



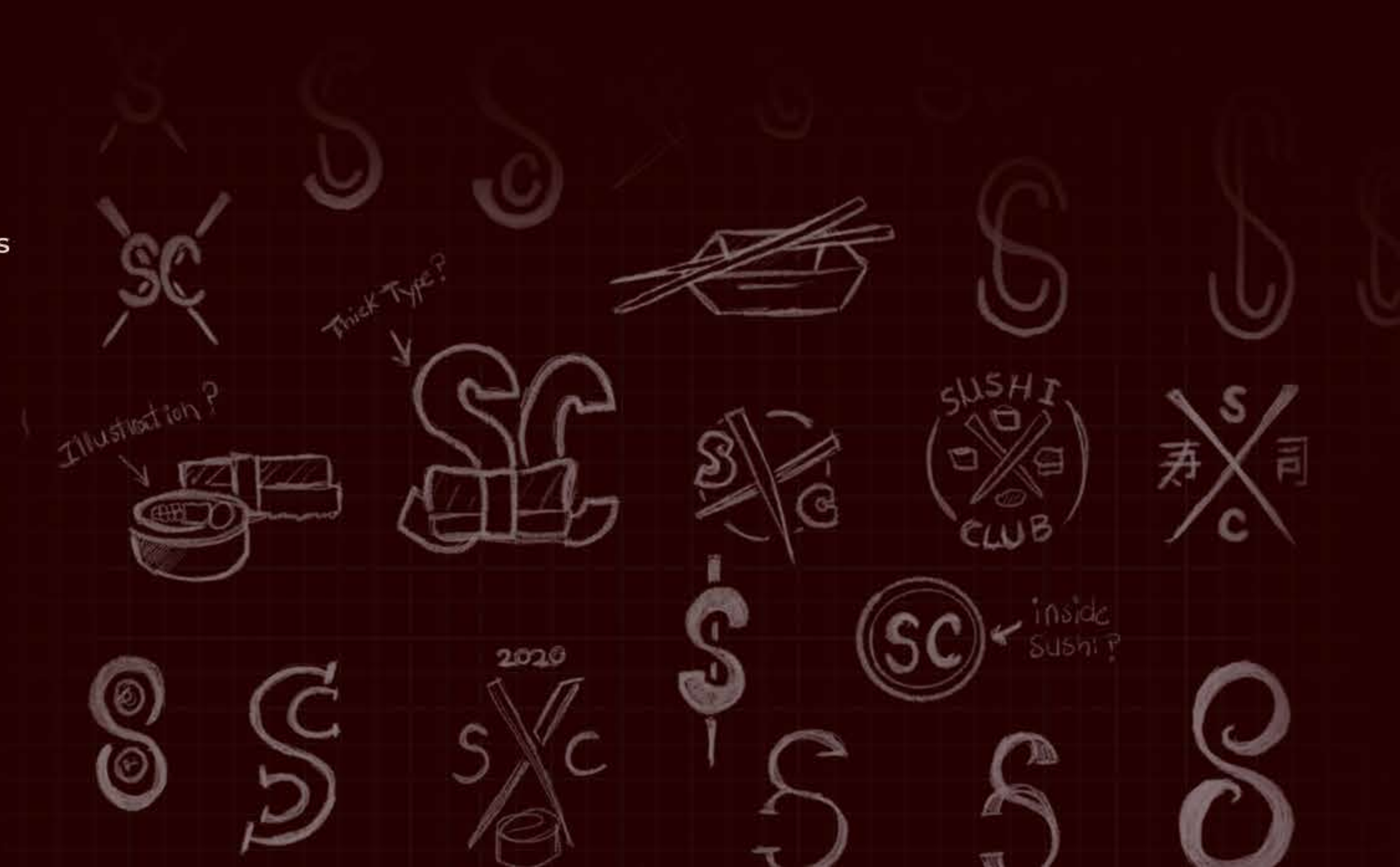




## The concept development process.

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

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 the logo as one of the first interactions one has when eating sushi.





