sushi cat

Visual identity
guideline

Contents

Concept

Sushi Cat consists of two main elements to express the service provided by the restaurant, Which is Japanese sushi meals, as it consists of the shape of a cat with Japanese features and the shape of the famous sushi piece.
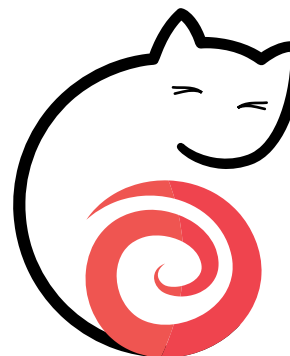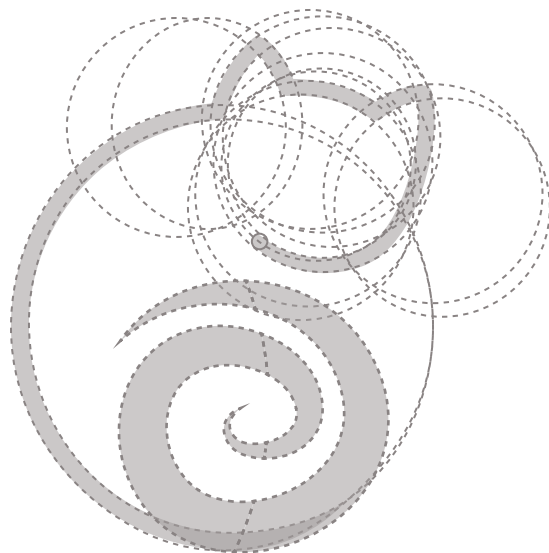
Main Logos

Full color

• The main logo consists of a Pictogram and Logotype .
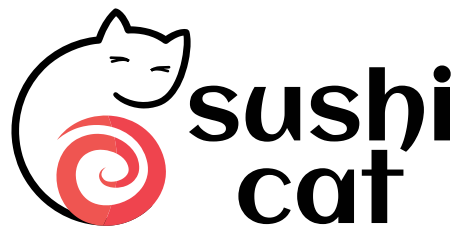• The main logo is the preferred logo for use.
• Please do not try to modify any part of the logo or try redesigning it.

Main Logos

Gray

• Sometimes logo printing in color is not possible.
• There are other copies available - these copies can only be used in certain circumstances, which are determined and approved by the administration.
• The gray copy of the logo is used on a white background in the event that full color printing is not possible.

Main Logos

Black and White

• If the logo cannot be printed in color.
• There are other copies available - these copies can only be used in certain circumstances, which are determined and approved by the administration.
• The black and white logo is used when printing in black and white only.

Main Logos

Monochrome

• The logo is used in monochrome when the logo cannot be printed in multiple colors.
• Mono logo printed in any of the colors included in the design when using the white background and when full-color printing is not possible.

Secondary Logos

Full color

• In addition to the main logo described above, there is also a secondary Horizontal logo that can be used as needed.
• This logo is used when there is not enough space.
• To use a copy of the main logo or if it is used on various publications such as corporate bags.

Secondary Logos

Gray

• Sometimes logo printing in color is not possible.
• There are other copies available - these copies can only be used in certain circumstances, which are determined and approved by the administration.
• The gray copy of the secondary logo is used on a white background if full color printing is not possible.
• For details of the color tone and color ratio, please refer to the main design. Please use the provided digital design and approval only.

Secondary Logos

Black and White

• If the logo cannot be printed in color.
• There are other copies available - these copies can only be used in certain circumstances, which are determined and approved by the administration.
• The black and white logo is used when printing in black and white only.

Secondary Logos

Monochrome

• The logo is used in monochrome when the logo cannot be printed in multiple colors.
• Mono logo printed in any of the colors included in the design when using the white background and when full-color printing is not possible.

Logo properties
Logo fonts

Logotype used the **Font Aclonica Regular**

• Please do not change the place of the font.
• Please do not use any Fonts not mentioned above while maintaining the relative distance between font and icon.
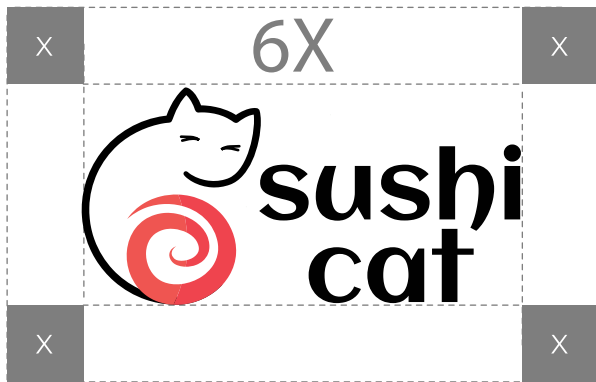
Aclonica Regular

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z

1 2 3 4 5 6 7 8 9

Logo properties
Exclusion zones

• The exclusion zone (the excluded area limit around the logo is specified to ensure that the logo is prominent enough.
• The minimum area allowed for the main logo is shown here.
• Please always allow more space if possible.

