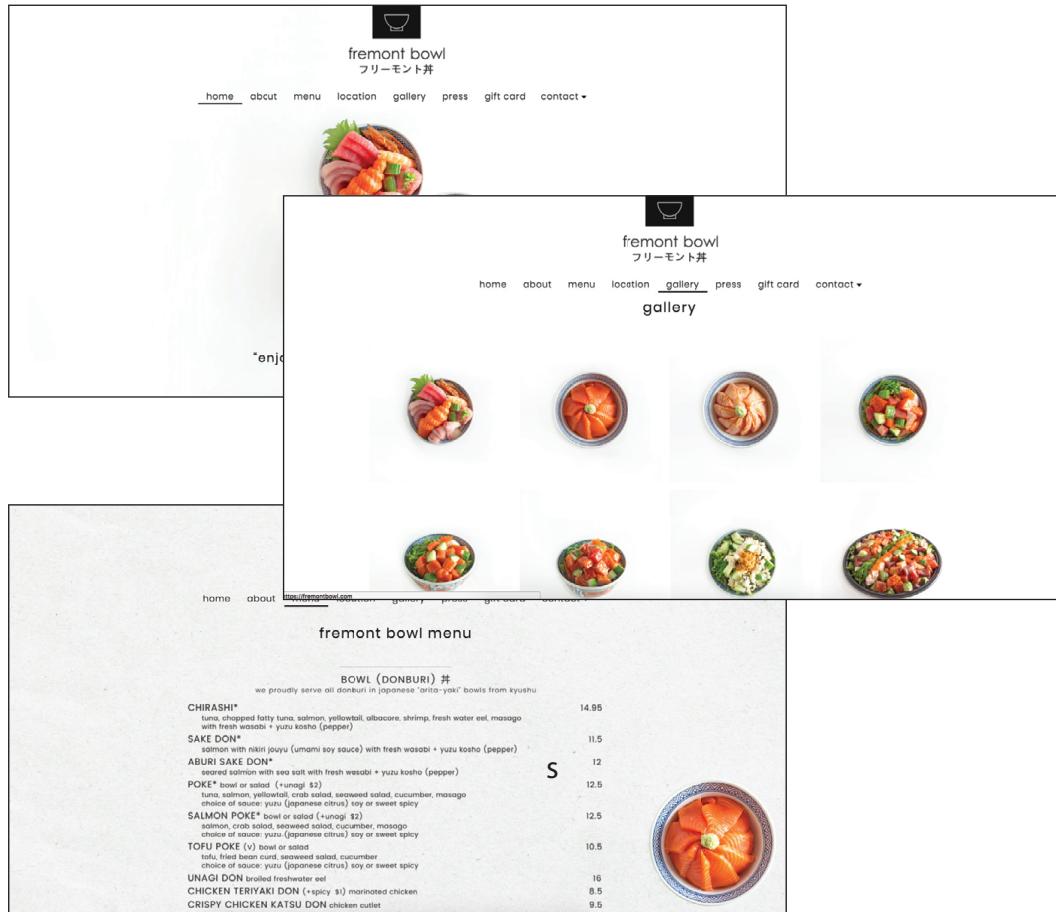
Tone

The brand needs to reflect the passion and culture of Octo Sushi, meaning the colors and design will be fun, modern, and innovative.

MOODBOARD



COMPETITIVE ANALYSIS



FREMONT BOWL

Located on Fremont Ave, N. Seattle
 \$\$, Casual

COMPETITIVE FEATURES

- Menu
- Photo gallery
- Social networking
- Hours and location services
- Gift card options
- Restaurant achievement
- Job opportunities
- Maps
- Parking information

DESIGN PATTERNS

- Clean layout
- Black and white color theme
- Centered logo
- Photo grid display with caption and hover
- Top center navigation bar
- Two column menu
- Drop down menu for sub-category
- Contact form

COMPETITIVE ANALYSIS

Sunday December 24th (Christmas Eve)
Monday December 25th (Christmas)
Monday December 31st (New Year's Day)
Monday January 15th (MLK Day)

MENU RESERVATIONS HOURS + LOCATION ORDER NOW

NIGIRI / SASHIMI

*Raw or undercooked meats, poultry, seafood, shellfish or eggs may increase your risk of food borne illness.
Nigiri: one piece per order, sashimi is 2 slices.

