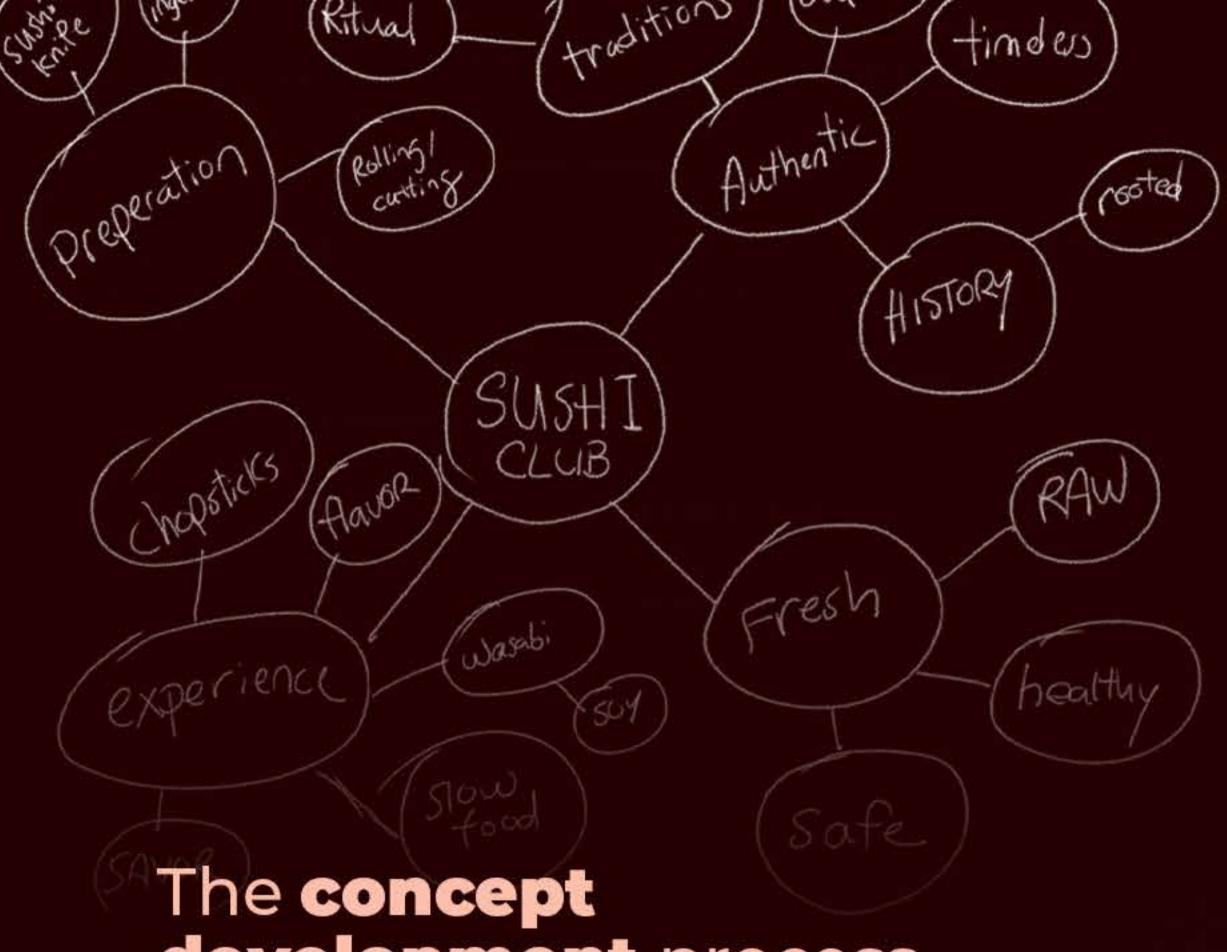
AUTHENTICALLY

PREPARED

SUSHICLUB

**Authentically Prepared** 











# development process.

After working through several key words word mapping sessions that focsed on words like "fresh", "Authentic" and "experience" we landed on the idea of the sushi knife as an important part of the prepartion.

After doing lots of research we came to know that chopsticks play such an important role in sushi. We wanted to explore the idea of the chopstick in thelogo as one of the first interactions one has when eating sushi.



P

802.243.8112 | sushiclub.us

| 1053 Providence Rd, Charlotte, NC 25014

# menus made for keeping.

After lots of research, we found that most menus in the post-COVID era are disposable. We wanted to create a menu that can be included in delivery that can be worth keeping with its dark rich colors and thick quality paper.

