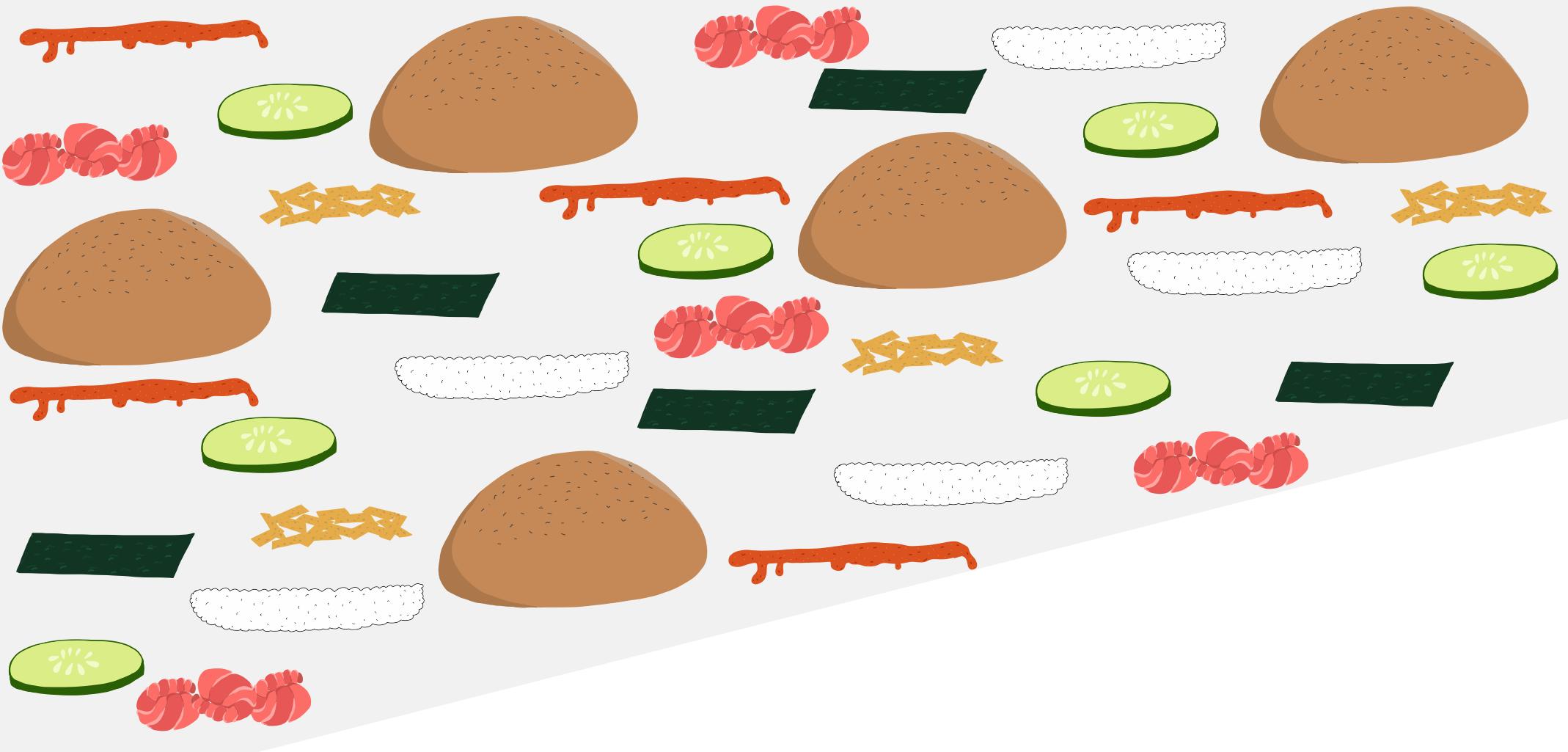




Taste the Akuma.

