

**ONIGIRI CO.**

**BRAND  
GUIDELINE**

▲ A Guide for the Correct Use  
of Brand & Visual Identity

▲ Developed by  
Onigiri Co.



## In Our Hearts, In Your Hands. A Simple Bite.

Onigiri Co. is a family-owned and operated company in Toronto with the goal of bringing authentic, high quality food items to the local market while maintaining traditional preparation methods and promoting healthy eating habits.

We want everyone to enjoy the delightful taste and fulfilling qualities of onigiri, whether they are looking for a light snack on-the-go or a nutritious meal option. Our commitment is crafting each onigiri with love and care from our hands to yours. A perfect blend of freshness, flavour, and tradition in every bite.

## ▲ Our Story: Growing Onigiri in Canada

At the heart of our company lies a simple, yet powerful vision: to bring the tradition of onigiri, a beloved Japanese staple, to the everyday lives of Canadians. Our journey began with a deep passion for food and culture, but more importantly, with a belief that onigiri is more than just a snack—it's a perfect blend of health, convenience, and deliciousness that deserves a place in everyone's diet.

## ▲ The Seed of an Idea

The idea for our onigiri company was born from both a love of Japanese cuisine and the realization that the Canadian market was missing out on one of Japan's most cherished comfort foods. For generations, onigiri—rice balls filled with flavorful ingredients and wrapped in nori—has been a go-to food for busy workers, students, and families in Japan. It's portable, nutritious, and can be enjoyed anytime, anywhere. We saw an opportunity to introduce this time-honored tradition to a new audience, with a modern twist that would make it not only accessible but an essential part of the Canadian diet.

We wanted to create a product that stayed true to its roots, while also catering to the tastes and preferences of a diverse and dynamic community. This goal pushed us to innovate, creating unique flavors and combinations that honored the simplicity of onigiri, yet brought something fresh and exciting to the table.

Starting a business from scratch is never easy, but we were fueled by a clear mission: to bring onigiri to every corner of Canada. Our journey started small. In the early days, we were a close-knit team of food lovers, handcrafting each

onigiri with care, making sure every ingredient was perfectly balanced. We partnered with local suppliers to source fresh, high-quality ingredients because we believed in not just convenience, but in offering our customers food that they could feel good about eating.

## ▲ Onigiri at the Heart of Every Meal

Today, our company continues to grow, but our mission remains the same. We believe that onigiri is not just a convenient food option, but a way to bring people together. Whether it's enjoyed as a quick snack or part of a meal, onigiri is versatile, wholesome, and made with love. It's the perfect answer to the demands of modern life—delicious, portable, and nourishing.

Our vision is to see onigiri become a household name in Canada, where people reach for onigiri not just for its convenience, but because it's a healthy, satisfying option that they can feel good about. We're proud to say that our onigiri has found its way into homes, offices, and lunchboxes across the country, and we're just getting started.

## ▲ Purpose

Effortless satisfaction through creating delicious, simple food that fits seamlessly into modern

## ▲ Vision

To become the most trusted and instinctive brand for fresh onigiri, known for quality, sustainability, and authentic craftsmanship.

## ▲ Mission

To deliver fresh, high-quality onigiri by blending traditional Japanese techniques with the speed and ease of modern convenience. Our goal is to create a moment of warmth and nourishment, one rice ball at a time.

## ▲ Target Customer

Busy professionals (ages 22–65) working in high-traffic urban environments who seek a healthier, more thoughtful alternative to fast food. They are health-conscious, culturally curious, and value speed, taste, and design.