Traditionally, nigiri, maki and sashimi are eaten with emphasis on the taste of the fish. We want to make sure you get to taste real authentic sushi the way it was originally intended to be eaten: Raw, fresh, simple and flavorful.



Squld 16

Uni (Sea Urchin) Market Price

## Nigiri

(Rolled Sushi with seaweed wrap and white rice)

Wild Caught Salmon 9

Bluefin Tuna 11

SUSHICLUB

寿司

Yellowtail 5

Saba (Mackerel) 7

Kampachi (Greater Amberjack) 14

Squid 18

Uni (Sea Urchin) Market Price

### (Raw Fish on Rice)

Wild Caught Salmon 11 Bluefin Tuna 9

Yellowtail 6

Saba (Mackerel) 6

Kampachi (Greater Amberjack) 14

Squid 16

Uni (Sea Urchin) Market Price

### Sashimi

(Row Fish without Rice)

Wild Caught Salmon 10

Bluefin Tuna 14

Yellowtail 9

Saba (Mackerel) 5

Kampachi (Greater Amberjack) 16

Squid

arket Price Uni (Se

Eel (Unagi) three ways - 44 Maki, Nigiri and Sashimi sampler

\*All Items on our menu contained raw ingredients Consuming raw or undercooked meats, poultry, r eggs may increase your risk of

## Sides

SUSHICLU Edamame (With sea salt Seaweed Salad 6

PREPARED

W

my need

chopsticks a break.

SUSHICLUB

#### **Primary Color**

RBG: 202, 48, 76 CYMK: 0,76,62,21 Web ##CA304C

#### **Primary Color**

RBG: 37, 1, 1 CYMK: 0,97,97,85 Web #250101

RBC: 216, 78, 103 CYMIC 0,64,52,15

RBG: 55, 10, 10 CYMK: 0,82,82,78

Web #370A0A

RBG: 70, 18, 18 CYMK: 0,74,74,73

secondary

#### secondary

RBG: 96, 37, 37 CYMIC 0,61,61,62 Web #602525

#### **Primary Color**

RBG: 192, 71, 28 CYMK: 0,63,85,25 Web #C0471C

### **Primary Color**

RBC: 196, 131, 113 CYMK: 0.33,42,23 Web #C48371

#### secondary

RBC: 206, 105, 69 CYMK: 0,49,67,19

### secondary

RBG: 236, 140, 106

### secondary

RBG: 253, 192, 171 CYMIC 0,24,32,1

RBG: 215, 157, 145 CYMK: 0,27,33,16

#### secondary

RBG: 248, 172, 159

#### secondary secondary

RBG: 251, 220, 215 CYMIC 0,12,14,2

## Colors inspired by the untouched beauty that is fresh raw fish.

The vibrant fresh palette is an ode to the various raw fish and seafood that Sushi Club will serve. The four strong primary color hues and several secondary color options provide a deep versatile color palette with flexibility.



# headlines are soft & lowercase

# Subheadings are slightly smaller but medium weight

Smaller headings are medium weight still but continue to get smaller in size

Bold smaller item, great for labels or menu items

AN ALL CAP OPTION IN MEDIUM WEIGHT

The vibrant fresh palette is an ode to the various raw fish and seafood that Sushi Club will serve. The four strong primary color hues and several secondary color options provide a deep versatile color palette with flexibility.

The vibrant fresh palette is an ode to the various raw fish and seafood that Sushi Club will serve. The four strong primary color hues and several secondary color options provide a deep versatile color palette with flexibility.

## **Primary Typeface**

Montserrat Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghljklmnopqrstuvwxyz 12345678910@#\*<>()\$%&!

## **Montserrat Regular**

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghljklmnopqrstuvwxyz 12345678910@#\*<>()\$%&!

# key characteristics of the brand voice

The brand language developed and used throughout different advertising, logo packaging and external communications are bold statements that are balanced with a pinch of playfulness. They are memorable and not easy to forget.

voicano rolls served here.

authentic clever bold memorable playful

fish so fresh you can eat it raw.

your favorite part of the day is here.

# **Delivery** made fun

Fu ry bags. Most sushi resturants have plain, boring white plastic bags. These bags will feature a sticker featuring clever phrases that are sure to make someone smile.