# 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.

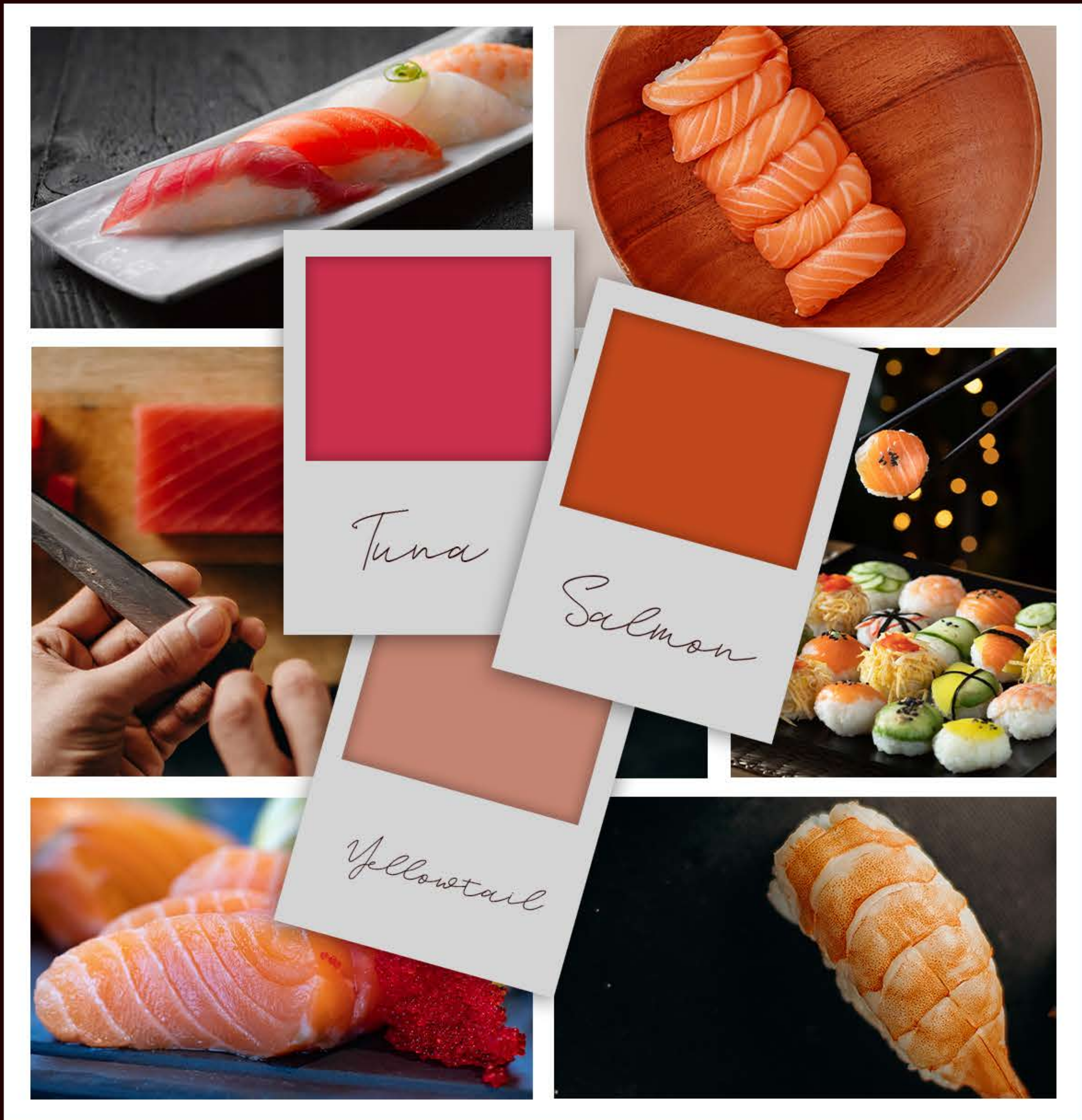




<b>Primary Color</b> RGB: 202, 48, 76 CMYK: 0,76,62,21 Web #CA304C			<b>Primary Color</b> RGB: 37, 1, 1 CMYK: 0,97,97,85 Web #250101		
<b>secondary color</b> RGB: 216, 78, 103 CMYK: 0,64,52,15 Web #D84E67	<b>secondary color</b> RGB: 233, 115, 137 CMYK: 0,51,41,9 Web #E97389	<b>secondary color</b> RGB: 247, 146, 169 CMYK: 0,41,33,3 Web #F7E2E5	<b>secondary color</b> RGB: 55, 10, 10 CMYK: 0,82,82,78 Web #370A0A	<b>secondary color</b> RGB: 70, 18, 18 CMYK: 0,74,74,73 Web #461212	<b>secondary color</b> RGB: 96, 37, 37 CMYK: 0,61,61,62 Web #602525
<b>Primary Color</b> RGB: 192, 71, 28 CMYK: 0,63,85,25 Web #C0471C			<b>Primary Color</b> RGB: 196, 131, 113 CMYK: 0,33,42,23 Web #C48371		
<b>secondary color</b> RGB: 206, 105, 69 CMYK: 0,49,67,39 Web #CE6945	<b>secondary color</b> RGB: 236, 140, 106 CMYK: 0,41,55,7 Web #EC8C6A	<b>secondary color</b> RGB: 253, 192, 171 CMYK: 0,24,32,1 Web #FDC0AB	<b>secondary color</b> RGB: 215, 157, 145 CMYK: 0,27,33,16 Web #D79D91	<b>secondary color</b> RGB: 248, 172, 159 CMYK: 0,31,36,3 Web #F8AC9F	<b>secondary color</b> RGB: 251, 220, 215 CMYK: 0,12,14,2 Web #FBD0D7