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# BRAND DIRECTITION



1.1 Mood Board

1.2 Keywords

● ○ ○ ○ ○ ○ ○ ○  
1.0

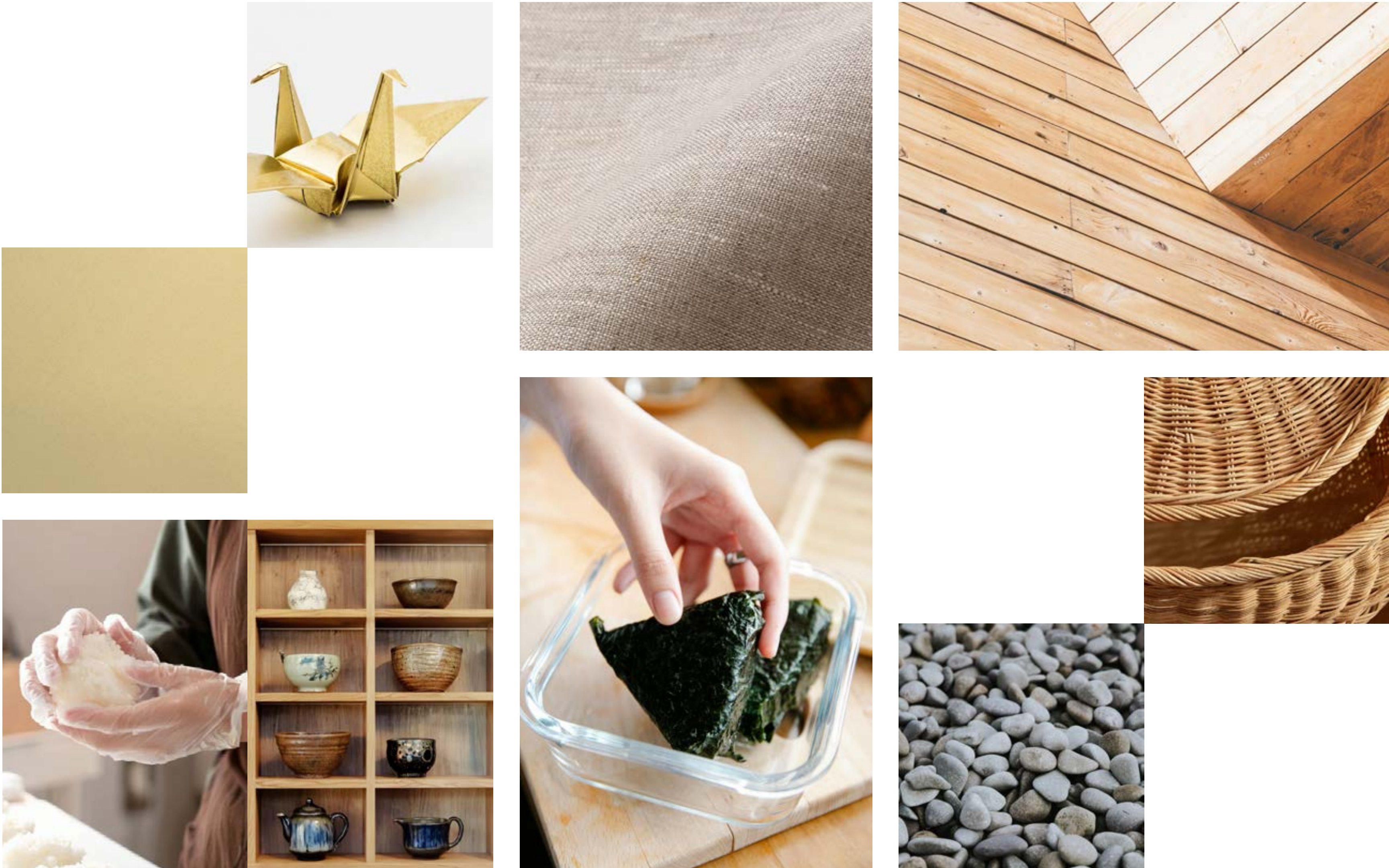


1.1 Mood Board

The store’s visual identity blends modern minimalism with a calm, home-like Japanese aesthetic, creating a sensory retreat within the bustling PATH. Designed around the cultural essence of onigiri as soul food, the space emphasizes simplicity, natural flow, and sensory engagement - sight, smell, touch, and sound.

Light wood tones, stone textures, and warm, bright lighting form the foundation of the design, offering clarity and comfort.

