



Visual identity guideline



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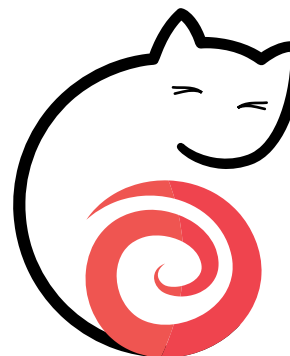
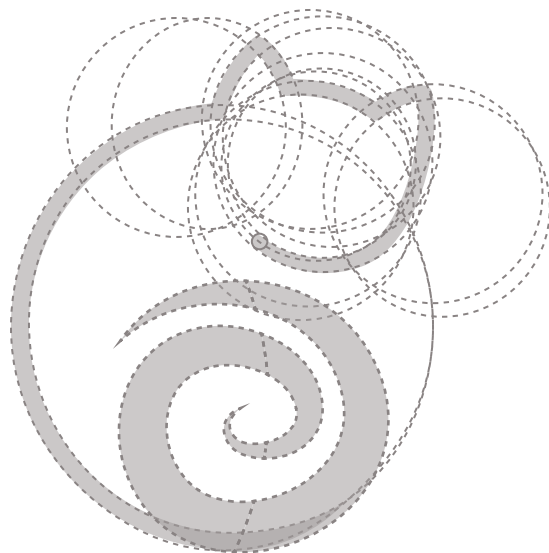
Printed Latin fonts
Digital Fonts

Identity

Business card
Envelopes (DL,A5,A4)
Letterhead
Rollup
Folder
Receipt
Invoice
Stamp
Social Media Cover
Packaging (bags - Boxs)
Car
Uniforms
Gift Items

Concept

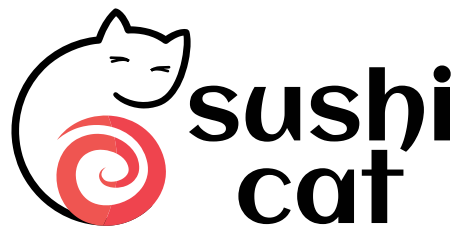
Sushi Cat consists of two main elements to express the service provided by the restaurant, Which is Japanese sushi meals, as it consists of the shape of a cat with Japanese features and the shape of the famous sushi piece.



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

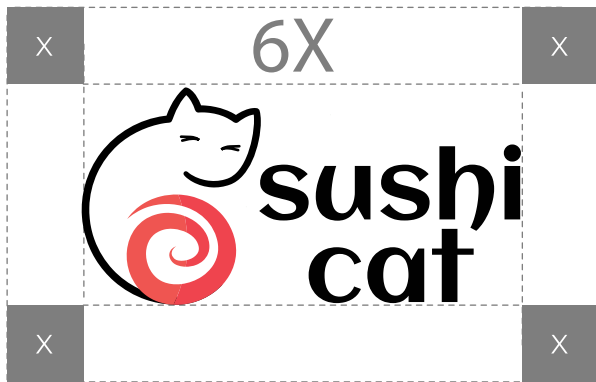
A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z

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



A dark gray spiral graphic on a black background. The spiral starts from the center and winds outwards in a clockwise direction, consisting of several concentric loops that gradually increase in size.

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

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz

123456789
123456789

A dark gray spiral graphic on a black background. The spiral starts from a central point and winds outwards in a clockwise direction, consisting of several concentric loops that gradually increase in size.