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

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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.

**authentic**  
**clever**  
**bold**  
**memorable**  
**playful**

**no  
volcano  
rolls  
served  
here.**

**fish  
so fresh  
you can  
eat it  
raw.**

**your  
favorite  
part of  
the day  
is here.**



# Delivery made fun

Fu ry bags. Most sushi restaurants 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**





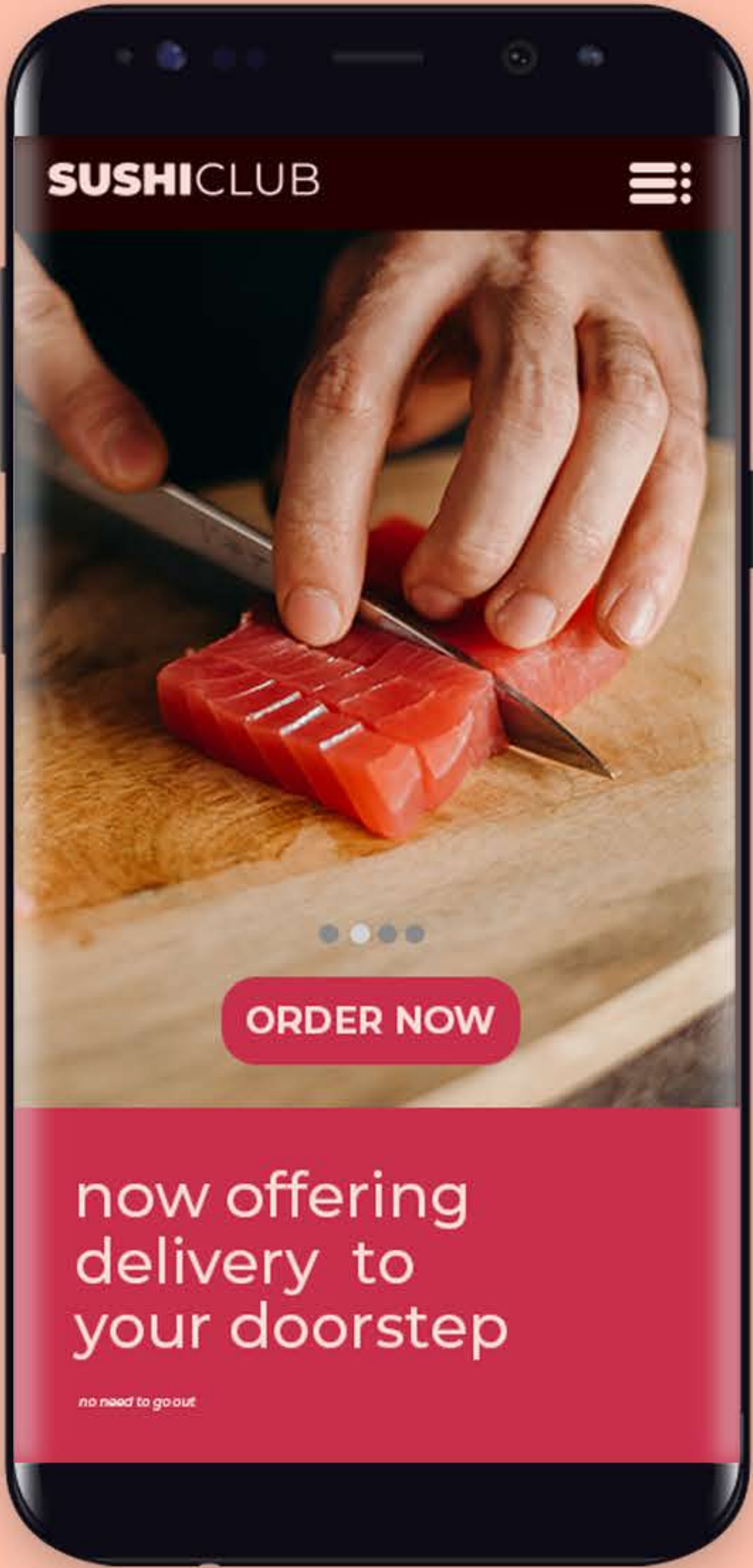
# Digital applications



Mobile website header using the responsive logo



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

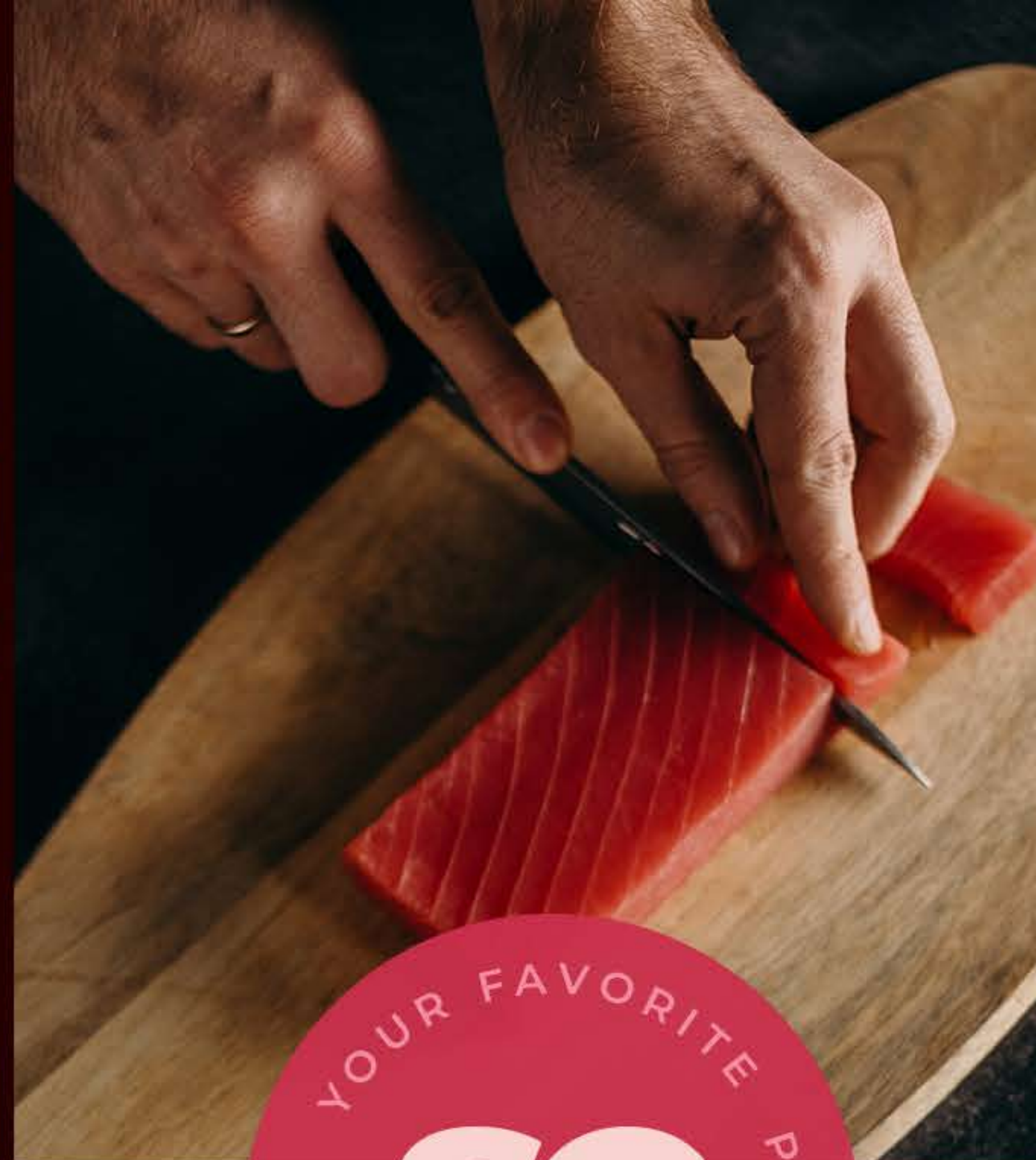




photos that  
keep us  
yearning for  
**more.**

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.**