Every element, from materials to lighting, supports efficient operations and a welcoming, intentional experience that reflects the soul of the brand.





# 1.2

Keywords

These words embody who we are,  
our vision, and the way we operate.

.....

We are a brand dedicated to  
offering ready-to-eat food that  
blends Japanese tradition with  
contemporary design. Our specialty,  
onigiri, represents an authentic,  
healthy, and delicious way to eat.  
Through a sensory experience and  
minimalist approach, we aim to  
connect with people who value  
simplicity, nature, and quality  
craftsmanship.

01/ Natural

02/ Intentional

03/ Warm

04/ Minimalist

05/ Welcoming

05/ Multi-sensory



COLOUR



- 2.1 Colour Codes
- 2.2 Colour References
- 2.3 Colour Proportions

●●○○○○○  
2.0

# 2.1

## Colour Codes

This is our brand’s official color palette. Each color has been carefully selected to reflect our core identity. Please use the exact color codes provided to maintain consistency and avoid any unintended variations.

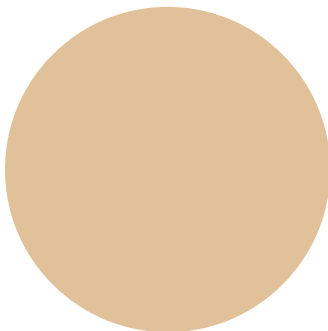


### Off White

[HEX]  
#F9F7F3

[CMYK]  
0 / 0 / 2 / 2

[RGB]  
249 / 247 / 243

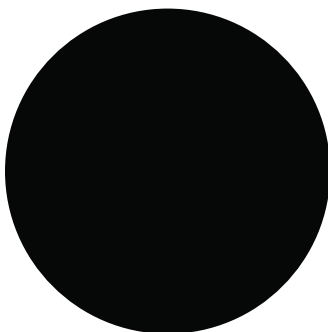


### Beige

[HEX]  
#DCC39F

[CMYK]  
14 / 22 / 40 / 0

[RGB]  
220 / 195 / 159

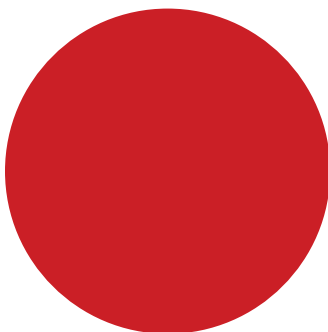


### Black

[HEX]  
#060606

[CMYK]  
74 / 68 / 67 / 88

[RGB]  
6 / 6 / 6



### Red

[HEX]  
#BB0505

[CMYK]  
18 / 100 / 100 / 10

[RGB]  
187 / 5 / 5

# 2.2

## Colour References

This section shows approved text and background color combinations that meet WCAG accessibility standards. Each pairing has been tested for contrast to ensure legibility, especially for users with visual impairments. All listed combinations pass at least WCAG AA requirements and are suitable for digital use. Contrast ratios indicate the level of readability.

**Note**  
Normal Text (below 18pt regular or 14pt bold), Large Text (18pt+ or 14pt bold)

Sample

**Off White × Black**  
Readability: ●●●●● Maximam  
Normal Text: Suitable  
Large Text: Suitable  
Contrast Ratio: 18.94:1

Sample

**Off White × Red**  
Readability: ●●●○○ High  
Normal Text: Suitable (AA) Not AAA  
Large Text: Suitable  
Contrast Ratio: 6.26:1

Sample

**Red × Black**  
Readability: ●●○○○ Moderate  
Normal Text: Not Suitable  
Large Text: Suitable (AA) Not AAA  
Contrast Ratio: 3.03:1

Sample

**Beige × Black**  
Readability: ●●●●○ Excellent  
Normal Text: Suitable  
Large Text: Suitable  
Contrast Ratio: 11.92:1

Sample

**Beige × Red**  
Readability: ●●○○○ Moderate  
Normal Text: Not Suitable  
Large Text: Suitable (AA) Not AAA  
Contrast Ratio: 3.94:1



# Off White

Use Off White as the main colour to generate solid backgrounds.