Standards Manual



**The Akuma Shrimp Burger is named after “Akuma” which is Japanese for devil. This is due to the fact that this delicacy is a Japanese-style, double stacked, extra spicy challenge burger. The idea is that the burger has a secret sauce that is 200 times more spicy than Tabasco sauce and thus individual challengers have 10 minutes to devour the burger. Successful challengers will have obvious bragging rights, a picture posted on the Akuma Burger Wall, and a free t-shirt. Failing participants have to wear a hat of failure for the rest of their stay at the restaurant.**

**Are you ready?**

# Project Start

# Logos

SHRIMP

SHRIMP



AKUMA

BURGER

# Burger

spicy  
shrimp  
burger

burger bun  
rice cake  
nori  
cucumber      2X  
sauce  
shrimp  
burger bun





# Logos

# Logotype



**Bun**  
**#D89461**

**Text**  
**#7D5A58**

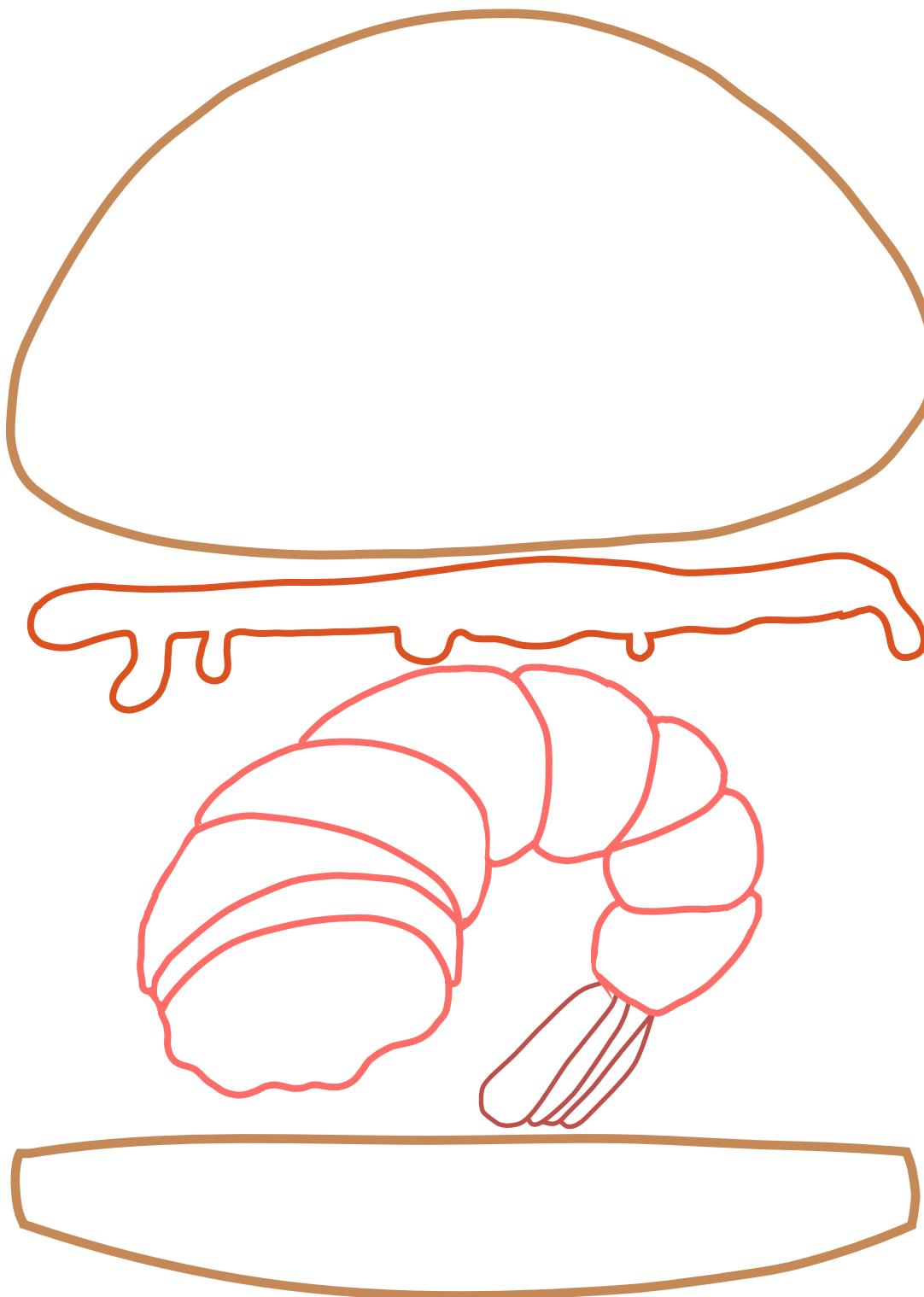
