



SUSHI. BURRITO. BOWLS



BURRITOS & BOWLS



SUSHI BAR & GRILL

Brand  
Guidelines 2019

# About this brand

This identity guideline is a tool designed to project the image, values, and aspirations behind the brand.

It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation. Every participating institution is responsible for representing or coordinating the use of the brand along with an individual institution's brand.

You never get a second chance  
to make a first impression.

- Andrew Grant, Even -

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**SUSHI. BURRITO. BOWLS**

# 01

The logo and brand language are the anchors of our brand and most valuable assets.

We must ensure its proper usage.



# The logo and usage

The Zukku logo combines three elements: logotype, layout and graphic element. These elements should never be changed; position, size, and color, along with the spatial and proportional.

Used consistently, they will reinforce public awareness of the brand.

## PRIMARY



A variant of use when the background is light.



A variant of use when the background is dark.

ZUKKU'S BRAND LANGUAGE SUPPORTS THE IDEA THAT THE CUSTOMER IS THE ARTIST CREATING THEIR OWN UNIQUE FOOD CREATION; FOOD IS ART.



*CUSTOMER = ARTIST*

*BE THE ARTIST*

*EXPRESS YOURSELF*

*Menu Verbiage*

**CANVAS - BASE**

**THE MEDIUM - PROTEIN**

**DRESS IT UP - DRESSING**

**EMBELLISHMENTS - TOPPINGS**

**FINISH IT UP - EXTRAS**

*create your masterpiece*

# The typography

# 02

Typography is 95% of design –  
it's a driving force in all forms of  
communication art





# Primary fonts

These fonts should be used in all ZUKKU communications to project a consistent visual identity. This includes promotional materials, advertising, digital assets, and printed materials.

DEADSTOCK - MODIFIED



SUSHI. BURRITO. BOWLS

MONTSERRAT

## MONTSERRAT - BLACK

MONTSERRAT - REGULAR

*MONTSERRAT - MEDIUM ITALIC*

MONTSERRAT - LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*DEADSTOCK*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

# The color system

# 03

With 93% of customers influenced  
by colors and visual appearance,  
make sure you pick the right colors  
for your company.



# Color and texture

USE OF COLOR FOR THE PRINTED & DIGITAL LOGO.  
The following palette has been selected for use in Zukku communications.

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.



PRIMARY COLOR  
WHITE

PRIMARY COLOR  
BLACK

COLOR CODES  
CMKY 00 / 00 / 00 / 100  
RGB 35 / 31 / 32  
HEX #231F20





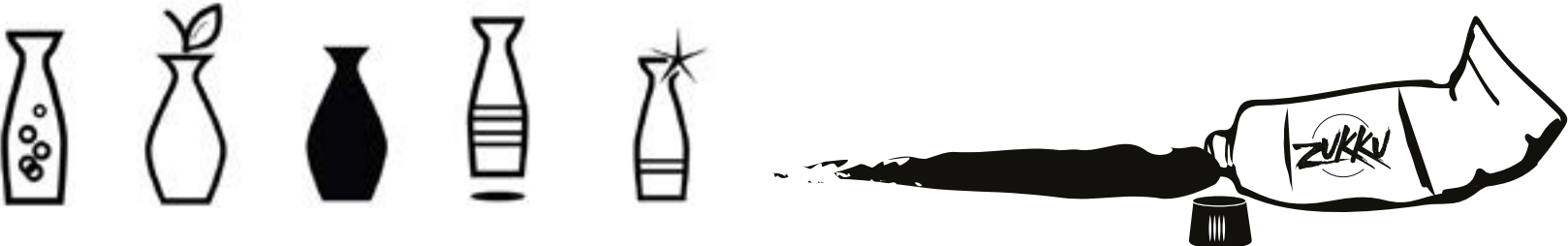
# Sample GRAPHIC ELEMENTS



Hand drawn illustrations and paint strokes



# Sample ICONOGRAPHY



# Brand application



# 04

The imagery developed supports the collision of art and food by a clever mix of traditional art mediums and tools with sushi, burritos and bowls.

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# Sister Brand

# 01

## The logo and usage

The ATO logo mimics the Zukku logo in logotype, layout and graphic element. And again, these elements should never be changed; position, size, and color, along with the spatial and proportional.