# Black

Use Black as the main colour for any texts or graphical elements.

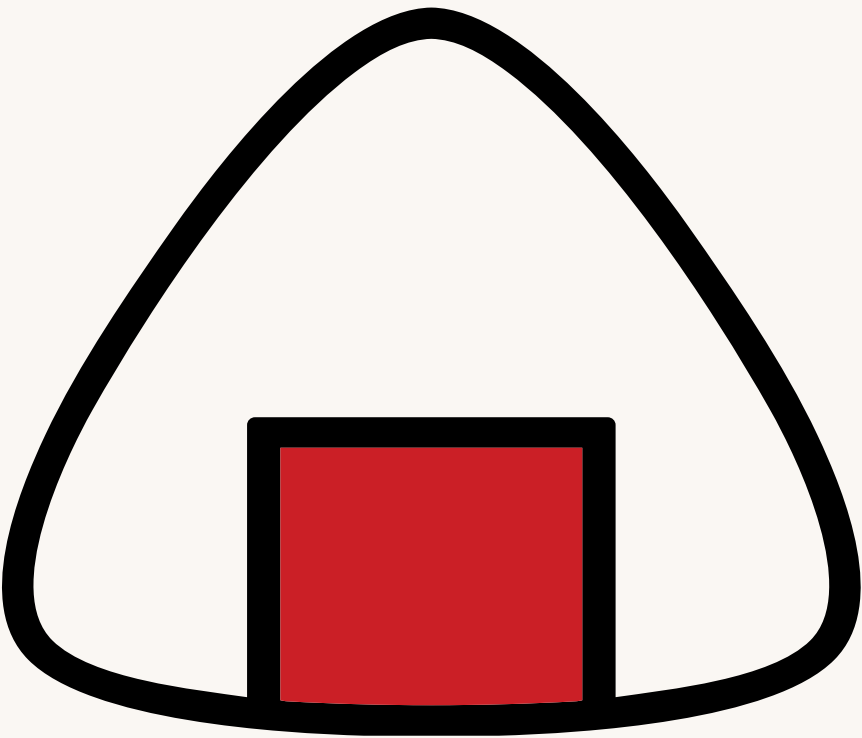
# Beige

Use Beige as a secondary colour to highlight important elements.

# Red

Use Red as a secondary colour to highlight important elements.

LOGO



- 3.1 Variations
- 3.2 Protection Area
- 3.3 Minimum Size
- 3.4 Applications

3.0



# 3.1

Variations

Primary Logo

The primary logo is the main, most recognizable version of a company's logo. It's the go-to mark that represents the brand across the vast majority of its applications.

- Favicons for websites
- Merchandise where a simple, iconic mark is desired (e.g., pins, small embroidery)
- As a subtle branding element in patterns or backgrounds.

Secondary Logo

A secondary logo is a variation of the primary logo designed for specific situations where the primary logo might not be suitable or as effective. Its purpose is to provide flexibility and maintain brand consistency across a wider range of applications.

Secondary Logo + Symbol

This functions as a required pairing in situations where the Secondary Logo alone may not provide sufficient brand presence, and the Symbol reinforces recognition, such as:

- Single-page documents
- Third-party placements where brand context is reduced

Symbol

This function as a secondary logo for small applications where the full wordmark would be illegible or unnecessary, such as:

- Social media profile pictures
- App icons

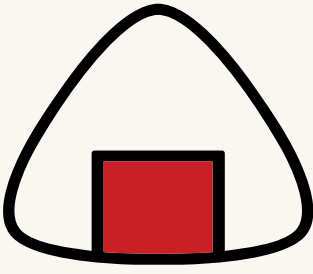
Primary Logo



Secoundry Logo

ONIGIRI CO.

Symbol





# 3.2 Protection Area

▲ Primary Logo

A protection area is the minimum amount of empty space that must surround the logo to ensure its legibility and visual impact, preventing other elements from cluttering it.

