



**This
is how
we roll.**

BRAND GUIDE





BOXPARK SUSHI BRAND GUIDE 2021

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Boxpark
sushi

01 Brand Story

MISSION

We're on a mission to provide earth-friendly sushi that is sustainably sourced and responsibly packaged. Not only is Boxpark Sushi a healthy choice, but it's also the feelgood standard our conscientious customers wish other establishments would work to achieve. In addition to our righteous cause, our food is portable, convenient, and looks almost too good to eat. Almost.

VISION

Boxpark Sushi envisions a future where individuals and enterprises condemn and abandon reckless fishing and pollution practices to maintain a healthy ecosystem.

HOW WE'RE CONTRIBUTING TO A BETTER FUTURE FOR THE PLANET:

ALL OF OUR INGREDIENTS ARE SUSTAINABLY SOURCED

You won't find Bluefin Tuna at Boxpark Sushi. Endangered, resource-intensive, and out of season fish is not welcome here.

OUR PACKAGING IS PLASTIC-FREE AND 100% BIODEGRADABLE

We're passionate about keeping plastic out of the oceans (like, duh) and adding as little as possible to landfill. Compost or recycle our food containers, please and thank you!



02 Target Audience

DEMOGRAPHICS

Students & Young Professionals, 20-39 years old, who live in or visit East Side Milwaukee.

PSYCHOGRAPHICS



CARE ABOUT THE ENVIRONMENT



BUSY OR ON THE GO



ENJOY SPENDING TIME WITH FRIENDS



ACTIVE ON SOCIAL MEDIA

03 Brand Personality

Boxpark Sushi is the only sushi restaurant in East Side Milwaukee that provides a sense of accomplishment, gratification, and esteem to conscientious college students and young professionals on the go through its street food format, environmentally friendly practices, and instagramable aesthetic.

CHARACTERISTIC	DESCRIPTION	DO	DON'T
FUN	We're playful, young, and not afraid of a good pun.	Use the language of the target audience and reference pop culture.	Over-do it with the humor. Alienate other audiences by relying too heavily on references.
CASUAL	We keep it relaxed and informal because our food and environment aren't stuffy or inaccessible.	Consider the audience as a friend.	Dumb it down.
HONEST	We tell it like it is because we believe in our mission and know our customers will too.	Keep verbiage short and to the point. Inform the audience on sustainable practices.	Get bogged down in too much detail.

VOICE

We'll give it to you straight, but won't bore you to tears, promise.

STONE

Pun-believably friendly and judgment free. It's really just pun-derful!

04 The Logo

The final solution for the Boxpark Sushi logo features a 1970s inspired typeface inside an irregular circle shape. The typeface is called Genty, a bold script font that has a fun and trendy feel. The softness of the type pairs well with other visual elements of the brand. Placing the type inside a circle helps give the logo a more distinct form, and creating a slight diagonal creates movement. Rather than using a perfect circle, the shape was made to be more irregular which echoes the wavy lines used throughout the design brief and vision boards and emulates the imperfection of a piece of sushi. A dark green and light pink are used for the four-color logo. The green represents the restaurant's commitment to sustainable practices, and pink reflects its fun aspect.

SINGLE COLOR



FOUR COLOR



ACCEPTABLE ALTERNATE STYLES



The wordmark may be isolated and used graphically.

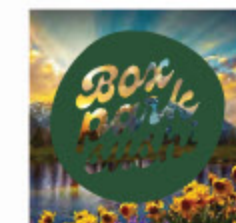
Secondary color options for use on backgrounds that impede readability or for specific designated purposes.



UNACCEPTABLE ALTERNATE STYLES



Do not skew or disproportionately stretch the logo.



Do not knock out the wordmark from the containing shape.

CLEAR SPACE



Clear space around the logo should be no less than the height of the "B" in Boxpark.