	5 / 10	3 / 6	6 / 12
Albacore Tuna* [Washington] Sustainable	Mackerel* / Saba [Norway] Sustainable	Sockeye Salmon Belly* [Alaska] Sustainable	
Albacore Tuna Belly* [Washington] Sustainable	Octopus / Tako [Spain] Sustainable	Spot Prawn* / Amasabi [Japan] Sustainable	
Amberjack* / Kurotobi	Salmon Roe (Chum)* / Ikura	Squid Tentacles* / Ika Goso	

Quality: 5 = Excellent, 10 = Outstanding. Sustainability: 3 = Sustainable, 6 = Very Sustainable. Environmental Impact: 6 = Low, 12 = Very Low.

Tamura is a Kappa style restaurant where food is prepared in an open kitchen and served quickly in a lively environment where staff and guests talk about the food and beyond. Our goal is to become the very best restaurant to our guests by getting to know them and serving them in a personable yet professional manner.

LOCAL, SEASONAL, SUSTAINABLE

Sushi Kappa Tamura sources its ingredients from NW farms and fisheries like Taylor Shellfish, Skagit River Ranch, and Wild West. It also partners with Seattle Ikkōn.

TAMURA

Located on Eastlake Ave, Seattle
\$\$\$, Upscale

COMPETITIVE FEATURES

- Menu information
- Reservation
- Order online with Caviar
- Social networking
- Hours and location service
- Maps
- Local restaurant emphasized
- Gratuity specified

DESIGN PATTERNS

- Contrast color theme
- Top left logo
- Center photo display
- Top right navigation bar
- Three column menu layout
- Comment form

COMPETITIVE ANALYSIS

The figure displays three screenshots of the Wasabi Sushi & Izakaya website. The top screenshot shows the desktop version with a green header, a main menu section, and a 'Dinner Menu' section featuring a large image of a dish. The middle screenshot shows the mobile version with a similar layout but adapted for smaller screens. The bottom screenshot shows the dinner menu page with a dark background and a list of items.

WASABI

Located on 2nd Ave, Seattle
 \$\$, Modern

COMPETITVE FEATURES

- Menu
- Drink options
- Gallery
- Reservation
- Caviar and Uber Eats
- Contact information
- Social networking
- Videos
- Hours and location service
- Map
- Event and catering
- Investment opportunities

DESIGN PATTERNS

- Bright color theme
- Top centered logo
- Drop down menu / Sub-Category
- Center slide photo display
- Zoom in/out
- Button styles hover
- Two column menu layout
- Investment form

COMPETITIVE ANALYSIS

The image displays two screenshots of restaurant websites side-by-side for competitive analysis.

MOSHI MOSHI SUSHI (Top Left): This website features a top navigation bar with links to HOME, ABOUT US, MENU, NEWS, and CONTACT. A prominent green button labeled "MAKE RESERVATION" is located in the top right corner, along with a phone number (206-971-7424) and an email address (info@moshisushi.com). The main visual is a large image of a colorful, multi-layered sushi dish. Below the main image is a "JAPANESE SUSHI MENU" section with a yellow background, featuring a photograph of a roll and the text: "If you are planning to join us for dinner, you won't be disappointed! Our traditional Japanese Sushi menu will have you".

WASABI SUSHI & IZAKAYA (Bottom Left): This website has a top navigation bar with links to Home, Our Menus, Drinks, Events & Catering, Gallery, Investment, Gift Cards, and Contact us. It includes social media icons for Facebook, Twitter, and Instagram. The main visual is a photograph of a table set with various dishes. A modal window titled "Izakaya" is overlaid on the image, showing four small plates: Shitake Mushroom Dumplings, Gyoza Karaage, Sashimi Salad, and Poke Salad, each with a brief description and a small thumbnail image.

ABOUT US (Bottom Right): This section contains a bio for the restaurant: "As soon as you walk through the doors of Moshi Moshi Sushi Restaurant in Seattle's Ballard neighborhood, you will be torn between the amazing fresh fish selections in the sushi bar and the tasty cocktail creations coming from the lounge, both nestled under our mesmerizing LED Sakura tree from Japan." It includes a "LEARN MORE" button and social media icons.