"X" defines the height of the letter "O" in the logotype and serves as a reference unit. Maintain this proportion consistently as the logo is scaled.

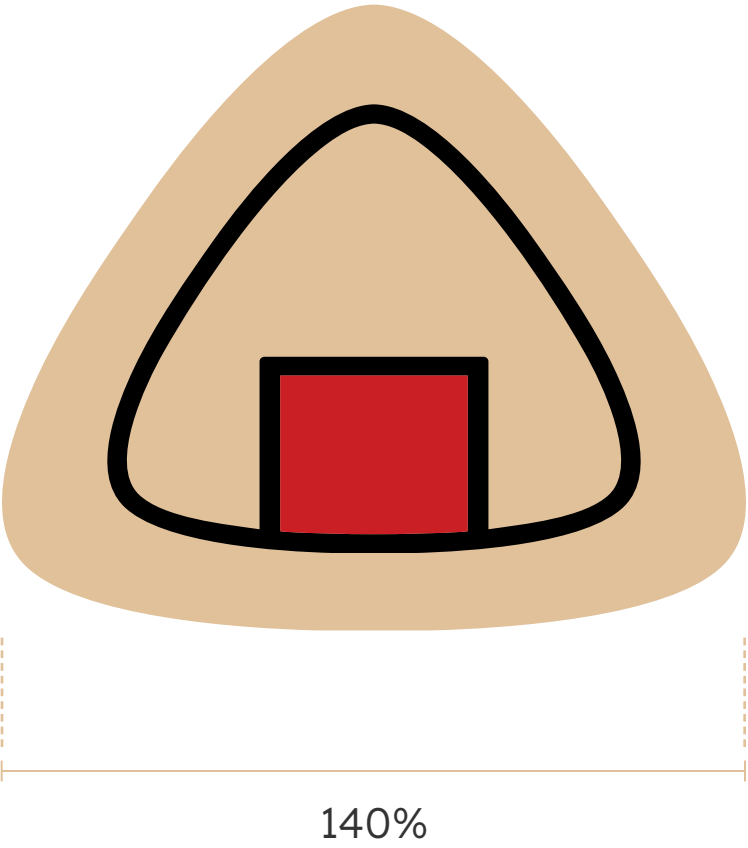


# 3.2

Protection Area  
▲ Secoundry Logo  
and Symbol

A protection area is the minimum amount of empty space that must surround the logo to ensure its legibility and visual impact, preventing other elements from cluttering it.

"X" defines the height of the letter "O" in the logotype and serves as a reference unit. Maintain this proportion consistently as the logo is scaled.



# 3.3 Minimum Size

To ensure legibility and brand impact, the logo should never be displayed below its minimum size. This protects small details and keeps the logo clear across print and digital formats. If needed, use a symbol for smaller applications.

Primary Logo [Print]



30mm

Secoundry Logo [Print]



30mm

Symbol [Print]



13mm

Primary Logo [Digital]



70px

Secoundry Logo [Digital]



70px

Symbol [Digital]



24px

Symbol : favicons or app icons can go down to 16 px hight, but clarity is maintained better from 24 px hight.



3.4 Application  
▲ Colour

These are the approved uses where only the previously mentioned corporate colors may be applied.