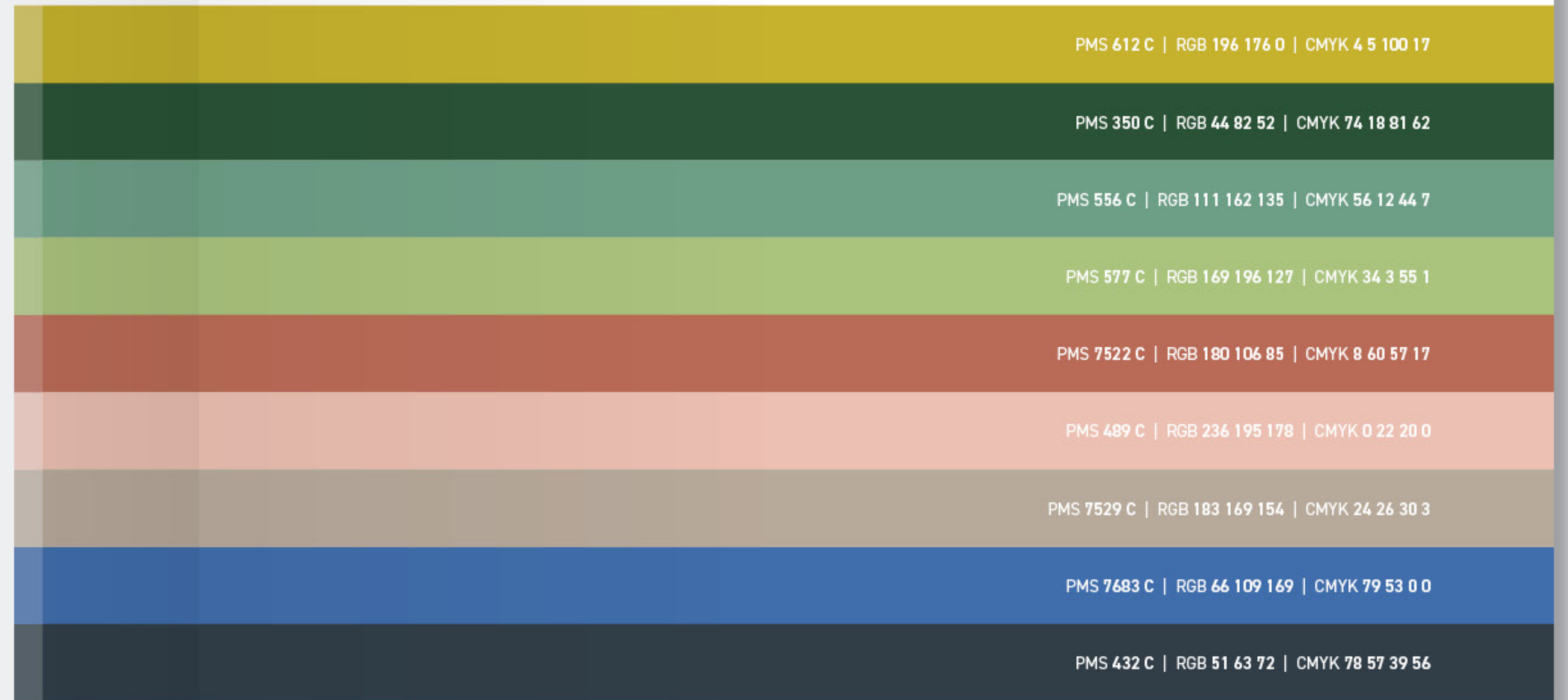
05 Color Palette

Inspired by the 70s, the color palette is a rainbow of muted shades that symbolize the restaurant's features. Several shades of green represent the restaurant's commitment to the environment. They're accented with complimenting dusty pinks and analogous blues and yellow which represent the fish and the ocean. The palette is desaturated so that even though it's fun and colorful, the food still stands out.

PRIMARY PALETTE *These colors will be used most frequently and in larger areas.*



SECONDARY PALETTE *These colors will be used more sparingly, as accents.*



06 Type Styles

The Boypark Sushi typography takes inspiration from 1970s graphic design and adds a modern twist. The header typeface, New Kansas, is an updated take on Cooper Black. The bold and curvy shapes bring in an element of fun and playfulness that is balanced out by the supporting typefaces. URW Din Condensed was chosen for the sub-headings and Din 2014 for the body copy. These are both clean and easy-to-read sans-serif fonts that modernize the brand visuals. A mix of weights can be used depending on the scale and hierarchy of the type.

