Boxpark SUSHI

PARADISE ON YOUR PLATE

Brand Guide

Paradise on your plate.

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01 THE BRAND STORY

BoxPark Sushi is a brand new sushi restaurant that is located in the new BoxPark Sushi Mall in the East Side of Milwaukee, Wisconsin. The restaurant is one of the newest additions to the food court in the mall. BoxPark Sushi will offer innovative and quaility and Caribbean-style sushi at an affordable price to people who are willing to take a risk and try something that is out of their comfort zone. Our mission here at BoxPark Sushi is to serve the marginalized communities and the greater east side of Milwaukee the best Caribbean sushi they've ever had while understanding the cultural impact of food choices.

TARGET AUDIENCE

The target audience for BoxPark Sushi are young professionals who are willing to take a risk and try something out of their comfort zone, as well as looking for a place to wind down, and relax–having the time of their lives. Understand that sushi is not everyone's best friend; but the gag is, they love to try new things. Being in BoxPark Sushi with your friends who enjoy sushi, plus you trying sushi for the first time makes the everall experience.....an unforgettable experience.

EMPHATHY MAP

USER

THINK & FEEL
I don't know how i feel about sushi. With a caribbean twist though? Yeah, idk. I probably won't like it.

HEAR
What?How you don't like Sushi!? It is SO GOOD! Caribbean food is amazing! Caribbean food is my life!

SEE
Some of my friends go there all the time!
I see people who i want to know go there as well.

SAY & DO
Im gonna try that new Caribbean sushi place right up the street. Wanna come?

PAIN
My friends like Sushi. They eat it like its nothing! But me!? im scared *touches raw sushi with one chopstick*.

GAIN
Im gonna risk it and conquer my fear.

02 TARGET AUDIENCE OUTLINE

03 BRAND PERSONALITY

ONLINESS STATEMENT:

BoxPark Sushi is the only traditional sushi restaurant that will serve innovative and quality Caribbean style sushi at an affordable price for marginalized communities in East Side Milwaukee who needs better representation in their food choices.

CHARACTERISTIC	DESCRIPTION	DO	DONT
Relaxed	A comfortable place for people to get together and enjoy their food and themselves.	Chill and have fun.	Don't use slang or derogatory language.
Authentic	We are going to give you food that meets its description.	Just be honest and direct. Stick to your word.	Lie, use jargon.
Friendly	Generous treatment of visitors/guests. "Service with a smile".	Use active voice. Earn customer's trust.	Be suspicious. Be rude.
Adventurous	Taking risks and try new things, visit new places.	Be exciting. Be Brave.	Try to make a fool out of yourselves.

BRAND VOICE
Relaxed
Authentic

BRAND TONE
Informative
Adventurous
Friendly

Paradise on your plate.

04 LOGO DESIGN

RATIONALE

The final logo design consists of a typeface called "Tiki Island" for Sushi, which gave the overall look more of a "Paciific island" vibe than the "Caribbean". Since the typeface for sushi was too bulky, I decided to create movement by adding rough waves and played around with the words to make the waves irregular. With the palm fronds It was too "graphically perfect" at first so I decided to make the palm fronds a slightly weathered look, making the palm fronds look like they are rustling in the wind. Added two coconuts as well, because coconuts are very popular in the Caribbean. With the font for "BoxPark" I decided to go with a written typeface called Javacom, which compliments the Tiki Island typeface and gives it this authentic/handcrafted feel. Lastly, I added beach colors to the logo to give the Caribbean vibe I was looking for.
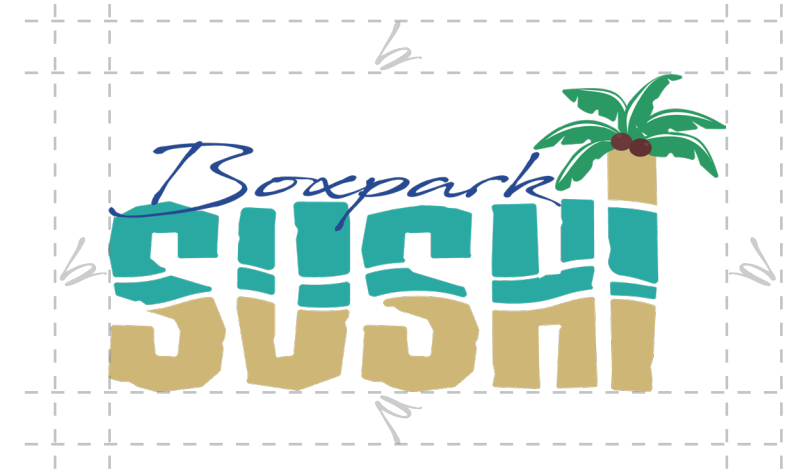
SINGLE COLOR

FOUR COLOR

The clear space around the logo should be no less than the height of the lowercase "b". Elements should not breach the area. If breached, then there's problems. Period.