Primary Logo + White Background



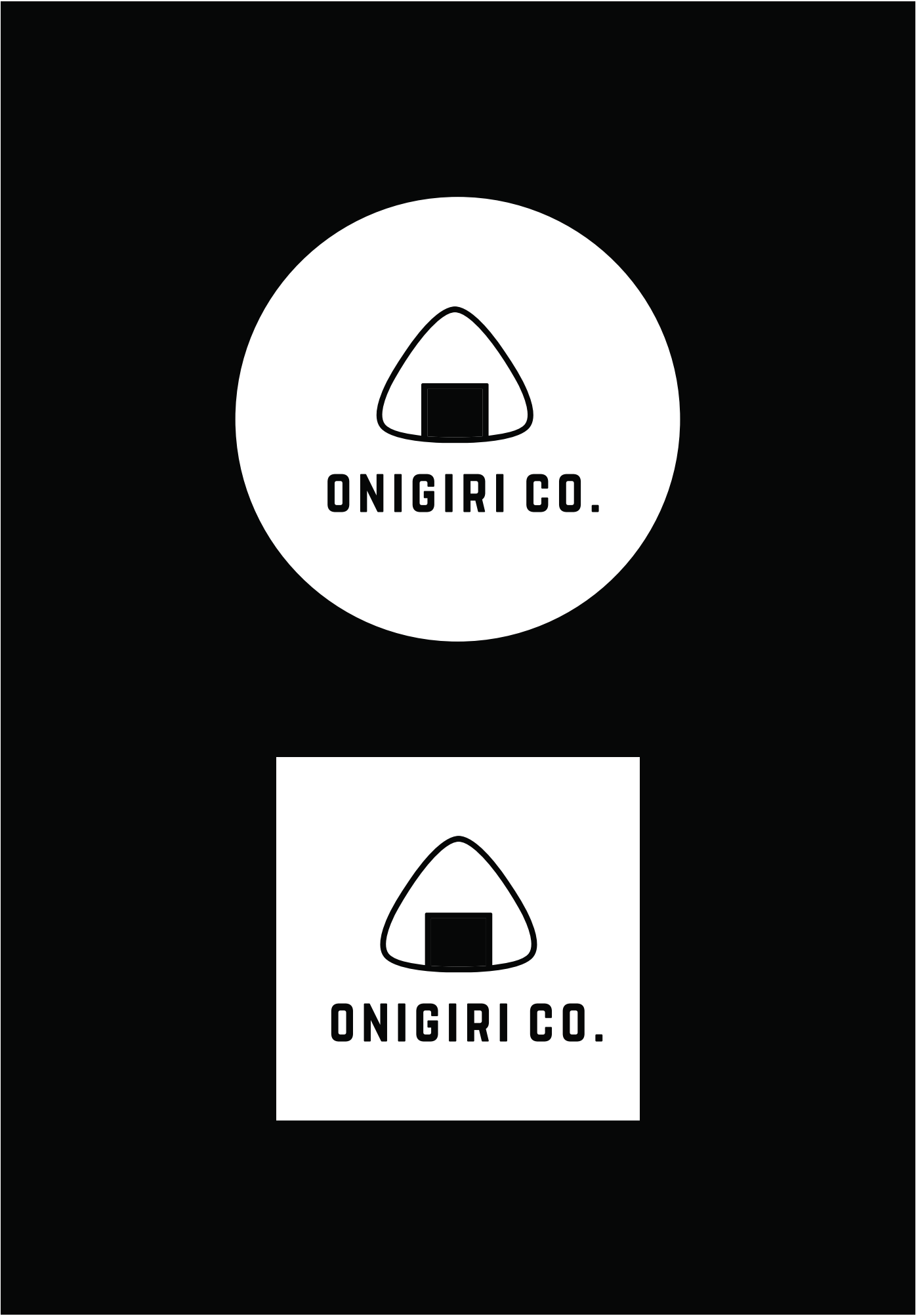
Primary Logo + Off White Background



Primary Logo + Beige Background

3.4 Application  
▲ Single colour

The brand logo may be used in a single ink color. When the background is Black, a white background around the logo should be used to maintain brand clarity and visual integrity. Light backgrounds are preferred.





3.4 Application  
▲ Photo

Place the logo over areas with low visual noise and high contrast to ensure legibility. Avoid busy or cluttered backgrounds.



YES



NO



# TYPOGRAPHY

Aa

- 4.1 Primary Typeface
- 4.2 Secondary Typeface
- 4.3 Typographic Hierarchy
- 4.4 Usage Example

4.0

**4.1** Primary  
Typeface

Effective typography is crucial for both readability and reinforcing our brand’s unique voice. We utilize a carefully selected typeface hierarchy to ensure clarity, consistency, and visual impact across all our communications.