Logo properties
Incorrect use

The logo elements cannot be moved or changed

Do not change the colors of the logo elements

The logo should not be distorted

Do not use the logo typically, ignoring the clear and defined area around the logo

Logo properties
Logo background colors

#ef444e   #ef5551   #7d7d7d   #bbbbba

• It is preferred to use the main logo or any alternative logo in full colors on a white background at all times.
• The gray logo is used if the cost of printing the logo in full color is prohibited or if the logo is requested in special applications.
• The logo should appear in white only and on the colored background in the colors of the logo.
• In some cases, with promotions or gifts, the logo may appear prominent, unmarked, or imprinted (notebook, folder …).
• The logo can be used on a black background

Color Palette

Color palette
Main color palette

Pantone 710 c
C   0   R 239
M 89   G 68
Y   68   B 78
K   0

Pantone 178 c
C   0   R 239
M 82   G 85
Y   68   B 81
K   0

Pantone natural black c
C   0   R 35
M 0   G 32
Y   0   B 31
K   100

Font Style

Printed & Digital fonts

NOW

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9
1 2 3 4 5 6 7 8 9

Identity

Identity
Business card

Size: (9 × 5.5)cm

9 cm

Your Full Name
your title

☎ 0096200000000
✉ info@sushicat
🌐 www.sushicat.com

5.5 cm

sushi cat

5.5 cm

Identity
Letterhead

Size: A4 (29.7×21)cm

21 cm

29.7 cm

0096200000000   info@sushicat   www.sushicat.com

32 cm

23 cm

Identity
Envelope

Size: (32 x 23)cm

sushi cat

0096200000000   info@sushicat   www.sushicat.com

Identity
Envelope

Size: (23 × 17.5)cm

23 cm

17.5 cm

0096200000000   info@sushicat   www.sushicat.com

Identity
Envelope

Size: DI (22 × 11)cm

22 cm

11 cm

sushi
cat

0096200000000   info@sushicat   www.sushicat.com

Identity
Folder
Size: (45 × 31)cm

85 cm

200 cm

Identity
Rollup

Size: 85×200 cm
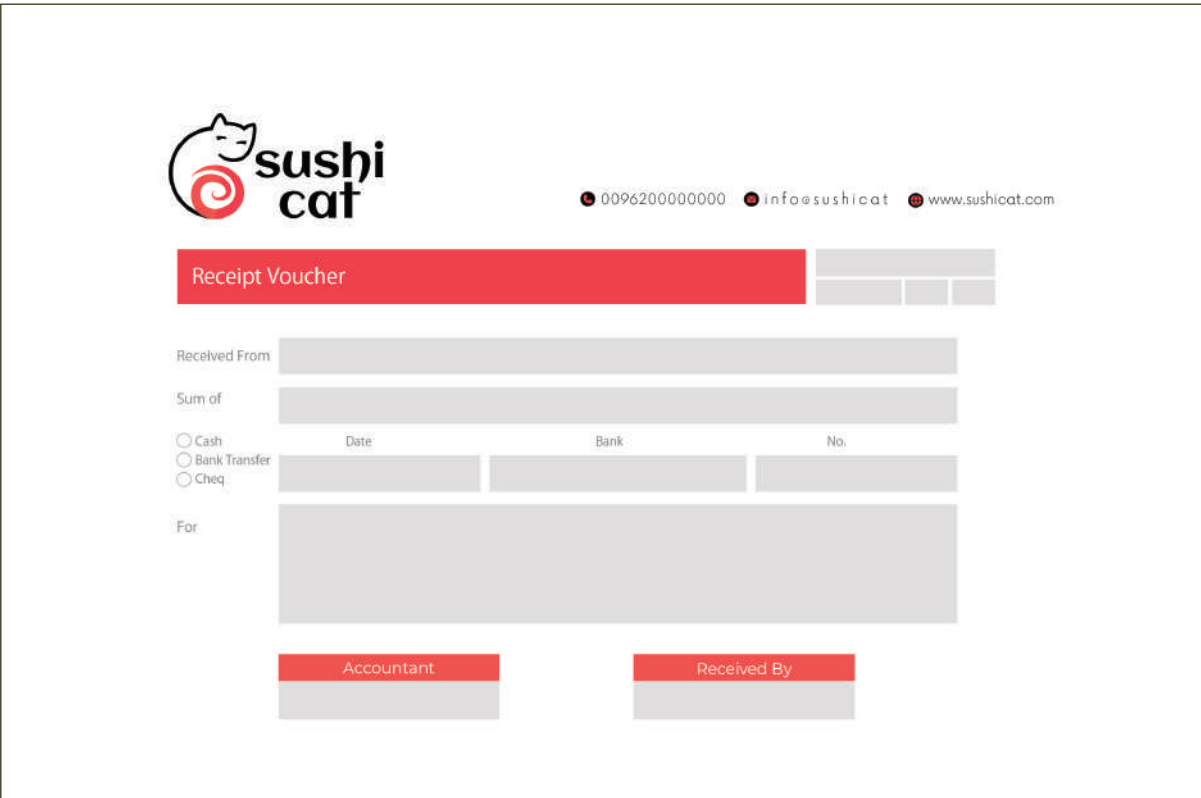
21 cm

Identity

Receipt voucher

Size: A5 (21 × 14.8)cm

14.8 cm

21 cm

Identity
Payment voucher

Size: A5 (21 × 14.8)cm

14.8 cm

sushi cat

☎ 0096200000000   ✉ info@sushicat   🌐 www.sushicat.com

Payment Voucher

Paid To

Sum of

○ Cash   Date   التاريخ   Bank   البنك   No.
○ Bank Transfer
○ Cheq

For

General manager   Accountant   Received By