

**大家 da-ja**

**Brand Style Guide**

大家

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大家

**da-ja** /dà jiā/

A simplified romanization for 大家,  
meaning everyone in Chinese.

# 大家

## Mission Statement

da-ja is a Taiwanese cafe & eatery dedicated to serving modern takes on classical Chinese cuisine.

## Brand Identity Prism

### Physique

Bold colors, hip, minimalist, quality food

### Relationship

A place to belong and to reconnect with roots

### Reflection

Young, first-generation Asian Americans



### Personality

Bold colors, hip, minimalist, quality food

### Culture

A place to belong and to reconnect with roots

### Self-Image

Young, first-generation Asian Americans

大家

## Logo Variations

大家

da-ja

BRANDMARK

WORDMARK

大家  
da-ja

大家 da-ja

VERTICAL LOCKUP

HORIZONTAL LOCKUP



大家  
da-ja

大家

# Be Vietnam Pro

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy

01 02 03 04 05 06 07 08 09

Aa

大家

Header / Extrabold  
50 pt / 35 pt

Subheader / Semibold  
25 pt / 15 pt

Body / Regular  
17 pt / 10 pt

# Food tastes best with friends.

Bring 5 friends and get 25\$ off  
your meal.

We believe in making food that brings people together. We believe that food tastes better with good company.

# 大家 Color Palette

da-ja is a Taiwanese cafe & eatery dedicated to serving modern takes on classical Chinese cuisine.

## Egg Yolk

#FDA015

R: 253 C: 0%  
G: 160 M: 36%  
B: 21 Y: 91%  
K: 1%

## Mandarin

#F95227

R: 249 C: 0%  
G: 82 M: 65%  
B: 39 Y: 82%  
K: 2%

## Peony

#F5BED8

R: 245 C: 0%  
G: 190 M: 22%  
B: 215 Y: 11%  
K: 4%

# 大家

## Business Card



**大家 da-ja**

A Taiwanese cafe and eatery dedicated to  
serving modern perspectives on classical  
Chinese cuisine.

imhungry@daja.com  
(888) 888-8888

888 Lucky Avenue  
San Francisco, CA 88888



# 大家

# Website

th, 9:56 AM - Open Now - Wednesday, 9:56 AM - Open Now - Wednesday, 9:

# 大家 da-ja

**Location**

888 Lucky Avenue  
San Francisco, CA, 88888

**Hours**

Sunday	9:00 AM - 10:00 PM
Monday	Closed
Tuesday	9:00 AM - 8:00 PM
Wednesday	9:00 AM - 8:00 PM
Thursday	9:00 AM - 8:00 PM
Friday	9:00 AM - 8:00 PM
Saturday	9:00 AM - 10:00 PM

Above is the landing page and to the right is when scrolled

大家 da-ja

=

# 大家

a-ja /dà jiā/

simplified romanization  
大家, meaning everyone  
Chinese

da-ja was founded by two Chinese American college students who missed home cooked meals from their first generation immigrant parents.

[Read Press](#)



da-ja is a Taiwanese cafe and eatery dedicated to serving modern perspectives on classical Chinese cuisine.



[See Menu](#)

/ 15th, 9:56 AM - Open Now - Wednesday, 9:56 AM - Open Now - Wednesday, 9:56

# 大家 da-ja

## Location

888 Lucky Avenue  
San Francisco, CA, 88888

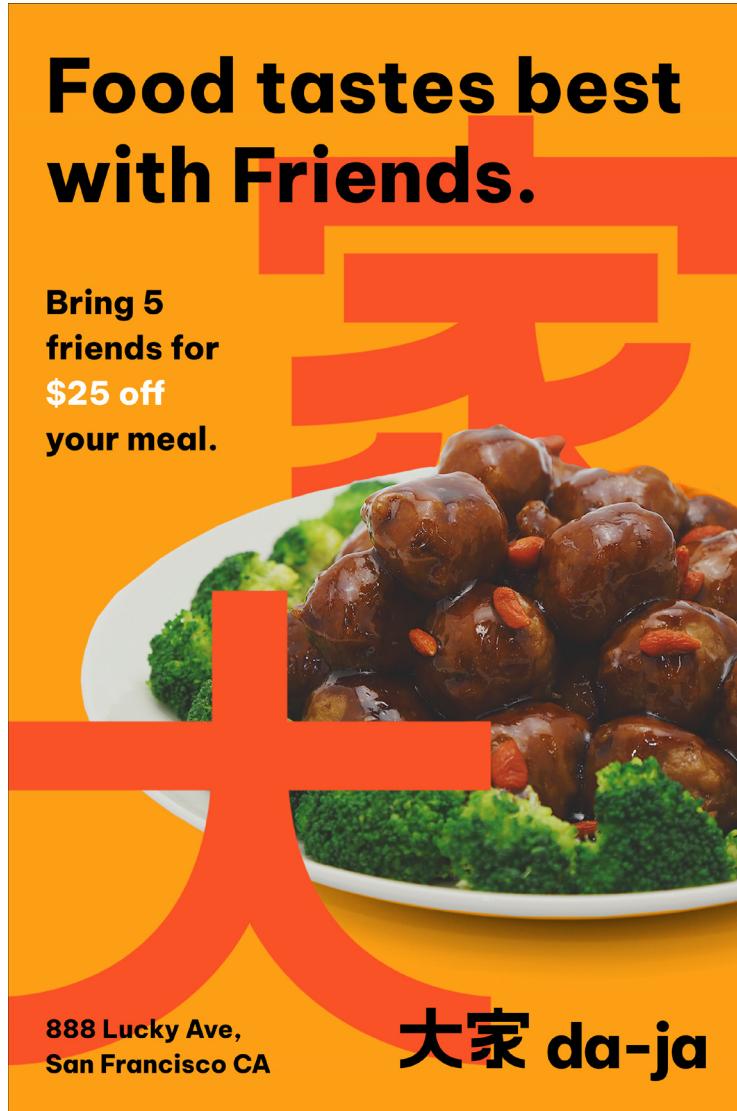
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Friday	9:00 AM - 8:00 PM
Saturday	9:00 AM - 10:00 PM

Order  
Menu  
Press

Macbook Pro

# 大家 Posters



**Good food tastes even better with company.**

Bring 5 friends for **\$25 off your meal.**



**Food tastes best  
with Friends.**

Bring 5  
friends for  
\$25 off  
your meal.

大家



888 Lucky Ave,  
San Francisco CA

**大家 da-ja**

**Good food tastes  
even better with  
company.**

Bring 5 friends for \$25 off your meal.



**大家**  
**da-ja**

888 Lucky Ave,  
San Francisco CA

**Food tastes best  
with Friends.**

Bring 5  
friends for  
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your meal.

大家



888 Lucky Ave,  
San Francisco CA

**大家 da-ja**

# 大家 Billboard

Dumplings like  
how 妈妈 used to  
make them.

大家 da-ja



Dumplings like  
how 妈妈 used to  
make them.

大家 da-ja



大家

# Merchandise