**Shrimp Fill**  
**#FD6D67**

**Shrimp Fill**  
**#DF605B**

**Shrimp Fill**  
**#BC504B**

**Outline**  
**#000000**

# Logo

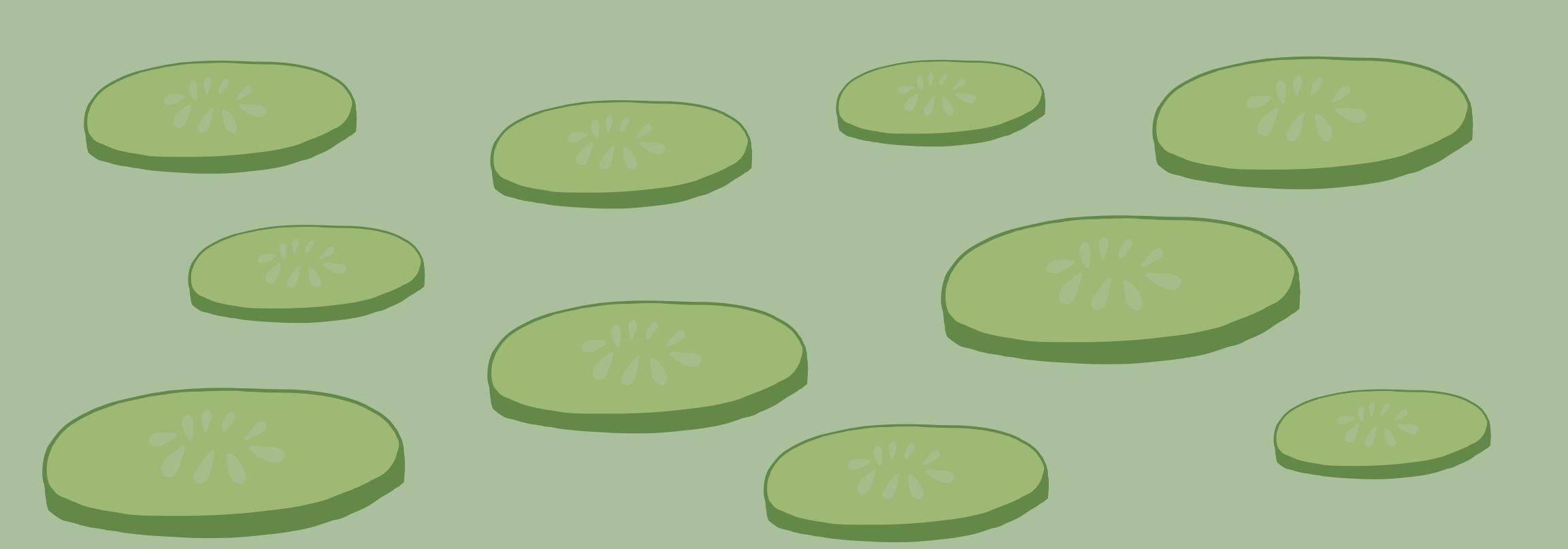


**Bun**  
**#D89461**

**Akuma Sauce**  
**#DB5120**

**Shrimp**  
**#FD6D67**

**Shrimp Tail**  
**#BC504B**



# Fonts

# Hand Drawn

HAND DRAWN

A B C D E F G

H I J K L M N

O P Q R S T U V

# **Josefin Sans**

**Josefin Sans**

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

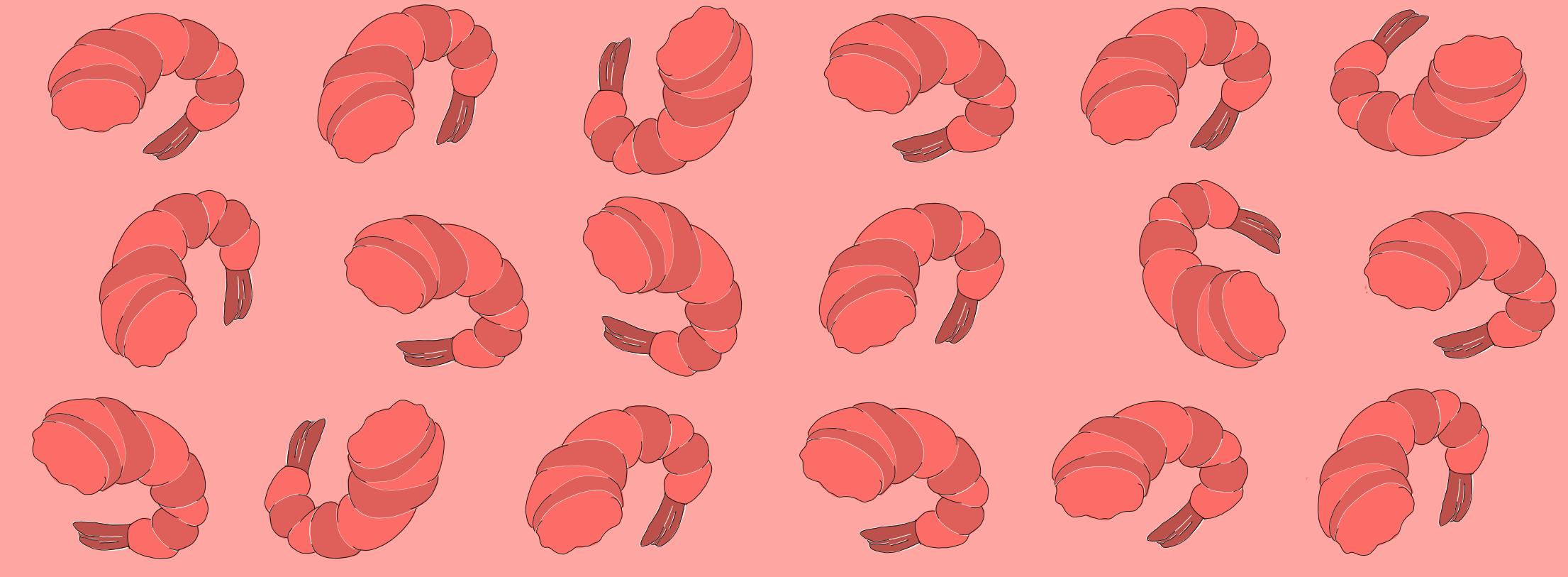
q r s t u v w x y z