MOSHI MOSHI

Located Ballard, NW Seattle
\$\$, Casual

COMPETITIVE FEATURES

- Menu information
- News
- About us
- Reservation
- Contact information
- Share with social networking
- Parking information
- Maps

DESIGN PATTERNS

- Bright color theme
- Top center navigation bar
- Top left logo
- Bright call to action
- Ingredient list
- Search option
- Three column menu layout
- Contact form
- Animation "contact us" button

PERSONA



Forest Arikson, 27

Forest is an up and coming designer at a large design company in Seattle, Washington. He has a lot of friends and is a very social person. His job takes up a lot of his time so he often goes out to eat before heading back to work. Forest is looking for a nice, local, affordable, and the hip joint where he can meet up with his friends for a quick bite. Forest cares about experiences and enjoys aesthetically appealing locations that are fresh, inviting, and open and food that is delicious and quickly made.



Breah JonaS, 24

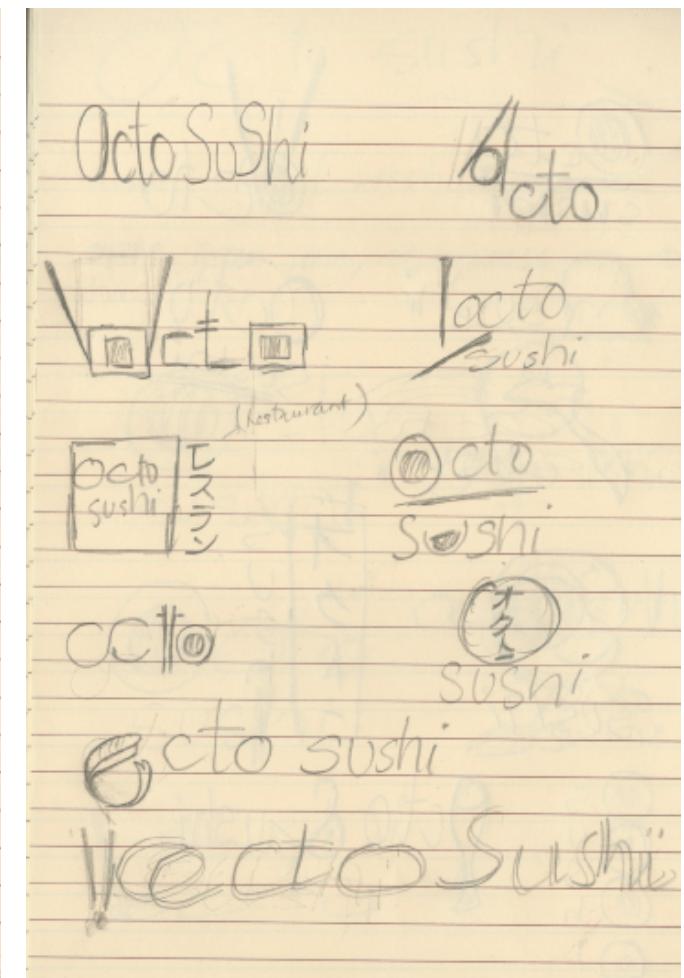
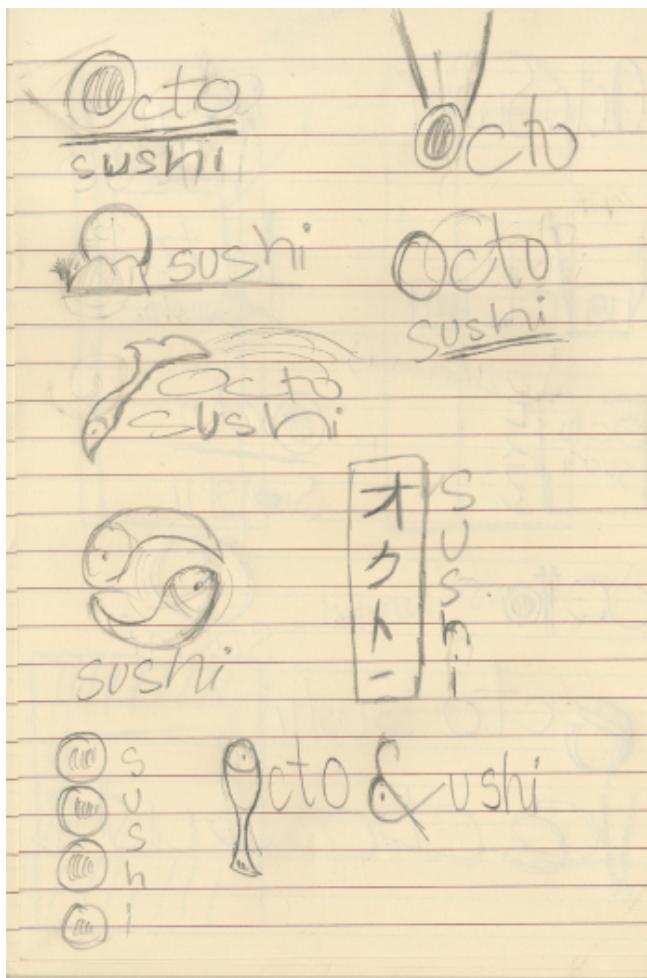
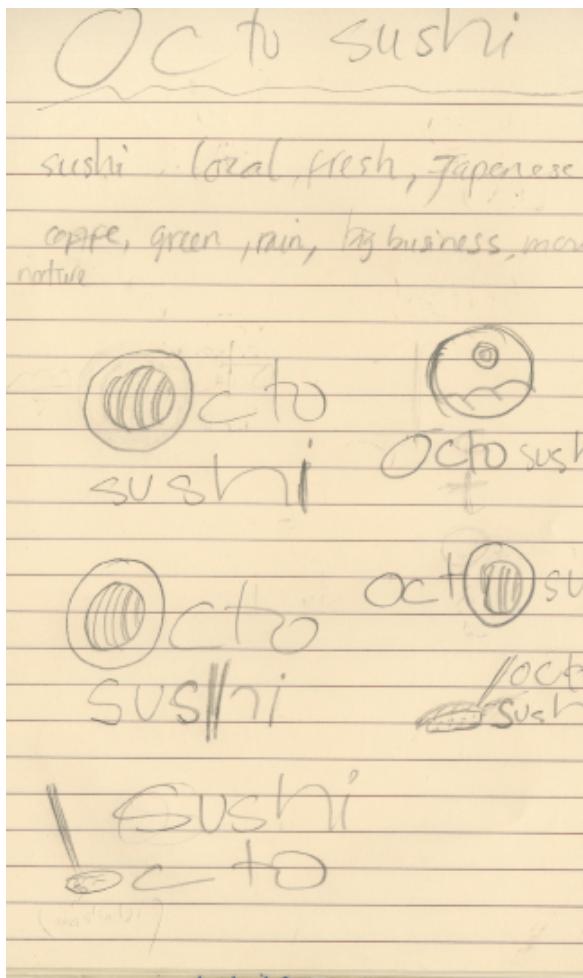
Breah loves sushi. It is all about the journey, little moments that bring up over time creating happy memories. However, most sushi places in Seattle are fancy and overpriced. Breah is a laid back kind of girl, and she would like to enjoy a day out with her girls without having to get dressed up and spend big bucks on her favorite treat. Breah is looking for a sushi place that still has excellent service and delicious food that doesn't break the bank.



