



Nishiki Sushi

Brand identity and social media guide

1. Introduction

Nishiki Sushi is a popular restaurant located in the center of Frederiks-sund. They offer ala carte and ad libitum dining in house, as well as take away and catering.

This document contains the rules for Nishiki Sushi's visual communication system. Follow these rules across all platforms to maintain brand consistency. This includes all of the element you may need logos, typefaces, colors, and more.



**Nishiki
Sushi**

2. Brand Identity

The primary font is Poppins.

Use each font weight by itself or combine bold and regular to create contrast and emphasis on specific words.

Download font from here:

<https://fonts.google.com/specimen/Poppins>

<https://fonts.adobe.com/fonts/poppins>

2.1 Typography

Poppins

Poppins Regular

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Poppins Medium

Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

Poppins Bold

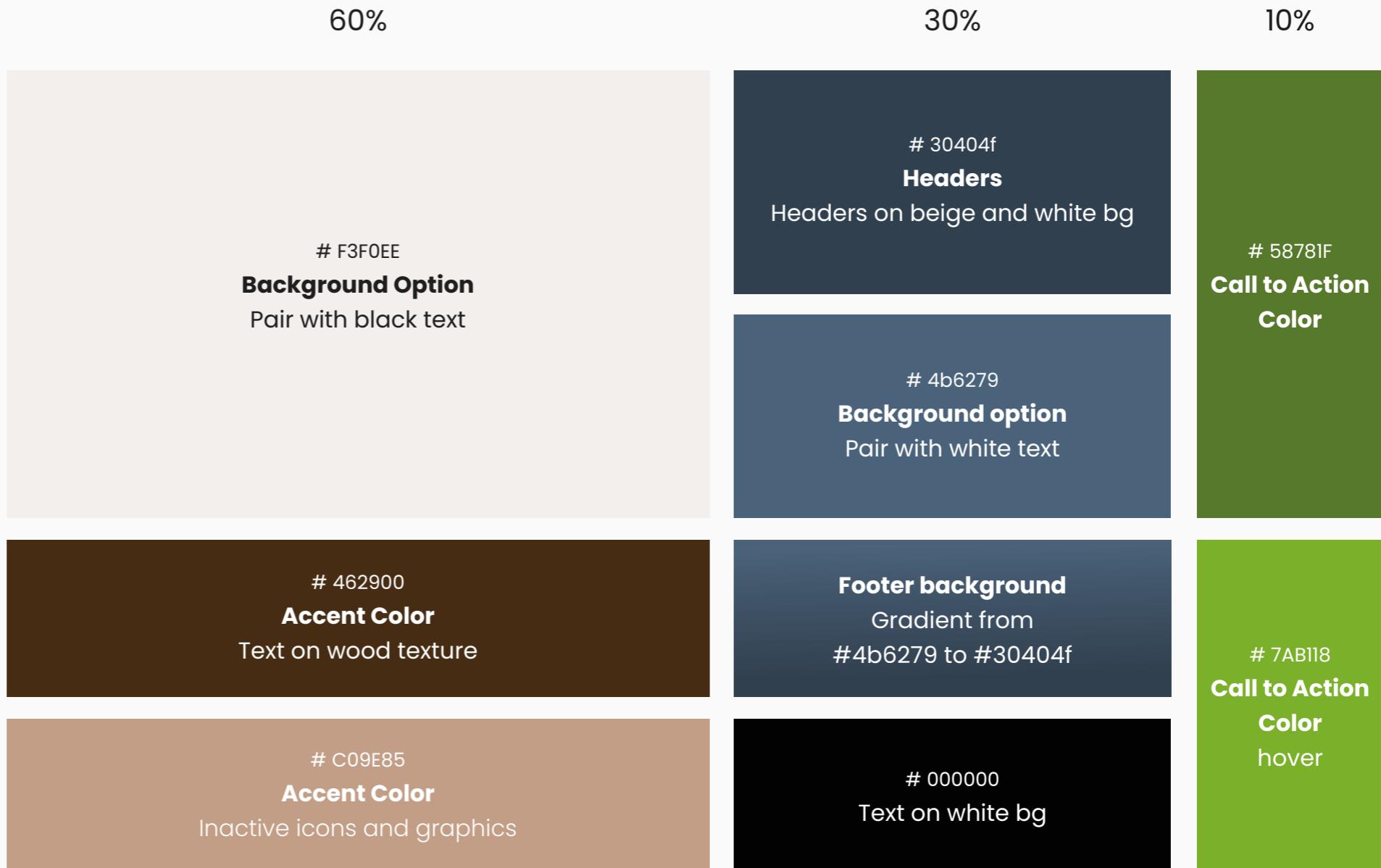
Aa Bb Cc Dd Ee Ff Gg Hh Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 0