**Josefin Sans**

**Josefin Sans**

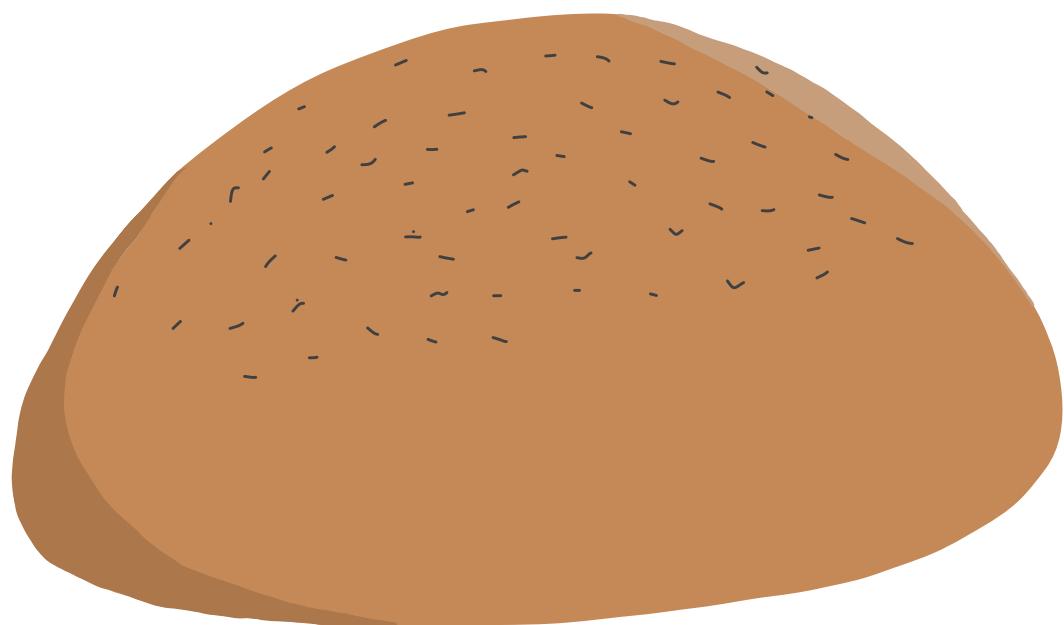
**Josefin Sans**

**Josefin Sans**



# Ingredients

# Burger Bread



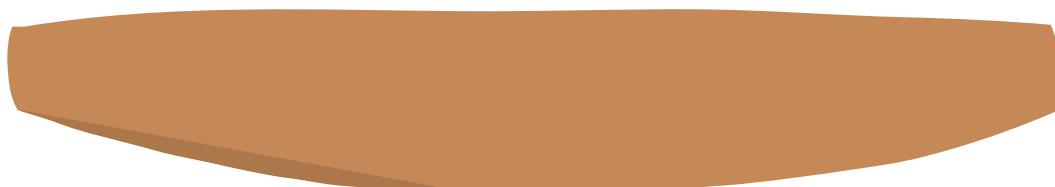
#3c69e7c



#404040



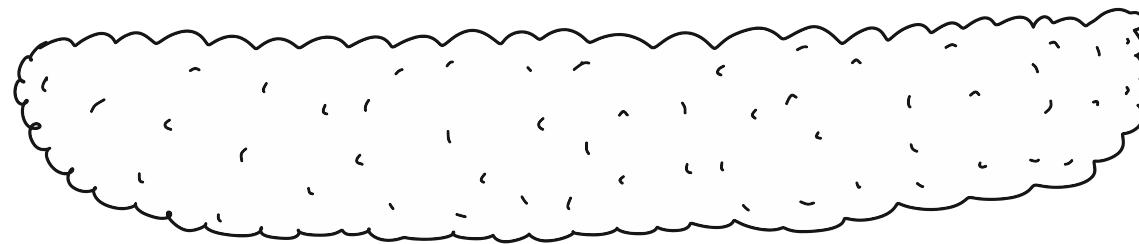
#c58957



#ab774b

Burger buns sprinkled with sesame seeds to hold our very special challenge burger.

# Rice Cake



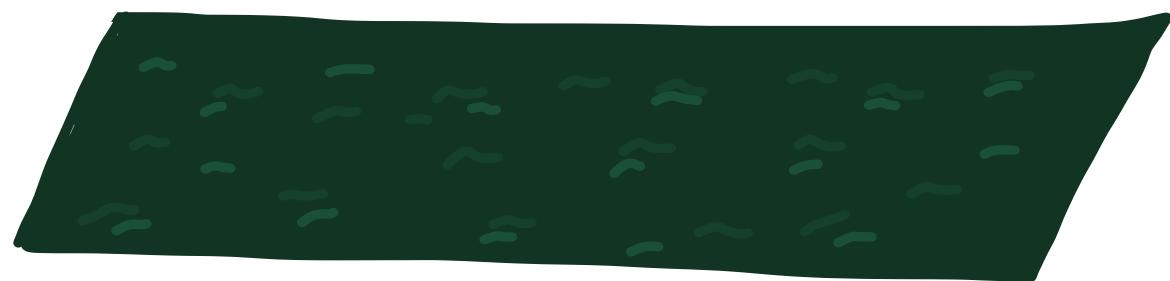
#ffffff



#000000

What's a Japanese-style burger without sticky rice in a perfect cake?

