



BRAND GUIDELINES 2020

INSIGHT

My restaurant is called Kimchi Mama. I got my inspiration from my own life and thought that many Koreans (or asians, or anybody) can relate with this issue. My restaurant is focused on bringing a group of people who have grandmas making their kimchi for them to come together. Being a touchy and dark subject, but not everyone's grandparents will live on forever. I asked my mom once, "if grandmas gone, who makes the kimchi?" and she said "we buy it." That concept terrified me.

I wanted to create a friendly environment where you will be able to have "grandma's" homemade kimchi for as long as you live. This would probably be in competition with other korean restaurants, but who can beat grandma's homemade kimchi, right?

IDENTITY

IDENTITY WORDMARK



The Kimchi Mama should show a hand-written aspect to the design. We want to show the friendliness of the restuarant so that it makes it more approachable. The Korean word “kimchi” should be bigger compaired to the word “mama” .

IDENTITY WORDMARK

김치
mama

김치
mama

김치
mama

김치
mama

mama's
김치

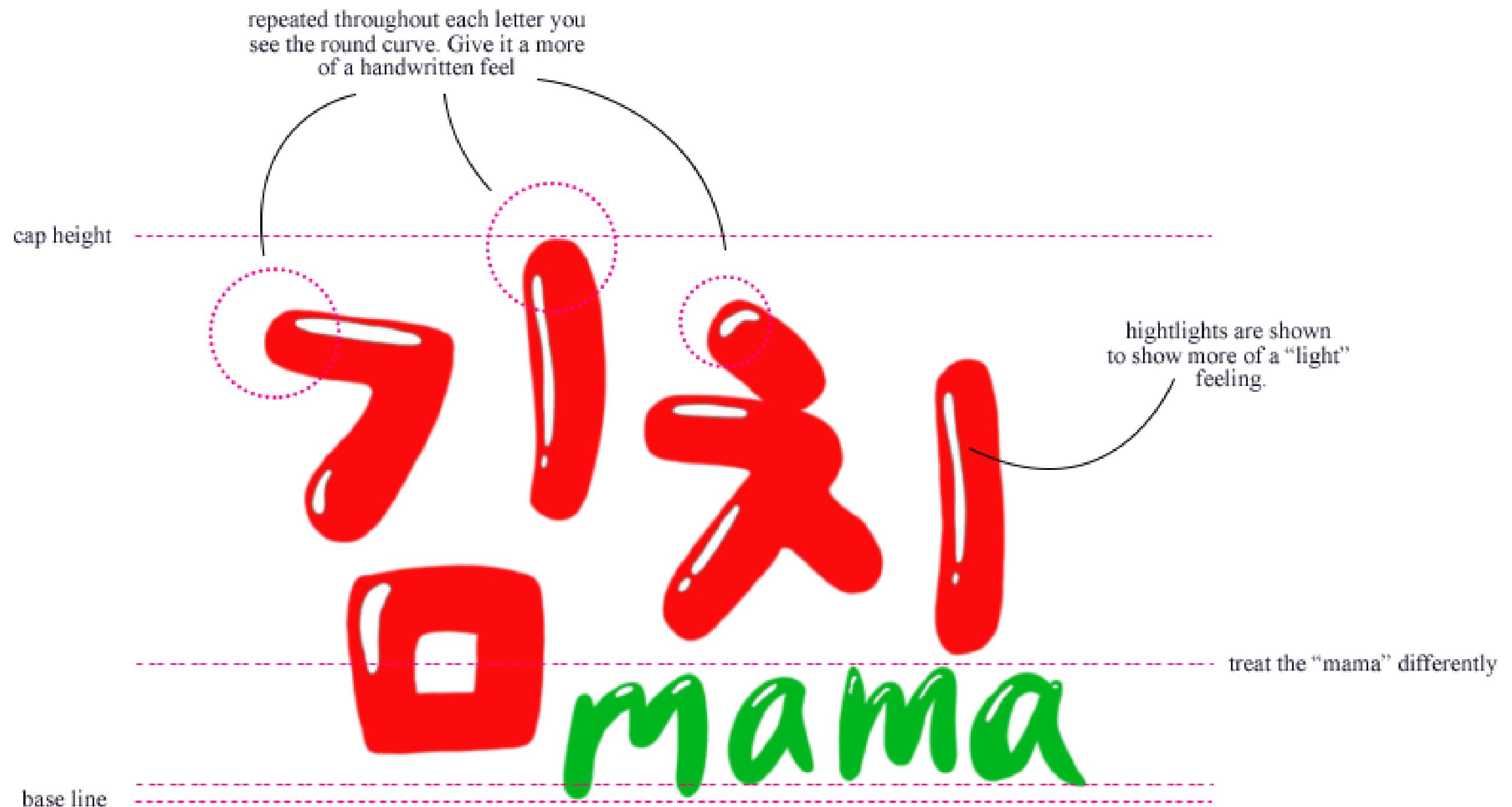
mama's
김치

ma,
ma's
김치

these are the fonts
that were a possible
choice of the logo. We
finally chose the
Gaegu font.

IDENTITY

WORDMARK



IDENTITY WORDMARK COLOR USAGE



green and red on warm beige



green and red on cool-toned, light red



green and red on cool, light green