Identity

Identity

Business card

Size: (9 × 5.5)cm



21 cm



Identity

Letterhead

Size: A4 (29.7x21)cm

29.7 cm

0096200000000 info@sushicat.com www.sushicat.com

Identity Envelope

Size: (32 x 23)cm

32 cm



23 cm

● 0096200000000 ● info@sushicat ● www.sushicat.com

Identity Envelope

Size: (23 x 17.5)cm



Identity Envelope

Size: DI (22 × 11)cm



Identity Folder

Size: (45 × 31)cm



85 cm



200 cm

Identity

Rollup

Size: 85x200 cm

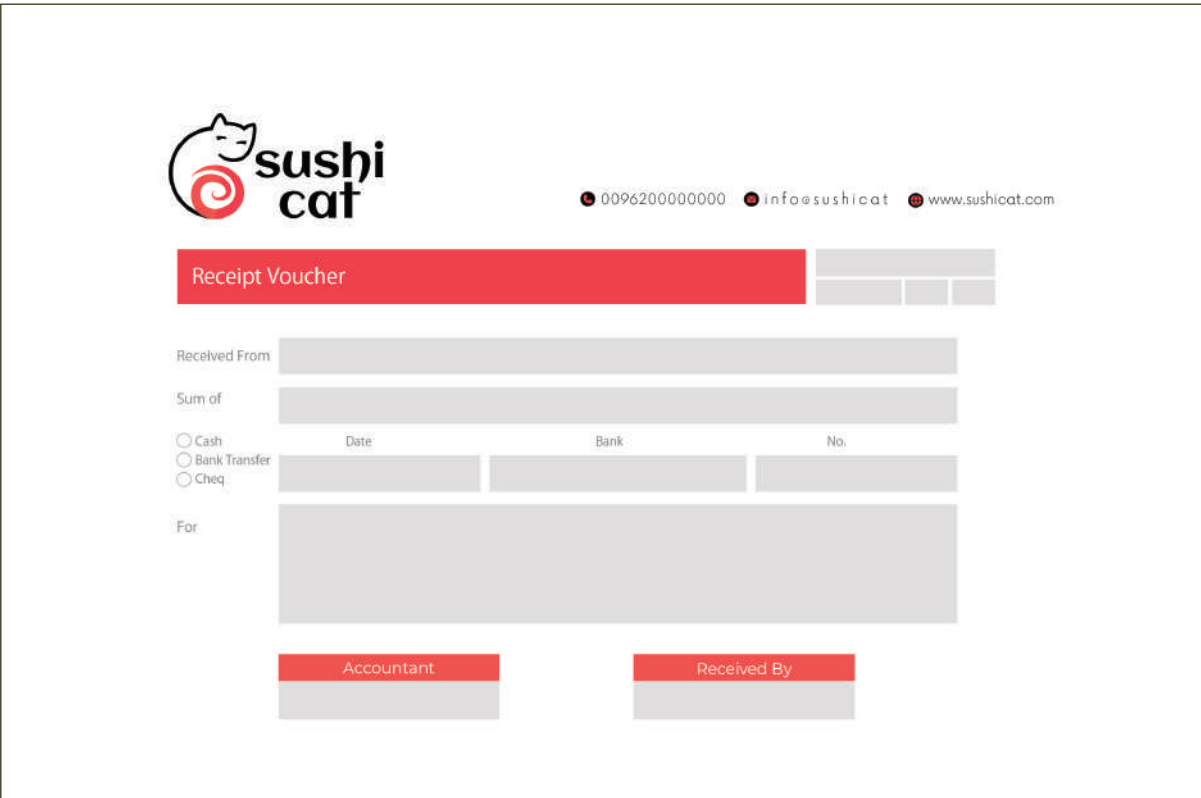


Identity

Receipt voucher

Size: A5 (21 × 14.8)cm

21 cm



The receipt voucher form for Sushi Cat includes the following elements:

- Header:** Sushi Cat logo (a stylized cat head with a red swirl) and the text "sushi cat".
- Contact Information:** Phone number 0096200000000, email info@sushicat, and website www.sushicat.com.
- Title:** "Receipt Voucher" in a red box.
- Fields:**
 - Received From:** A single-line text input field.
 - Sum of:** A single-line text input field.
 - Payment Method:** Radio buttons for "Cash", "Bank Transfer", and "Cheq".
 - Date, Bank, No.:** Three separate text input fields.
 - For:** A large text input area.
 - Accountant:** A red box with a text input field below it.
 - Received By:** A red box with a text input field below it.

