



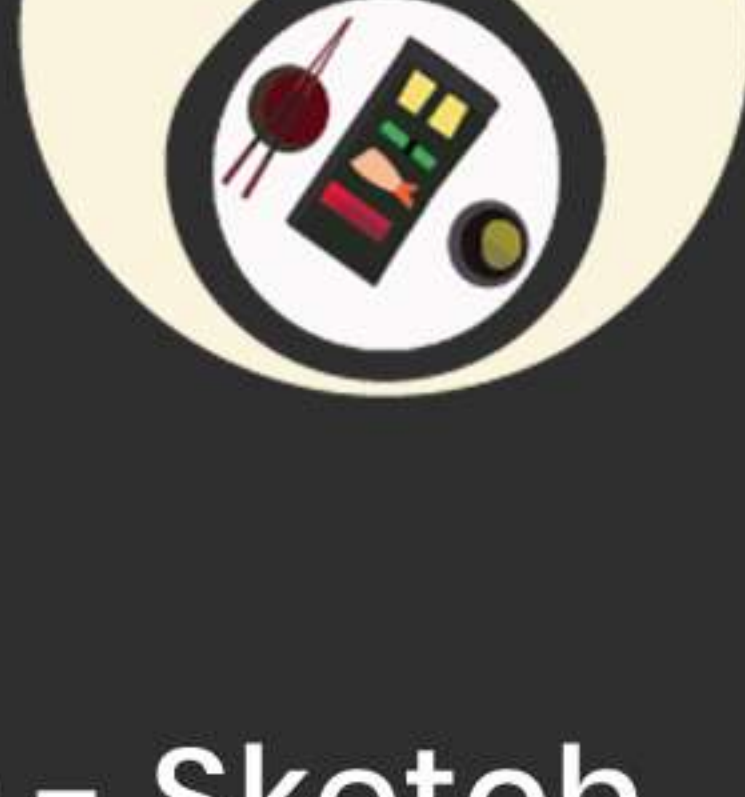
SUSHI CLUB

Authentically prepared

Sushi Club – Authentically Prepared

We plan to start out as a **full sushi delivery restaurant**. We will offer **Maki, Sashimi** and **Nigiri** style sushi along with traditional sushi side compliments like **edamame**.

We promote a more **authentic way** of eating and preparing sushi that you might experience in Japan. We want to give you all the new experience of what **fresh fish** tastes like as your **previous experience** with sushi has been limited or **Americanized**.



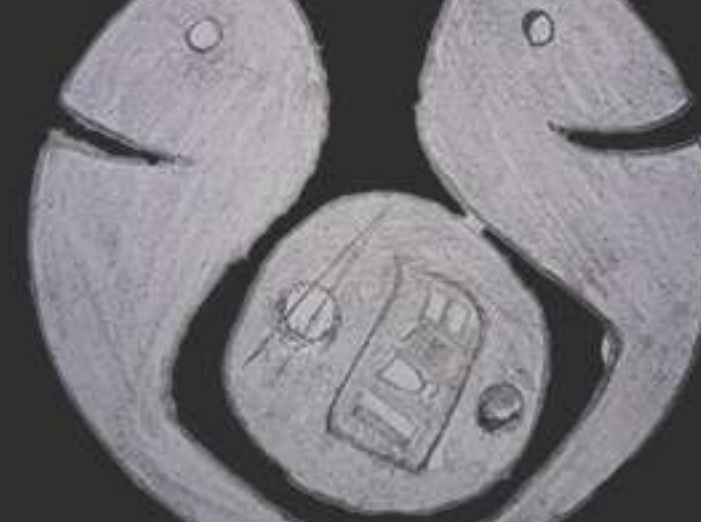
Logo – Sketch



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Logo – Monogram

A **decorative design** made up of a combination of one to three letters (traditionally three) to create a single symbol. **Monogram** logos are commonly used to represent the initials of a **person or business**.