TYPEFACES

HEADINGS: *NEW KANSAS BLACK*

**AaBbCcDdEeFfGgHhIi
JjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789!?!&**

SUB HEADINGS: *URW DIN CONDENSED*

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789!?!&**

BODY COPY: *DIN 2014*

**AaBbCcDdEeFfGgHhIiJjKkLl
MmNnOoPpQqRrSsTtUuVv
WwXxYyZz0123456789!?!&**

VARIATIONS

SUB HEADINGS

**URW DIN Condensed Medium
*URW DIN Condensed Medium Italic***

**URW DIN Condensed Bold
*URW DIN Condensed Bold Italic***

BODY COPY

**DIN 2014 Regular
*DIN 2014 Italic***

**DIN 2014 Demi
*DIN 2014 Demi Italic***

**DIN 2014 Bold
*DIN 2014 Bold Italic***

TREATMENTS

**Drop shadows
for that super
70s aesthetic.**

This treatment is used sparingly, for short statements that are set at a large scale as a focal point in the composition.

**HIGHLIGHT IMPORTANT TEXT
WITH A BACKGROUND COLOR**

This treatment can be used on headings, callouts, and to highlight text within a paragraph, no more than a sentence long.



IMAGERY

Boxpark Sushi is first and foremost a restaurant, so food photography is central to the brand visuals. Images of sushi are oversized, and the colors are vibrant. This larger-than-life presentation, with the images almost peeking into the composition, brings in a level of humor and playfulness that is aligned with the brand. For certain applications, there may be images that include a human element by way of hands engaging with the food. The decision to exclude portrait photos from the brand visuals is intended to avoid alienating groups of people from the brand.



Acceptable to use hands to depict human interaction with food.

Standard image use: Top-down photo of sushi, oversized and bleeding off the edge of the composition

07 Images & Textures

TEXTURE

The aged texture utilized in the brand visuals gives that retro feel and plays into the trendy, fun vibe of the restaurant. Proper use of texture is a subtle overlay on solid color design elements. The logo and product images always sit on top of the texture so it does not impede their clarity. The texture should only be used over top of the brand colors, not on a white background.