green and red on white

IDENTITY LOGO MISUSE



do not stretch the wordmark



do not distort the wordmark



do not fill with off brand colors



do not use with busy photo



do not rotate thee wordmark



do not put any effects

COLOR GRID

IDENTITY COLOR GRID

the color palette is supportive of the Kimchi Mama brand personality. The main colors are also incorporated from the main “kimchi” colors.

r: 177
b: 204
g: 141
#aacc8d

r: 163
b: 47
g: 42
#a32f2a

r: 219
b: 79
g: 51
#db4f33

r: 255
b: 254
g: 242
#fffef2

r: 0
b: 0
g: 0
#000000

r: 226
b: 151
g: 132
#e29784

r: 255
b: 233
g: 195
#ffe9c3

r: 255
b: 255
g: 255
#ffffff

r: 80
b: 175
g: 87
#50af57

r: 218
b: 59
g: 48
#da3b30

TYPOGRAPHY

Gaegu

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

regular

ㄱ ㄴ ㄷ ㄹ ㅁ ㅂ ㅅ ㅇ ㅈ ㅊ ㅌ ㅍ ㅎ
ㅏ ㅑ ㅓ ㅕ ㅗ ㅕ ㅜ ㅕ ㅡ ㅣ

Gaegu

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

bold

ㄱ ㄴ ㄷ ㄹ ㅁ ㅂ ㅅ ㅇ ㅈ ㅊ ㅌ ㅍ ㅎ
ㅏ ㅑ ㅓ ㅕ ㅗ ㅕ ㅜ ㅕ ㅡ ㅣ

Gaegu

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

light

ㄱ ㄴ ㄷ ㄹ ㅁ ㅂ ㅅ ㅇ ㅈ ㅊ ㅌ ㅍ ㅎ
ㅏ ㅑ ㅓ ㅕ ㅗ ㅕ ㅜ ㅕ ㅡ ㅣ

HEADLINES

FUNCTIONAL HEADLINE

BODY COPY

HEADLINES

FUNCTIONAL HEADLINES

BODY COPY

HEADLINES

FUNCTIONAL HEADLINES

something. 7/7

something something something some-
thing something something something
something something something some-

something. 7/7/1

something something something some-
thing something something something
something something something some-

