



# Brand Guideline

# CONCEPT & IDEAS

おいしい

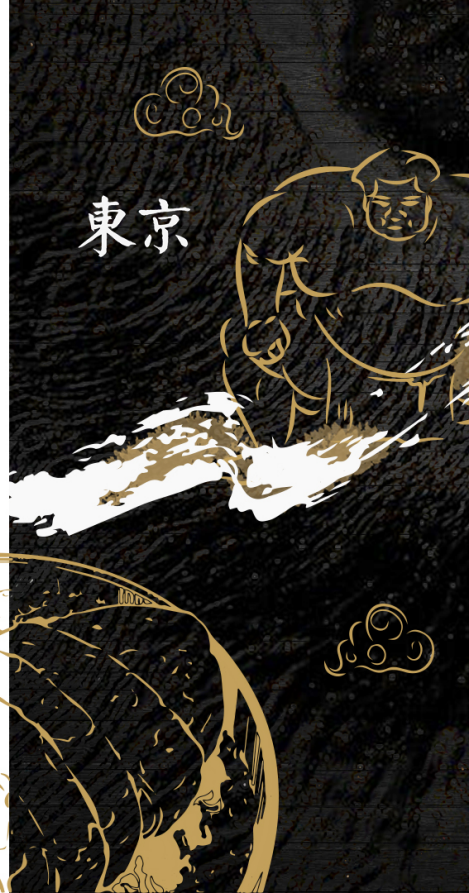
Sumomatsu is a Japanese inspired restaurant where authentic, flavor, and appetite meet in perfect harmony. One of the main visuals is the abstract elements, inspired by Japan's calligraphic. It is combined with rich image elements, such as sumo (represents the heavy food portion), tonkatsu rice, and pig (main ingredients).

The visual is delicate and bringing out a strong Japan oriental atmosphere. We make every character strokes filled with unstoppable strength, so that they are immersed with Japan feeling and reproduce the spirit of the Japanese brand. We also use casual handwriting as the design, to create a visual of Japan's culture

# TAGLINE

- Feel the juicy umami cutlet take over your mouth
- Discover Pork cutlet, Japan's culinary treasure trove
- True essence of Japanese cutlet cuisine
- Savor the flavors of Japanese cutlet

とんかつ



# COLOR SCHEME

The color palette chosen for the restaurant reflects its core values and desired ambience :

#bf9d64

#000000

#e0b496

#e0b496



Gold symbolizes the color of katsu that is cooked deep fried until crispy and golden. It also represents high quality.



Black is used to highlight the visual of bold atmosphere to represent the iconic food.



Cream color conveys a welcoming essence, creating a warm and comforting place to eat.



White as a symbol of cleanliness and freshness of the food.



# FONT USAGE

The font usage chosen for the restaurant's brand elements :

Main font / Headlines :

BOYAKA

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!\$%&

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Body Text :

GenEi LateMin

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789!@#\$%^&

Aa

  
**スモマツ**  
SUMOMATSU



**トンカツ**



**とんかつ**









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MENU













*Prepared by Temata Creative Agency @2022*

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