08 Media Assets

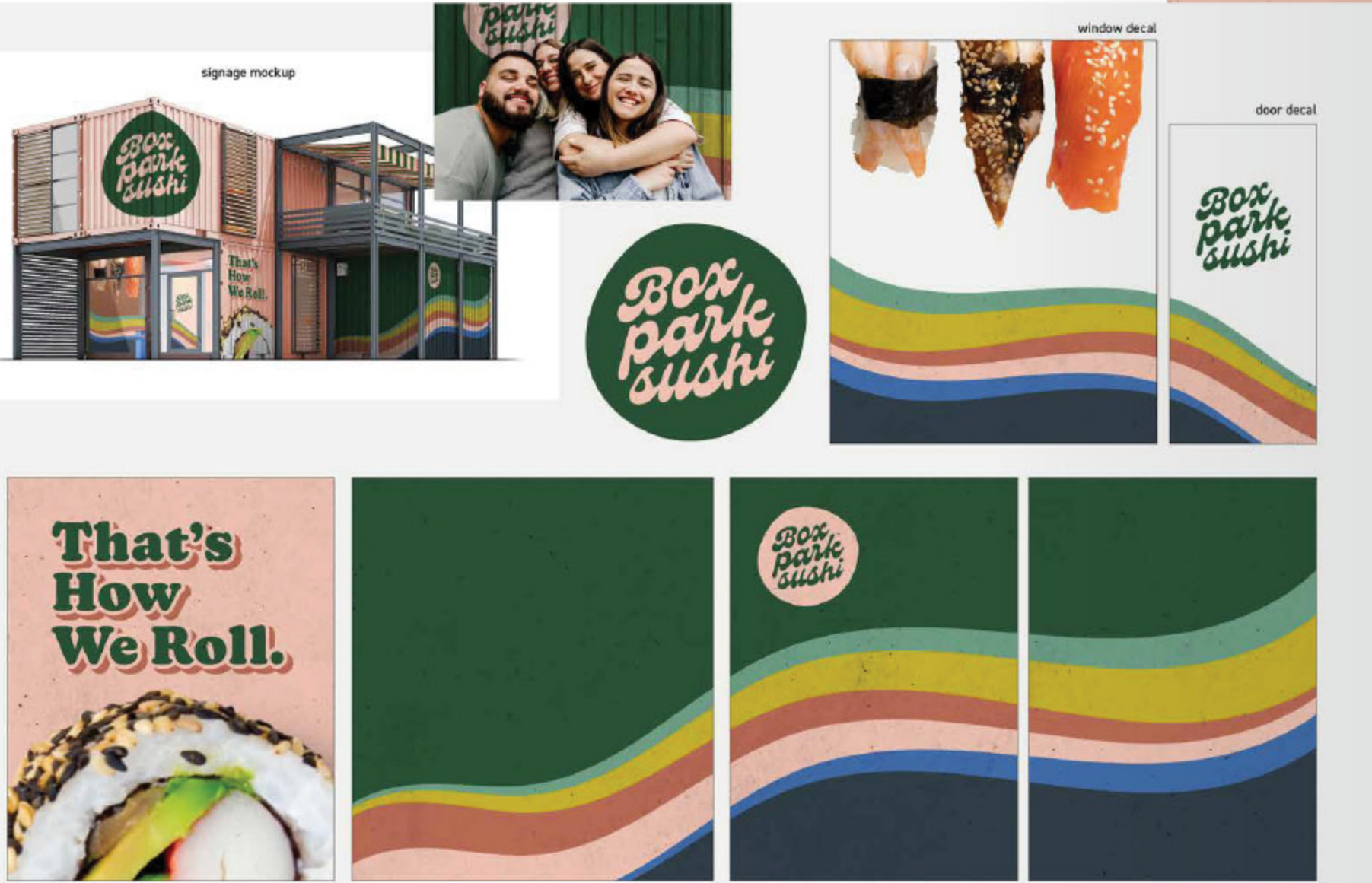
TO-GO FEATURES • RESTAURANT SIGNAGE
POLE BANNER • SOCIAL MEDIA

TO-GO FEATURES

ECO-FRIENDLY PACKAGING

Recycled brown paper packaging was chosen because of its low environmental impact. Branded bamboo tongs are given as an eco-friendly alternative to plastic utensils and because they are easier to use than chopsticks while on the go. Recyclable paper deli squares are printed with the repeating Boxpark Sushi logo. The takeout bags are printed simply with "Enjoy." and have a paper logo tag attached with twine. The cartons are sealed with a logo sticker and affixed with smaller, color-coded stickers to identify their contents. Each order comes with a free sticker that customers can stick to their laptops, water bottles, or other surfaces. These will help promote the brand by word of mouth. Each piece was designed with a bit of fun and funkiness while minimizing the environmental toll that single-use packaging can have.





SIGNAGE

RESTAURANT EXTERIOR MURALS

The Boxpark Sushi restaurant signage is intended to create a fun, casual atmosphere for customers to enjoy and share on their social media. Large murals provide backdrops for photo taking and incorporate brand visuals consistent with the other media assets. The color palette is used strategically to create a building that grabs people's attention. Anyone driving by will turn their head and want to know more about the Boxpark Sushi brand. Again, large sushi images playfully peek into the window and sidewall mural to indicate the restaurant genre. The wavy, color-blocking on the walls incorporates the color palette and gives a funky, retro feel to the building. Placing the logo as large as possible and wrapping it around the top corner ensures that it won't be missed and can be seen at almost any angle. The signage is bold for maximum impact and shows the Boxpark Sushi vibe in three dimensions.