2. Brand Identity

The colors of Nishiki Sushi are inspired by the calm and natural shades that are known in both Japanese and Scandinavian design.

Base your designs in the earthy tones, use dark blues for contrasting sections and bring in greens to bring attention to calls to action.

2.2 Colors



2. Brand Identity

Nishiki Sushi's logo is a fish emerging from the waves. The logo features a burned wood texture.

The logo can be used in combination with wordmark or on its own.

Be careful to not manipulate the logo, always place on high contrast backgrounds and

2.3 Logo

Invalid use of logo



Squish



Effects



Low contrast BG



Outside frame

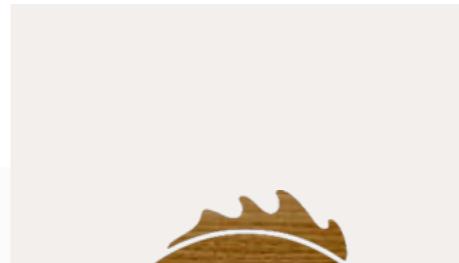


Recoloring

Correct use of logo



Use on it's own on light backgrounds



or



or

Correct use of logo



Use as part of wordmark



**Nishiki
Sushi**

2. Brand Identity

To match the restaurant's mix of Japanese and Scandinavian interior, graphics should be kept in natural textures and colors combined with sharp edged shapes.

Beige lines group together to resemble wood slat panels. The lines can be used in groups of 2-5 with the possibility of extending one of the lines to draw attention to or move the eye from one element to another. The lines can cover or cross behind colored backgrounds and images but should never cross text.

2.4 Graphic styles

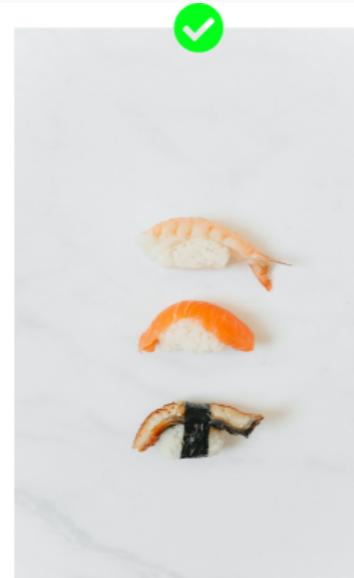


2. Brand Identity

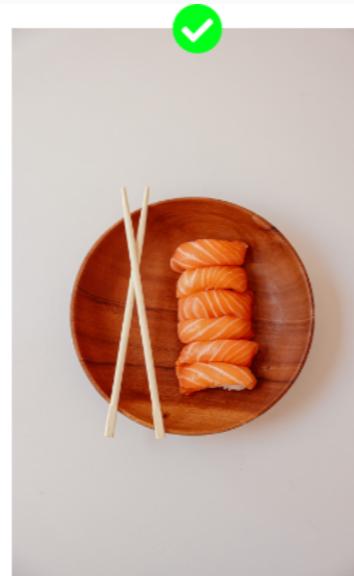
Images are an important part of communicating the nishiki sushi brand. To keep a consistent tone we recommend using images that:

- are well lit
- are on a light background
- keep all elements inside frame OR intentionally break the frame
- are minimal with only necessary items within the frame
- use background blur on images with depth