# Nori



#15402b



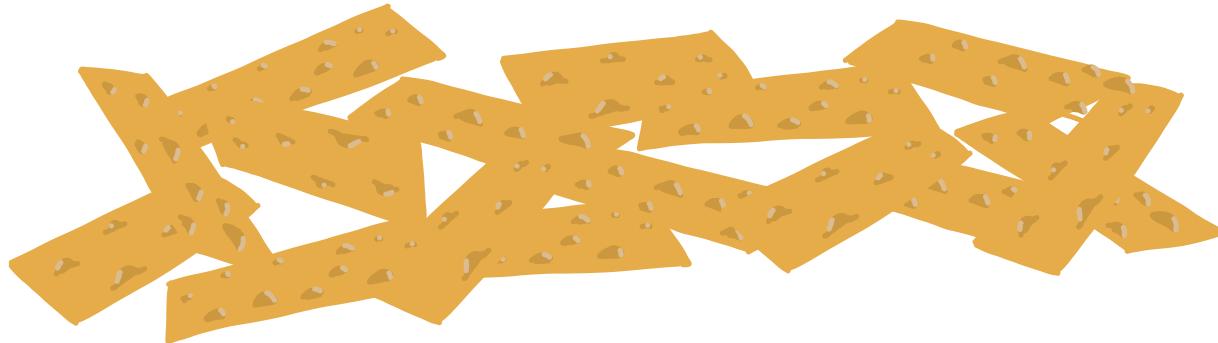
#1a5036



#123524

Oh nori, the dried crispy seaweed that will surely  
keep you wanting more...

# Wonton Crisps



#e5ac49



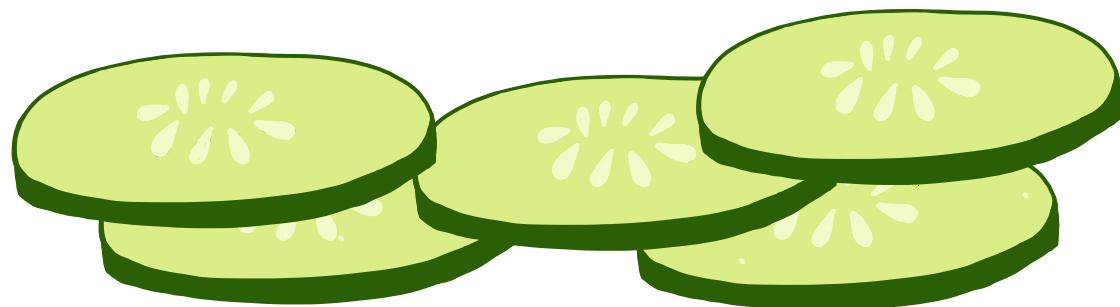
#dbbb90



#cb9840

Wonton Crisps added to our burger to hear the crunch crunch of your stomach of fire.

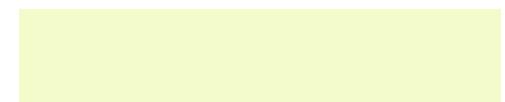
# Cucumber



#2c6006



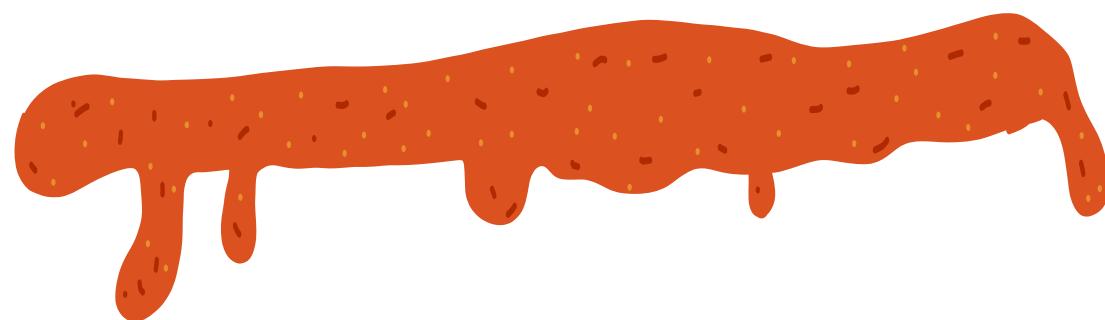
#dbed86



#f2fbc9

What could be more refreshing than cucumber?  
That is if you're not trying the Akuma Shrimp  
Burger challenge!