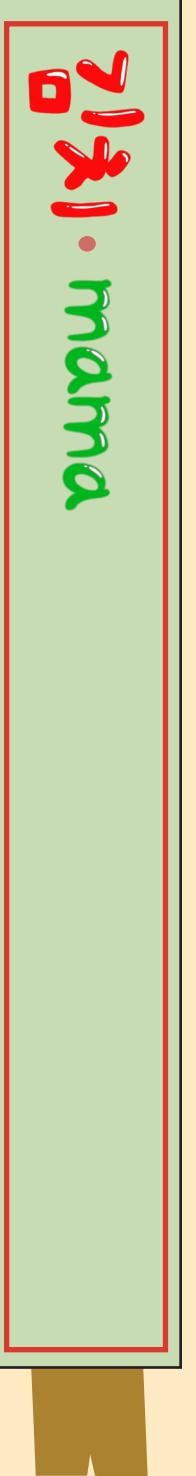
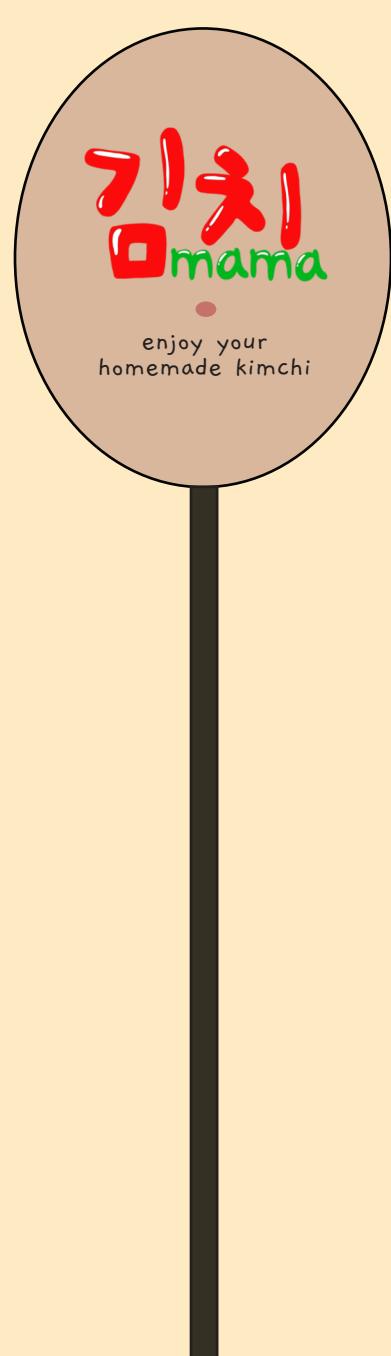
something. 7/7/1

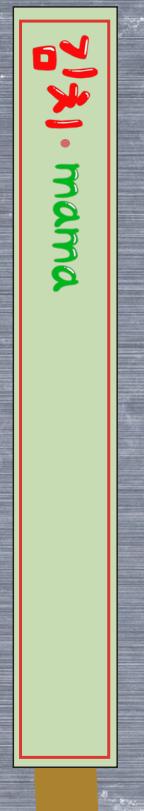
something something something some-
thing something something something
something something something some-

something. 7/7/18

something something something some-
thing something something something
something something something some-

the typeface size will be incorporated in the menus and the materials used in the restuarant. So, as you can see the headlines, functional headlines, and body cop is used throughout the menu