### PRIMARY

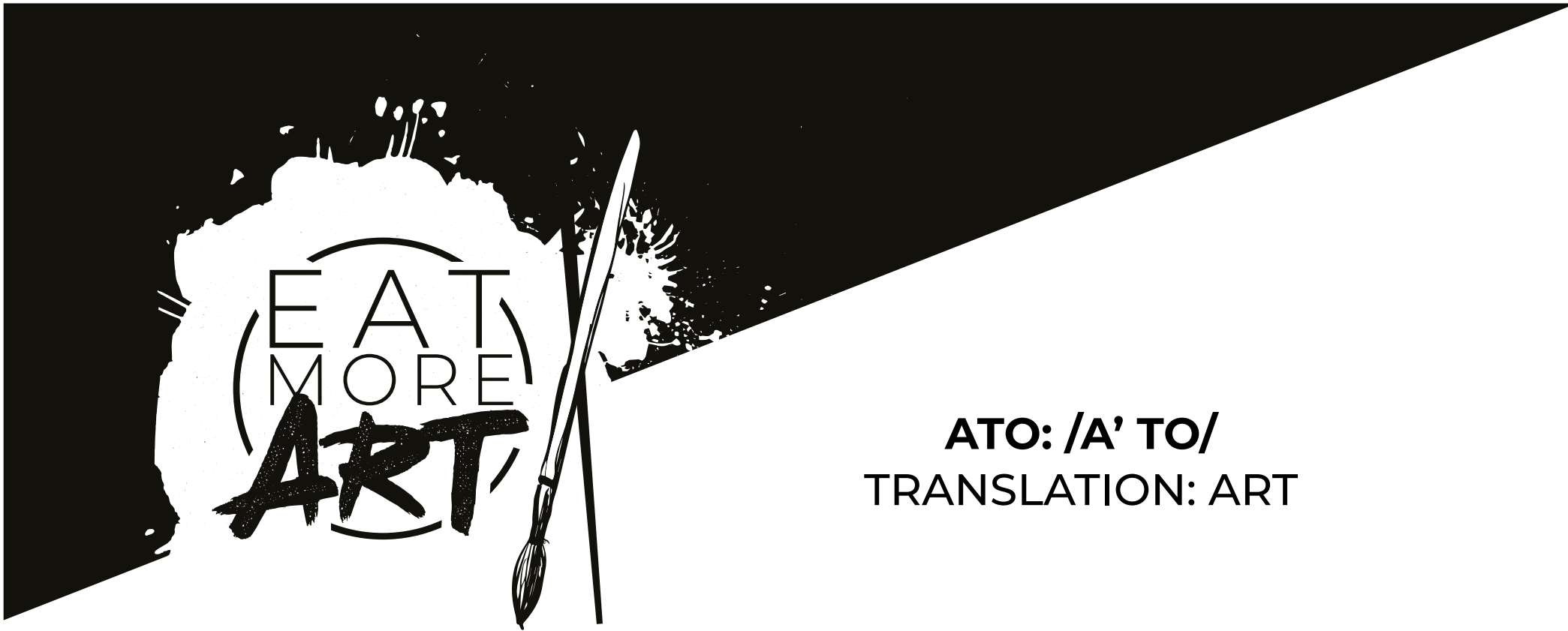


A variant of use when the background is light.



A variant of use when the background is dark.

ATO BRAND LANGUAGE SUPPORTS THE IDEA THAT THE CUSTOMER IS  
THE ARTIST CREATING THEIR OWN UNIQUE FOOD CREATION, ART.



**ATO: /A' TO/**  
TRANSLATION: ART

02

# Typography

- 1. The primary and secondary font / 2. Typography and hierarchy
- 3. Character and paragraph styles





DEADSTOCK - MODIFIED



**MONTSERRAT - BLACK**

MONTSERRAT - REGULAR

*MONTSERRAT - MEDIUM ITALIC*

MONTSERRAT - LIGHT



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**DEADSTOCK**



*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*abcdefghijklmnopqrstuvwxyz*  
*1234567890*

03

Color  
System



# Color and texture

USE OF COLOR FOR THE PRINTED & DIGITAL LOGO.  
The following palette has been selected for use in ATO commun-  
cations.

The ATO color palette consists on black and white  
with minimal color accents.

PRIMARY COLOR  
WHITE

PRIMARY COLOR  
BLACK

COLOR CODES  
CMKY 00 / 00 / 00 / 100  
RGB 35 / 31 / 32  
HEX #231F20

04

The imagery developed is plays  
on the duality of black and white  
--burritos and bowls.

Simplicity and clean lines accompanied by paint strokes and splashes.









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# Sister Brand

PRIMARY

01

The logo and usage

The Zukku-San logo mimics the Zukku logo in logotype. These elements should never be changed; position, size, and color, along with the spatial and proportional.



PRIMARY



A variant of use when the background is light.



A variant of use when the background is dark.

ZUKKU-SAN BRAND LANGUAGE FOR ZUKKU-SAN IS SOPHISTICATED AND CONCISE.



# 02

## Typography

- 1. The primary and secondary font / 2. Typography and hierarchy
- 3. Character and paragraph styles





DEADSTOCK - MODIFIED



MONTSERRAT

# MONTSERRAT - BLACK

MONTSERRAT - REGULAR

*MONTSERRAT - MEDIUM ITALIC*

MONTSERRAT - LIGHT



ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

*DEADSTOCK*



*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890*

03

Color  
System



# Color and texture

USE OF COLOR FOR THE PRINTED & DIGITAL LOGO.

The following palette has been selected for use in Zukku-San communications.

The Zukku-San color palette consists on black and white with ink and concrete texture accents.

PRIMARY COLOR  
WHITE

PRIMARY COLOR  
BLACK

COLOR CODES  
CMKY 00 / 00 / 00 / 100  
RGB 35 / 31 / 32  
HEX #231F20

04

The imagery developed is upscale, sophisticated, and fresh.

Sushi with artistry and sophistication.

ZUKKU-SAN





EXPERIENCE  
THE **ART**

藝術





BAY  
**EDGE**  
media



**ZUKKU-SAN**  
SUSHI BAR & GRILL