DO NOT:

crop the logo.

use drop shadows.

tilt the logo.
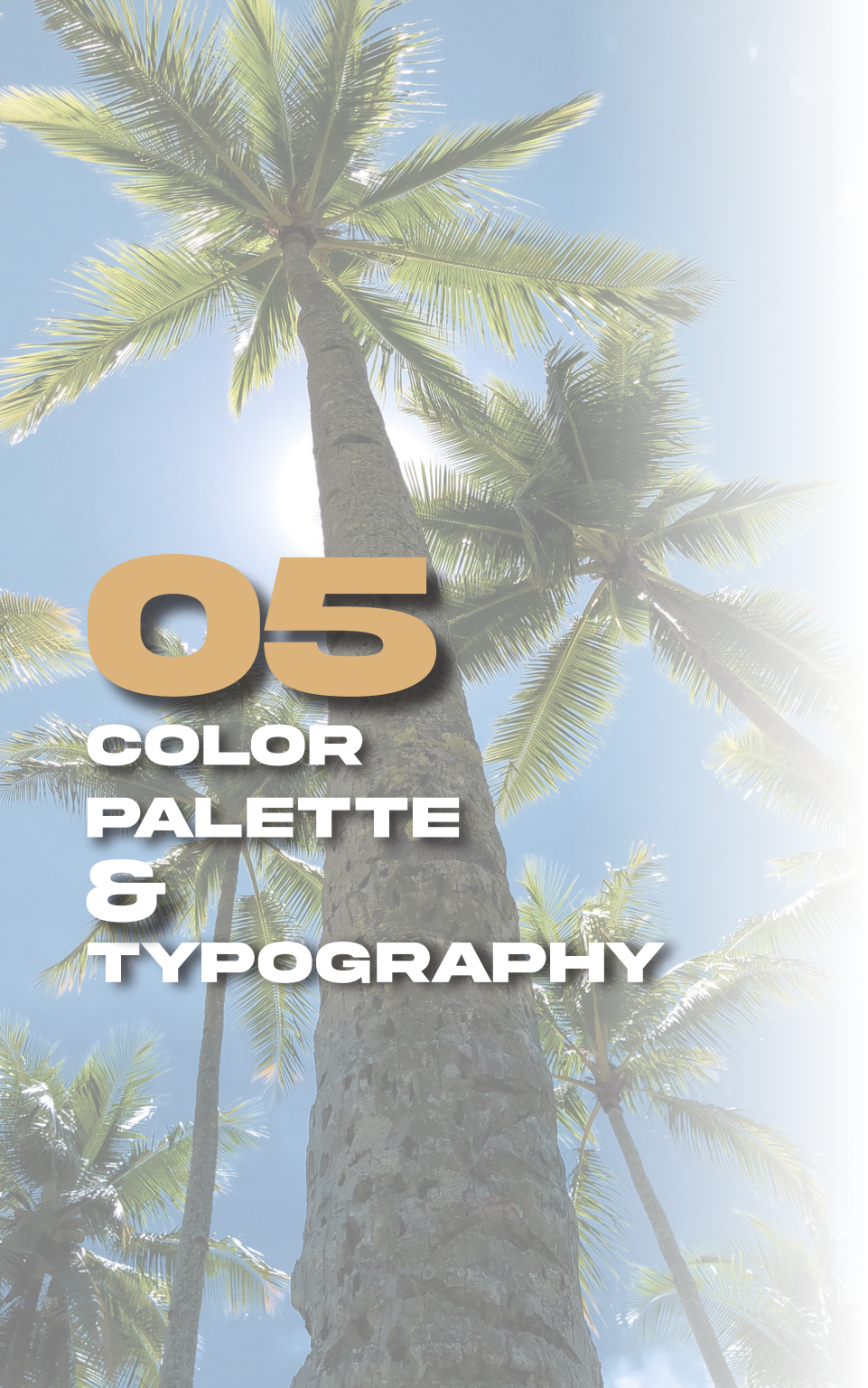

distort the logo.

put the logo on a busy background.

outline logotype.

05

COLOR PALETTE & TYPOGRAPHY

COLOR PALETTE

Compared to other Japanese restaurants with the reds and oranges, BoxPark Sushi uses moderate color choices to indicate the Caribbean, specifically the beautiful beaches. Utilizing the primary color palette, these colors compliment each other very nicely.

PMS: 2132 C
RGB: 63 75 138
CMYK: 94 71 11 3

PMS: 3252 C
RGB: 91 170 187
CMYK: 83 3 28 0

PMS: 2270 C
RGB: 83 163 126
CMYK: 84 5 65 1

PMS: 467 C
RGB: 204 180 117
CMYK: 14 28 60 4

PMS: 168 C
RGB: 113 67 58
CMYK: 27 72 65 39

TYPOGRAPHY

In branding, typography is important. It makes up a large percentage of your brand's visual identity and it builds brand recognition. I have selected a few typefaces to define what the brand truly is. For headings, i used Akira Expanded, which brings out the boldness and authenticity of the brand. For subheadings, i have used Javacom, which brings an authentic handcrafted look towards the brand. Lastly, a simple Monserrat semibold compliments both heading and subheadings, making it easier to read for the viewer.