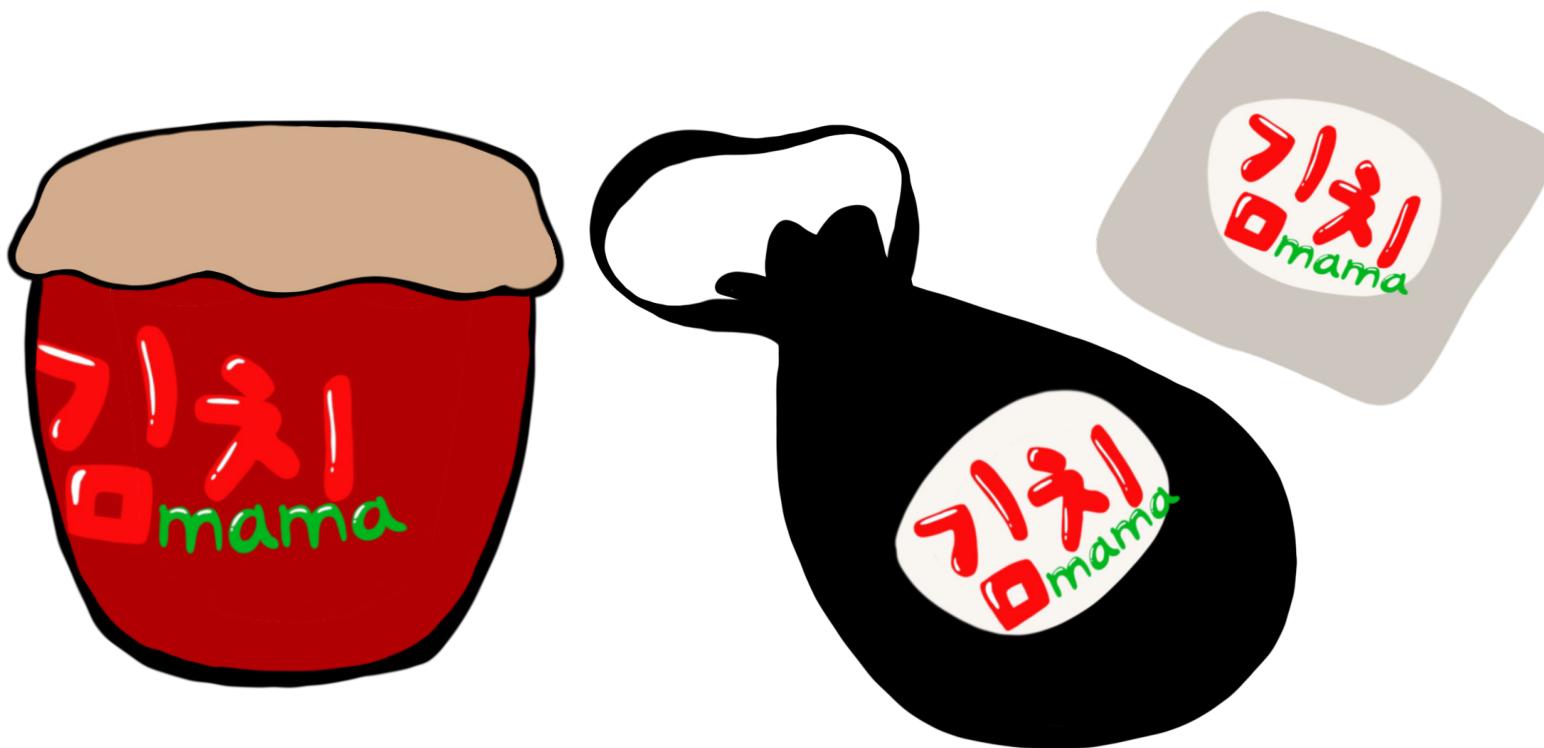




PRODUCTS

PRODUCTS MERCANDISE / PACKAGING

the merch that is shown is shown as organic and more playful.the colors of the material plus how everything approached helps with the friendliness of the restuarant.



SACK, NAPKIN, AND YOUR OWN
CERAMIC KIMCHI BIN



TAKEOUT SUPPLIES



TOTE BAGS WITH THE LOGO

SIGNS

SIGNS

SOCIAL MEDIA / RESTUARANT



Logo inside of a white background with a black rim surrounding it.



Logo inside of a black background with an off-white rim surrounding it.



more designs to be determined

+
kimchi.mama
posts #### followers #### following
Edit Profile

- location (ktown & flushing)
- about

fan art, picture of restuarant food, and submission photos with family or grandma.

grid icon list icon location icon profile icon

home icon search icon camera icon heart icon profile icon

SIGNS

SOCIAL MEDIA / RESTUARANT



A “billboard sign” for the outside of the restuarant. I want to show a casual design that also shows it's friendliness and home-like appearance.