Anonymous Pro will be used for:

- All body text and paragraphs
- Taglines, call-out quotes, headings, and subheadings
- Captions, lists, and large numerical displays
- Any other extensive written contents

This ensures a consistent and comfortable reading experience for our audience.

Lexend

---

AaBb

Lexend Thin  
Lexend Light [Body Text]

Lexend Regular  
Lexend Medium

Lexend SemiBold  
Lexend Bold

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!@#\$%^&\*()+

# 4.2

**Secondary  
Typeface**

Our secondary typeface is dedicated to creating strong visual accents for elements that require immediate brand recognition. Its distinct character provides a clear visual contrast and powerfully reinforces our brand identity.

- Norwester will be used exclusively for:
- The text component of our official logo
  - Major Section Titles: This includes top-level divisions, and any other key titles for major sections.

## NORWESTER

---

**AB**

### NORWESTER [ USE ONLY UPPER CASE ]

---

**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 ! @ # \$ % & ( ) +**

## 4.3 Typographic Hierarchy

Typographic Hierarchy is the system of organizing text to guide the reader's attention and indicate the importance of each section. By using variations in size and weight, it ensures that content is easy to scan and understand.

Section Titles

Norwester

Tagline

Lexend Medium

## Subtitle

Lexend Regular

Body Text

Lexend Light

## ABOUT US

# In Our Hearts, In Your Hands. A Simple Bite.

# The Seed of an Idea

We want everyone to enjoy the delightful taste and fulfilling qualities of onigiri, whether they are looking for a light snack on-the-go or a nutritious meal option. Our commitment is crafting each onigiri with love and care from our hands to yours. A perfect blend of freshness, flavour, and tradition in every bite.



4.4 Usage Example

This page is a mockup for a one page graphic for its introduction, showcasing how typographic hierarchy organizes content clearly. The layout uses distinct font styles and sizes for tagline and body text to guide the reader’s eye and improve readability.



**In Our Hearts, In Your Hands.  
A Simple Bite.**

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We want everyone to enjoy the delightful taste and fulfilling qualities of onigiri, whether they are looking for a light snack on-the-go or a nutritious

meal option. Our commitment is crafting each onigiri with love and care from our hands to yours. A perfect blend of freshness, flavour, and tradition in every bite.

MADE FRESH DAILY.



# PHOTOGRAPHY



- 5.1 Philosophy
- 5.2 Photography Direction

5.0

# 5.1

## Philosophy

At Onigiri Co., our imagery captures the essence of who we are - celebrating the moments, good food and environments that bring our story to life.

The common thread across all our photography is the use of natural light. Every image feels warm and genuine - with a tonal lightness that reflects our belief in food that's both nourishing and honest.

Photography is more than a visual layer; it's a direct expression of our mission: to elevate the everyday with a simple bite.

Our imagery falls into two distinct categories:

**Still Life:** highlighting onigiri, ingredients and any products.

**Lifestyle:** capturing candid moments of connection around our food.





# 5.2 Photography Direction

**Still Life:** highlighting onigiri, ingredients and any products. Quiet but warm and beautiful images of food and what it's made of.

- Minimal top-downs: Onigiri lined up with unique fillings, textures clear
- Ingredient studies: salt pile, seaweed sheet, freshly cooked rice in bowl
- Wooden surfaces, bamboo textures, clay dishes to support a natural tone
- Natural shadows, no harsh studio light

**Goal:** Let the ingredients speak. Keep styling natural, soft, and humble.

**Lifestyle:** capturing candid moments of connection around our food. Storytelling of how people engage with onigiri.

- Hands grabbing onigiri
- Onigiri being placed in lunchboxes shared at home (between friends, parent & child, partner to partner)
- Wrapped and unwrapped onigiri in hands (e.g., tearing the film) focus on gestures, movement, texture (never on faces)

**Goal:** Capture real-life warmth and intimacy without revealing identity - make it feel universal, nostalgic, and personal.

## ONIGIRI CO.

5.1 Philosophy  
5.2 Photography Direction

Still Life



Lifestyle