2.5 Image and video styles



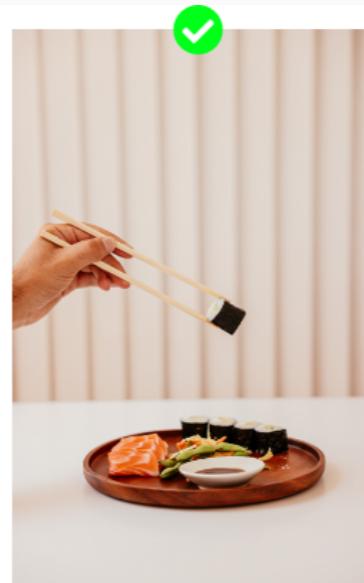
Make sure the image is well lit and on a light background



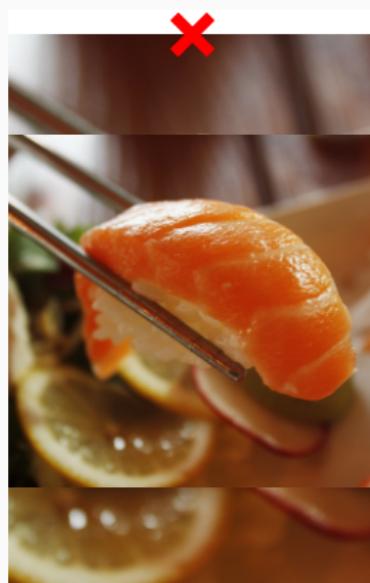
Keep everything inside the frame, unless intentional

2. Brand Identity

2.5 Image and video styles



Remove irrelevant items from the frame



Make sure the background
is blurred or clean

2. Brand Identity

When writing any type of text related to the brand, it is important to keep your language consistant across platforms. The goal is to create a recognisable personality for the Nishiki Sushi Brand.

Whether you are writing copy for posts or answering questions on social media, creating print materials or writing copy text for the website keep the following traits in mind:

- Friendly
- Professional
- Passionate

2.6 Tone of voice

Enjoy the summer with Nishiki Sushi's takeaway ☀️

Where would you enjoy sushi in the sun?

Friendly, Professional, encouraging interaction

August Menu Offer 🍣

Try this months sushi menu offer with 32 pieces of delicious Nigiri and Kaburi Maki for only 368,-

We have included our newest favorite kaburi maki "shake mango" and we can't hear your thoughts on this fresh new roll!

Friendly, Professional, call to action, encouraging interaction, using "we" when talking about the Nishiki Sushi brand and staff

3. Social Media Strategy

We recommend being present on 2 of the major social media platforms at the moment:

Instagram and Facebook

A big key to success on these platforms is consistency. We recommend creating 2 organic posts per week on both platforms.

Topic suggestions: Fun sushi facts, highlighting an item from the menu, current offers, showcasing the atmosphere of the restaurant

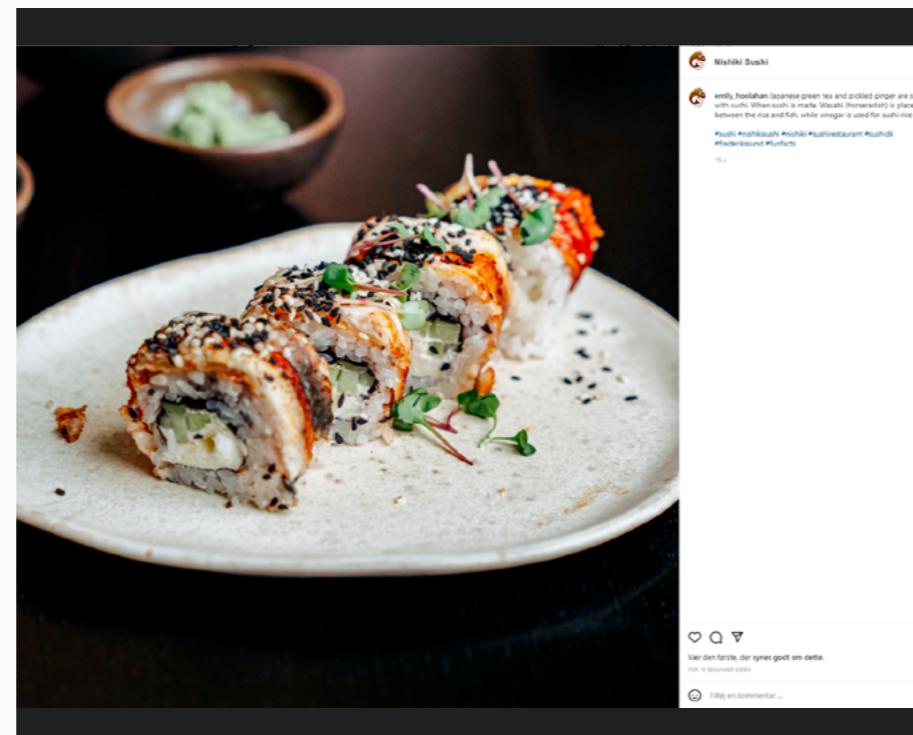
Organic posts can be reused across Instagram and Facebook as long as images are adapted to size.