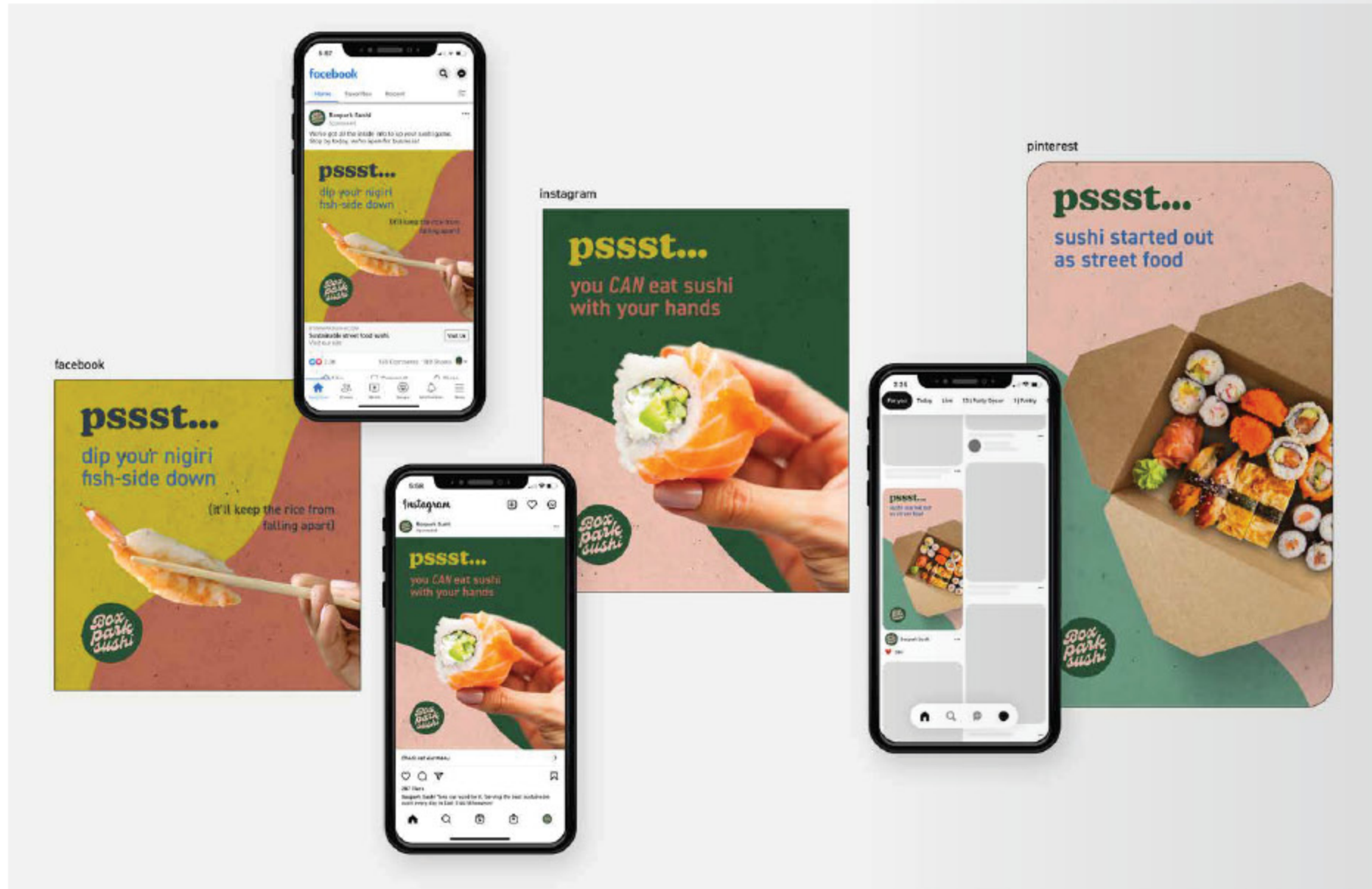
POLE BANNER

NEIGHBORHOOD ADVERTISING

The pole banner is designed as part of a series of banners that the East Side neighborhood would put up to promote local businesses. The design presents the Boxpark Sushi brand in a straightforward and eye-catching way. It uses the brand color palette, typography, and imagery to quickly introduce viewers to the restaurant's retro vibe. Bright yellow is used to grab attention, greens represent the earth-friendly practices, and the pinks echo the colors found in the sushi images. The wavy lines

and oversized sushi images are fun and casual, and the simple messaging is honest. The tagline plays into all the brand attributes and is prominently placed on the right-side banner. Making the logo large and centralized on the left-side banner helps make it a focal point and build brand awareness. The goal of the pole banners is to show the viewer what to expect from Boxpark Sushi at a glance. Each element works to serve that purpose.





08 Media Assets

SOCIAL MEDIA

TARGETED ADS FOR FACEBOOK, INSTAGRAM, AND PINTEREST

For the social media campaign, three ads were created for Facebook, Instagram, and Pinterest. These are targeted ads that reach residents of East Side Milwaukee and surrounding areas. The series shares sushi tips that the audience may not know and presents them as secretive insider information, contrary to popular knowledge, that Boxpark Sushi is willing to share. The ads lead to the website where visitors can find more information about the restaurant. The brand visuals are carried throughout the ad series to promote awareness, and the color combinations will stand out in a sea of social media content. The wording is meant to be a little playful, keeping in line with the brand voice and tone. The ads focus on one central image that visualizes what the text is saying. They're large and peeking in from the edges, as is done on other assets.



Box
park
sushi