HEADING

AKIRA EXPANDED

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890!?&

SUBHEADING

Javacom

AaBbCcDdEeFfGg
Hh IiJjKkLlMmNn
OoPpQqRrSsTtUuVv
WwXxYyZz12345
67890!?&

BODY COPY

Montserrat SemiBold

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnOo
PpQqRrSsTtUuVv
WwXxYyZz
1234567890!?&

NOTE:
You may use these two typefaces as either a Heading or subheading.

06
IMAGERY

When people say "A picture is worth a thousand words", they mean that. Seriously. Images are an important part of building an effective brand and creating engaging content. Selecting the right images for your brand can help you take your marketing efforts to the next level to more effectively connect with prospects and customers. Its a sushi, so images of sushi are needed as well as pictures of the Caribbean (emphasis on beaches, sunsets, coconut trees, etc.)

07
MEDIA ASSETS

1 POLE BANNER

Pole Banners are a great way to attract customers. These pole banners will be located near large parking lots and street frontages, to add a layer to the BoxPark Sushi brand. If a rebrand occurs, they can easily be replaced with something else. Not only they are easily adaptable, the banners are a great marketing tactic, but they can also be used for directional purposes. Although a beautiful pole banner design is right in your face attracting a lot of customers, a pole banner could be your last resort to find the location of the place. On the Pole banner, a plate of sushi is on the sand, giving the vibe of the brand itself and letting customers know that the location will be relaxing and serene. Includes the official logo for brand, the tagline "paradise on your plate", and the words "grand opening" indicating that the store is brand new, and customers can come in and check it out.

2 ENTRANCE SIGNAGE

As you know, signages are a great way to attract customers, since they are first contact. When customers are walking to a location and they see a wonderful, eye-catching logo on an entrance signage, they want to go inside and see what is going on. Furthermore, placing the signage is also important. Placing the sign in a good location can increase effectiveness. This is just an entrance logo, that includes the official logo for the brand, and the tagline for the brand. Included in my vision board, I wanted a rustic wooden texture to represent some of the rustic walls and tables of certain restaurants of the Caribbean. Like I mentioned, I want to give customers the Caribbean vibe, so adding the rustic texture will give just that.

3 BILLBOARDS

Billboards are a great way to attract customers because based on the location, the company will know exactly where the customers are coming from and when they saw it. This can help the company decide which traffic areas are best to keep the billboard or switch off. This can be determined based on customer feedback and where they say they are coming when visiting or shopping with a company. Billboards that are right near a highway exit are a great example because they can lead the consumer straight to the company as they are driving, or they may stop and search up that advertisement. This can create online traffic for the company as well as increase word-of-mouth marketing from them consumers telling their friends and family about a "cool" billboard they saw, and the billboard I created can be a great example with the amazing view of the beach with the logo and the tagline.
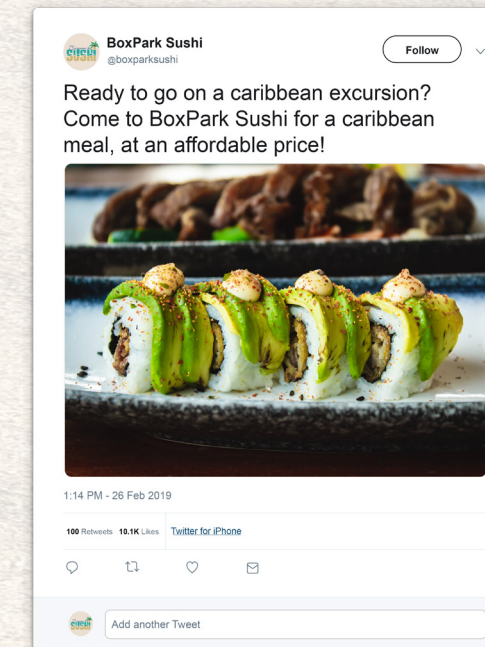
07

MEDIA ASSETS

4 SOCIAL MEDIA

Social media allows companies to engage with their customers and have direct interactions with them. Interactions such as replying to comments, reposting/retweeting customers post that include their company, answering questions and liking content posted by their customers. Most consumers are likely to return to a company's page if they had a positive experience with that company. For example, a restaurant. If they are always posting on social media about different food items on the menu, different promotions that are happening, and posting their customers enjoying their meal in the restaurant creating an aesthetic with their social media page, people with similar aesthetics will gravitate towards that and will want to eat at the restaurant and share the page with their friends and family which will attract more customers to the restaurant all because of a social media page.

4

INSTAGRAM

TWITTER

FACEBOOK