# Secret Akuma Sauce



#af2a00



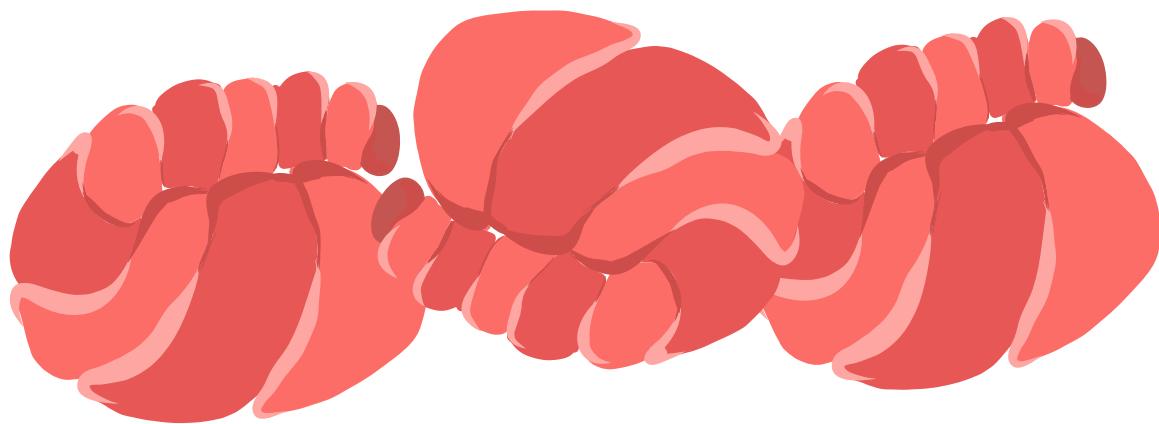
#e78f2a



#db5120

A secret mixture of chili powder, chili paste, and a special habanero sauce that is 200 times hotter than Tabasco sauce. Try it and taste the akuma (devil).