Paid ads: We also recommend running monthly paid ads focusing on local users in Frederikssund. Paid ads should preferably run for at least a week and be kept to a smaller localised target audience to maximize on returns. A topic example for these posts could be the monthly menu offers.

Instagram

Organic posts twice pr. week (Monday and Friday)
AND whenever there are news, events or holidays

Monthly paid posts



Facebook

Organic posts twice pr. week (Monday and Friday)
AND whenever there are news, events or holidays

Monthly paid posts



3. Social Media Strategy

3.1 Hashtags for Instagram

	Use on every post	Use 0-2 per post
<p>Hashtags is a way for followers to find you, so we have made a list of recommended hashtags to use. Include the first 6 in every post and add no more than two more depending on the content of the post.</p>	<p>#sushi #nishikisushi #nishiki #sushirestaurant #Sushidk #frederikssund</p>	<p>#newsushi #takeaway #springspecial #discount #sale #job #hardatwork #valentiensday #christmas</p>

3.2 Emojis for Social Media

	Avoid	Use
<p>Depending on the topic of the post, we recommend using a single emoji per post. This should help maintain an approachable brand identity while appearing professional.</p>	<p>Any emojis expressing:</p> <ul style="list-style-type: none">○ Anger 😠😡○ Sadness 😢😢○ Flirtatious 😘😘😘😘○ Sensual 🍆🍑🍆❤️🖤○ Pain/Sick 😰🤮🤮🤢🤮🤮○ Offensive 👎	

Nishiki Sushi - H1

Font: Poppins | Size: 50 px or 3.1 rem | Weight: regular | Color: #30404F

Sushi Ad Libitum - H2

Font: Poppins | Size: 40 px or 2.5 rem | Weight: regular (and bold) | Color: #30404F

Få et tilbud - h3

Font: Poppins | Size: 24 px or 1.5 rem | Weight: medium | Color: #30404F

Besøg os i hjertet af Frederikssund - p

Font: Poppins | Size: 16 px or 1 rem | Weight: regular | Color: #000000



Nishiki
Sushi

Læs mere - <a>

Font: Poppins | Size: 16 px or 1 rem | Weight: bold | Color: #4B704D | decoration: underlined

Læs mere - <a>Hover

Font: Poppins | Size: 16 px or 1 rem | Weight: bold | Color: #6B8739 | decoration: underlined



Catering & Events

Book et event hos os og del de vigtige øjeblikke med dine nærmeste i vores hyggelige omgivelser. Vi sørger for det praktiske så du kan fokusere på det mest vigtige - dine gæster.

Primary

Secondary

Primary hover

Secondary hover

Åbningstider

Mandag - Torsdag 10-20

Fredag - Søndag 10-20

Helligdage 10-20

10%

#58781F

#7AB118

60%

#462900

#C09E85

Wood
texture

#F3FOEE

30%

#000000

#30404F

@Nishiki Sushi 2022

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