Typography and Colour Combination

Open Sans Condensed ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	 #CE1339	 #FBE58E	 #252525
Oswald (Extra Light) ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	 #F7D733	 #F6A896	 #329F16

Logo – Explanation

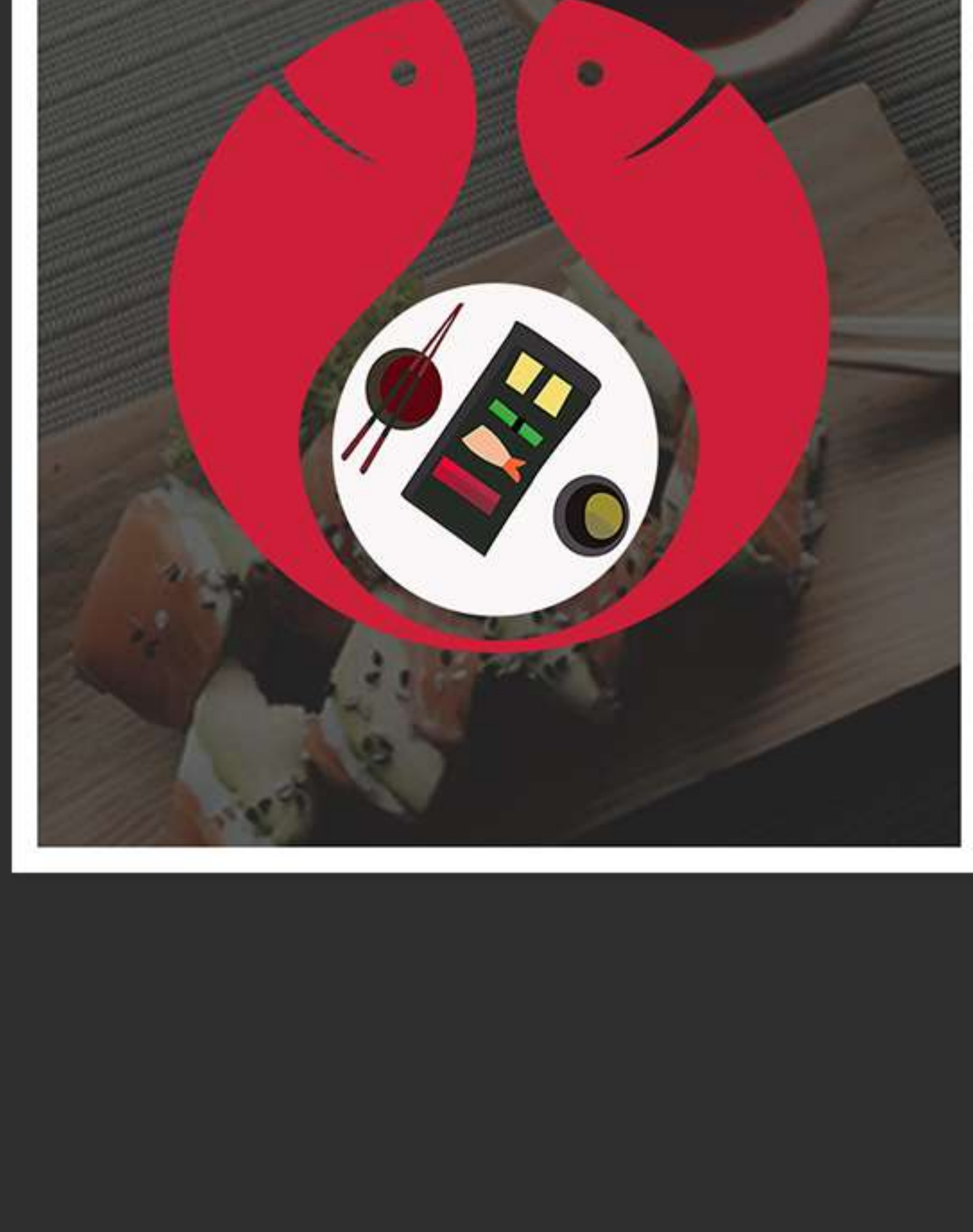
The Logo consists of **two** main portions:

1. Outer Fish Ring
2. Inner Plate

The **Outer Fish ring** represents the **fish meat** used in sushi preparation.

The **inner Plate** symbolises the presentation of **authentic sushi preparation**.

Also we **don't** offer various **rolls** like volcano rolls most often thought of when you think of the sushi. But we **do** offer **rice based rolls** made with simple ingredients.



Logo – Representation