# Seasoned Shrimp



#fd6d67



#cd4d4b

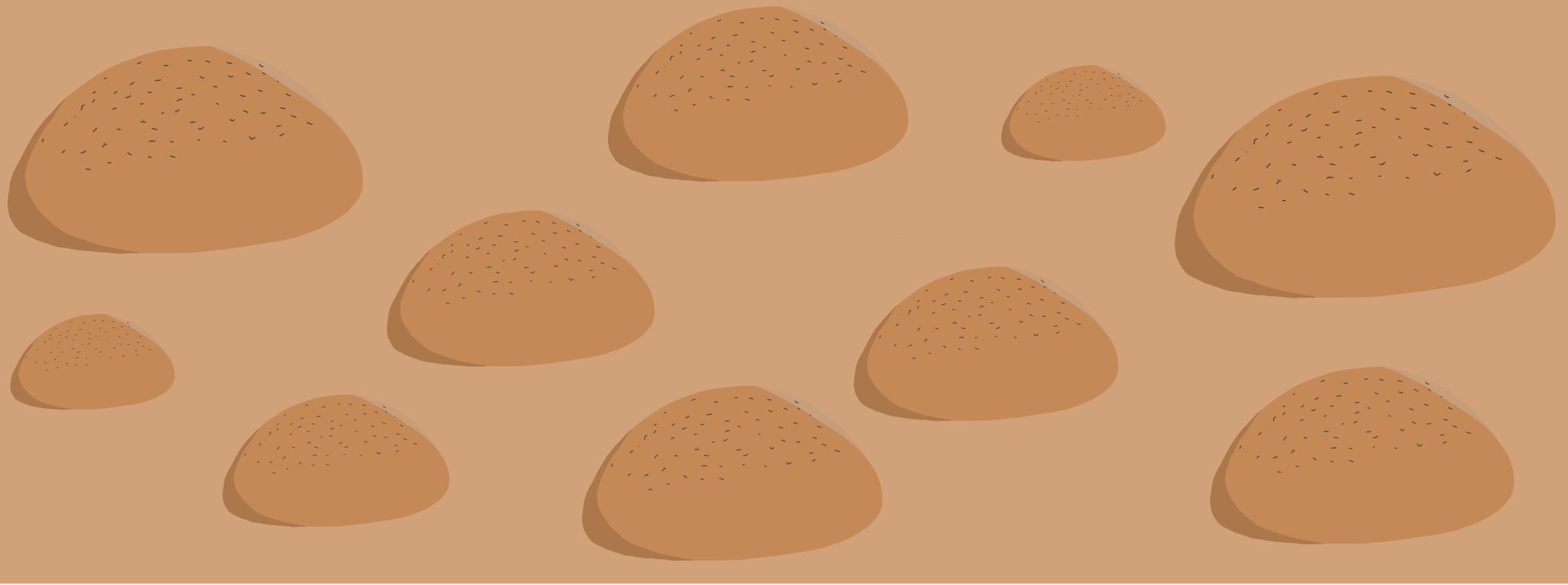


#fda6a2



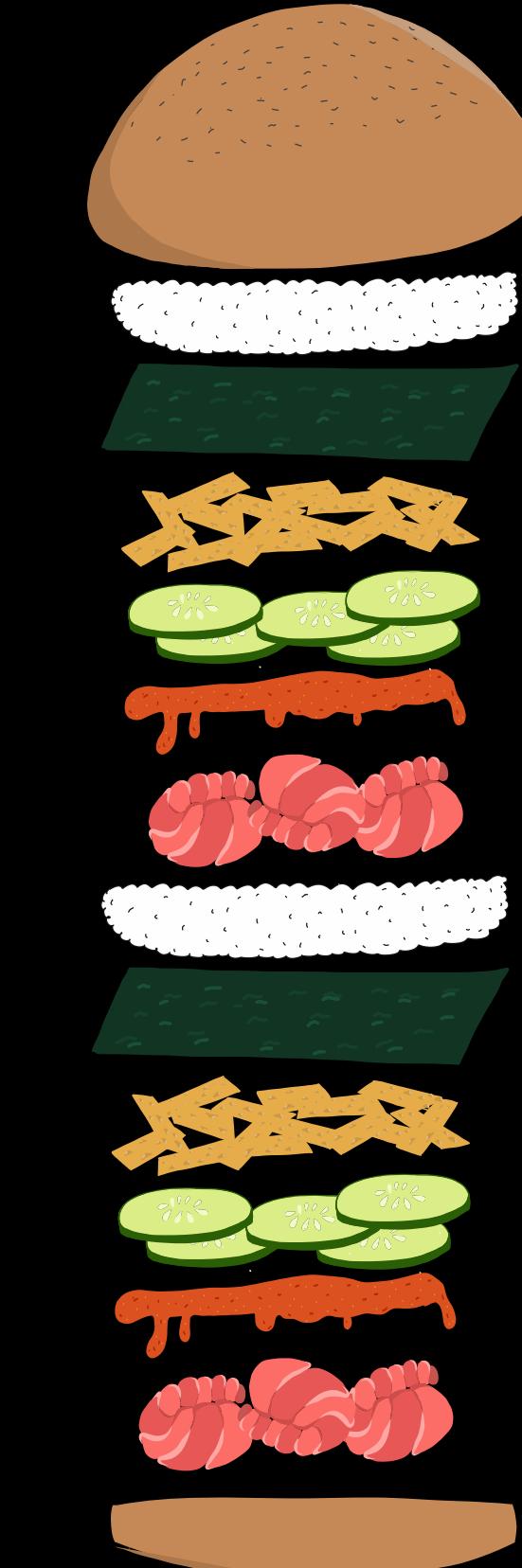
#e75755

Delicious shrimp seasoned with even more spices  
to add in the extra kick.



# In Environment

# Poster



# AKUMA SHRIMP

This **SUPER SPICY** double stacked shrimp burger is not named after the **devil (Akuma)** himself lightly because even he fears it.

Only a **few** have made it **halfway**.

And **even less** have made it to the **end**.

In order to claim victory, you have **10 minutes** with no drinks to finish **The Akuma**.

If successful, you get awesome bragging rights, a polaroid on our **Akuma Challenge wall**, and a t-shirt.

If unsuccessful, you have to wear the hat of failure for the rest of your stay.

C'mon.

**Taste the Akuma.**

We **akuma** dare you.

# T-Shirt