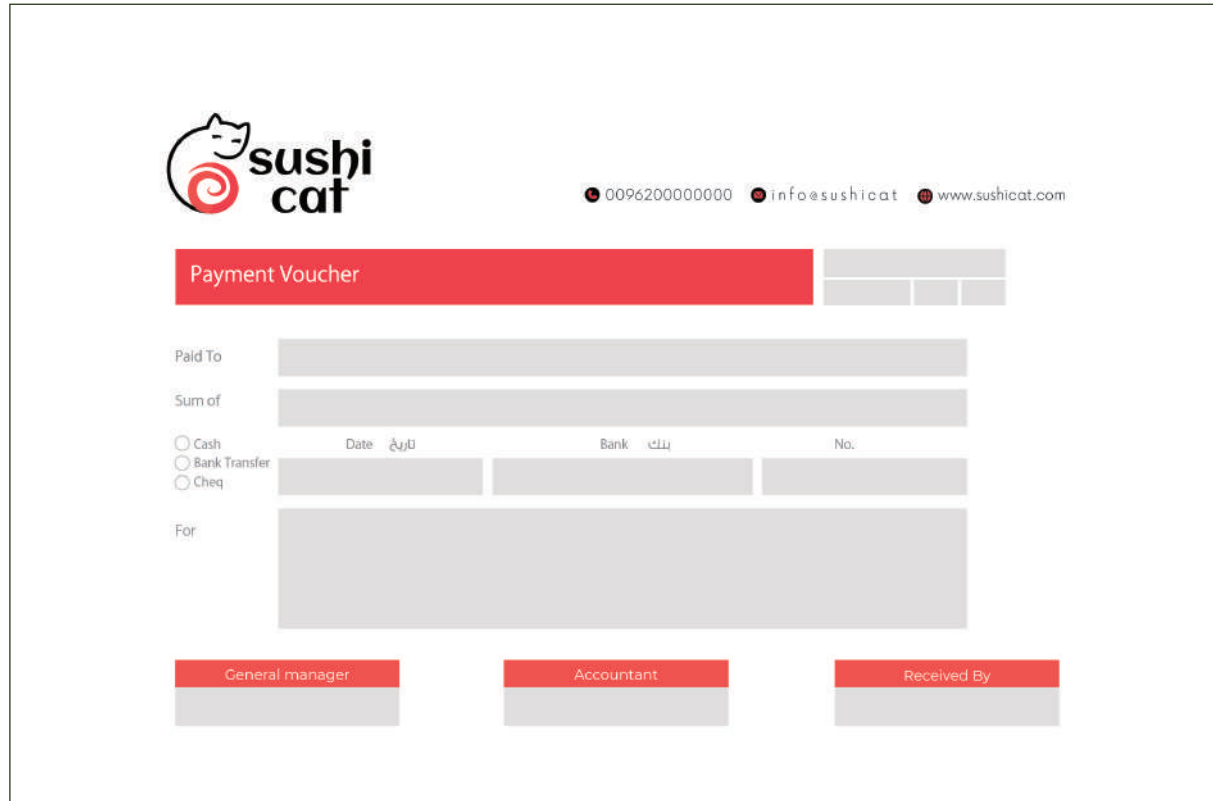
14.8 cm

21 cm

Identity

Payment voucher

Size: A5 (21 × 14.8)cm



The form is titled "Payment Voucher" and features the Sushi Cat logo at the top left. Contact information is provided at the top right: phone number 0096200000000, email info@sushicat, and website www.sushicat.com. The form includes fields for "Paid To", "Sum of", and "For". Payment methods are listed as "Cash", "Bank Transfer", and "Cheq", with "Bank Transfer" selected. The "Bank Transfer" section includes fields for "Date" (تاريخ), "Bank" (بنك), and "No.". At the bottom, there are three signature boxes labeled "General manager", "Accountant", and "Received By".

sushi cat

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

Payment Voucher

Paid To

Sum of

☐ Cash ☒ Bank Transfer ☐ Cheq

Date تاريخ Bank بنك No.

For

General manager Accountant Received By

14.8 cm