## **Brand** Assets



The pattern was inspired by two shapes. First a smile and second the natural shape of a sushi maki roll. These combined created a positive fun vibe that complements our brand voice and language.

# smile



# maki roll



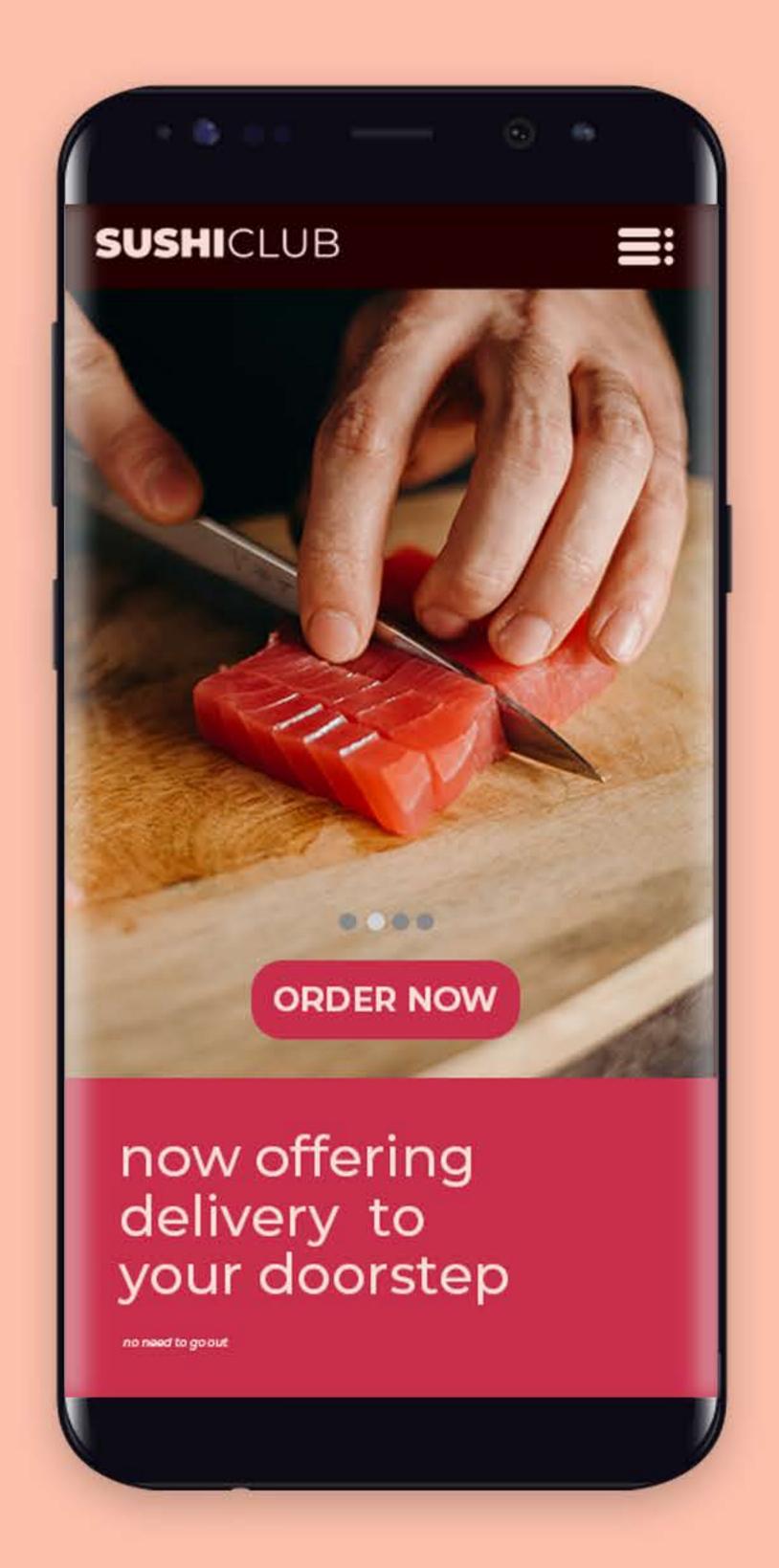
## Digital applications



Mobile website header using the responsive logo



App icons and social media profile images (instagram story highlight)



photos that keep us yearning for more.

We have curated a library of photos that match with the brand language, ethos, personality and voice. They all have the following characteristics:

Simple
Rich Raw Colors
Professional





see you at the sushi bar.