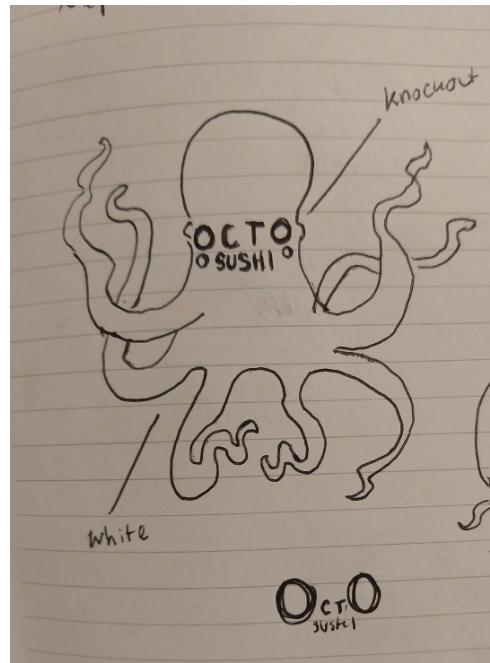
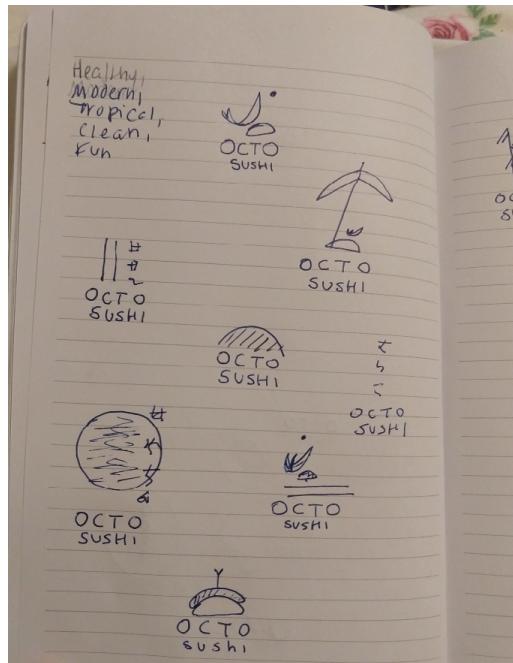
Mia Patel, 34

Mia is half Japanese on her mother's side, and culture and authenticity are a big part of her life. Mia has been eating sushi since she was a little girl and really appreciates restaurants that can provide authenticity of home both visually and in taste. Mia is also modern; she loves pop culture and the rebellion of youth. She would describe herself as a fusion of culture and modern America. Mia loves Octo because not only do they respect traditional Japanese's culture but they are also fresh and trendy.

LOGO SKETCHES



LOGO SKETCHES



VECTOR PROCESS SKETCHES

Option 1



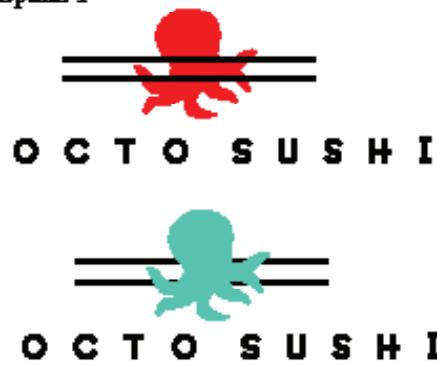
Option 2



Option 3



Option 4



Option 5



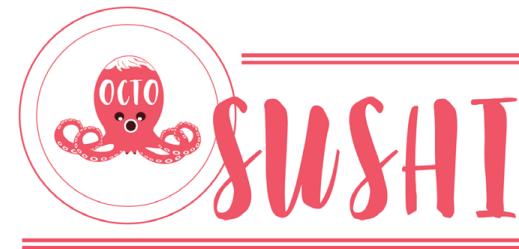
Option 6

OCTO SUSHI
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VECTOR PROCESS SKETCHES



VECTOR PROCESS SKETCHES



VECTOR PROCESS SKETCHES



Octo Sushi



Octo Sushi



Octo Sushi



Octo Sushi

FINAL LOGO DECISIONS



Octō Sushi



Octō Sushi



Octō Sushi

FINAL LOGO

Logomark

Logomark is a combination of the abstract tentacle to refer to as part of the sushi dish as well as the name Octo itself. Together, the logo mark intimates that Octo sushi is fun, modern, and innovative.

Typography

The type used in Octo logo is a sans serif font. The feeling of handwriting that the type brings is creating the feel of modern, friendly, enthusiastic as what Octo wanted to delivery to its customers.

Color Palette

Final logo applies the color palette of ocean green and pure white. Green indicates that Octo sushi they always use the freshest ingredients for their food. Pure white often reminds of simplicity, modernity as well as cleanliness.



FINAL LOGO IN GRayscale

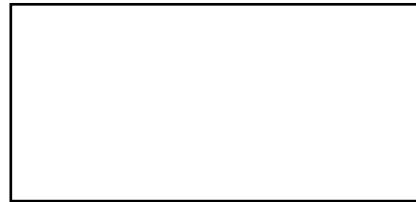


STYLING

COLOR



#B4DFCF



#FFFFFF

TYPOGRAPHY

slow life

BUSINESS CARD

The idea is to have a simple design, but still highlight the nature of Octo Sushi which is high quality and fresh. Below are some initial designs for the business card.



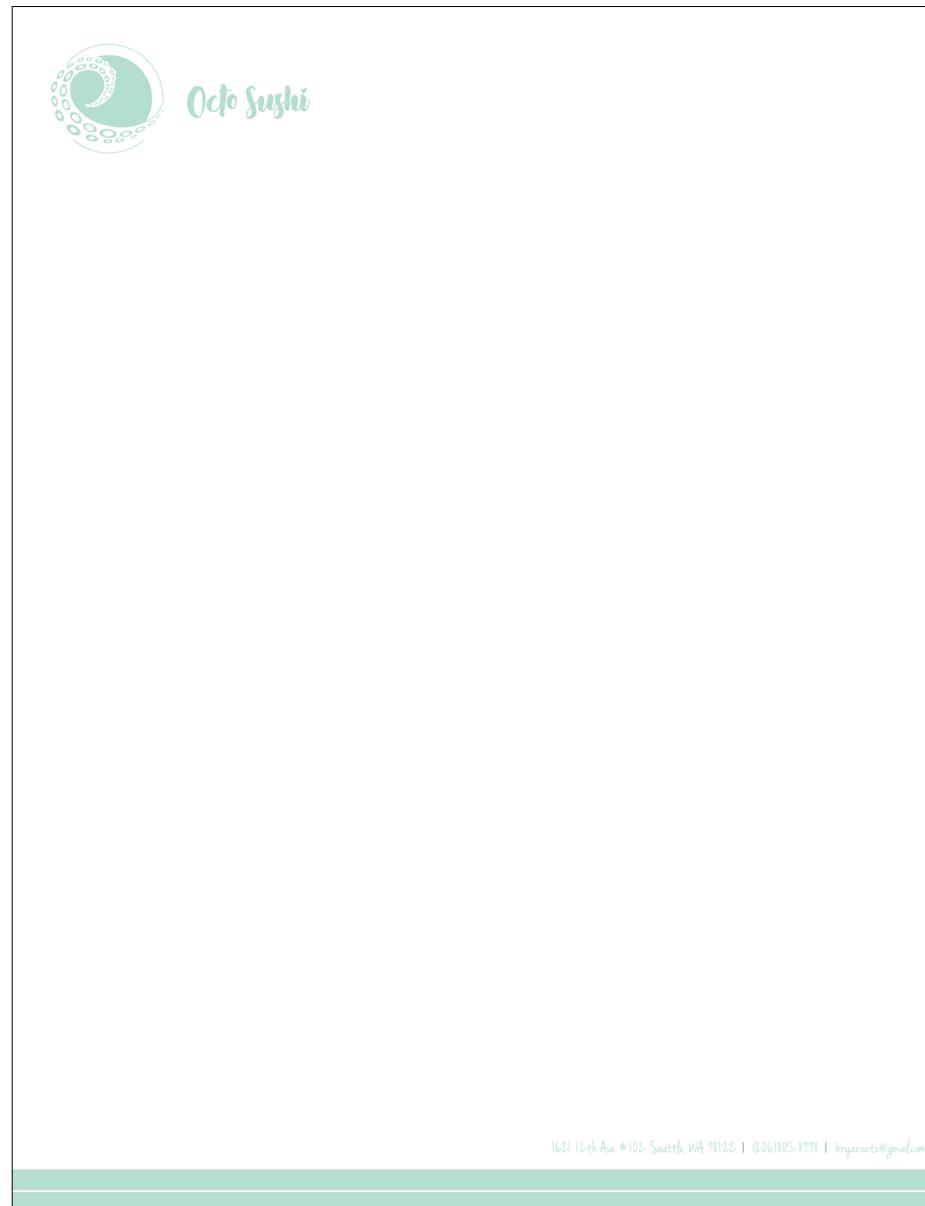
BUSINESS CARD



BUSINESS CARD



LETTERHEAD



ENVELOP

