

TAKUMI RAMEN

BRAND GUIDELINES



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INTRODUCTION

The following document has been designed as a guideline for the Takumi Ramen visual and branding identity. It is essential for all persons involved to follow these brand guides strictly to maintain consistency.

The Takumi Ramen logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods.

If you need any advice or help to clarify the branding guidelines, please contact White Key Marketing at 1300 577 419.

LOGO

Your logo is the visual cornerstone of your brand. The following is an outline for your logo to inform your audience on how to use your logo correctly and why.



PRIMARY LOGO

This wordmark uses a strong sans-serif typeface with narrow proportions and sleek geometric shapes, reminiscent of noodles. The font itself is Art Deco in style, lending the logo a bold crafted tone. This balance of distinct flowing geometric curves and simplicity helps the brand feel unique, confident and memorable.



RAMEN BOWL ILLUSTRATION

Our ramen bowl illustration may be used separated from our wordmark, as an icon, or as a supporting graphic extending off the edge of branding material.

Clear Space



Logo Minimum Size



Print: 26mm W

Digital: 70px W

Icon Minimum Size



Print: 10mm W

Digital: 25px W

LOGO PRINCIPLES

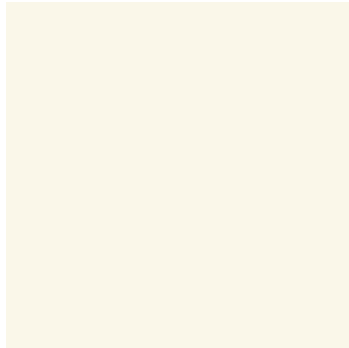
Clear space around the logo allows for it to stand apart from other images, text and page edges. This enhances legibility and balance. Always surround the logo with clearspace, as shown in the diagram, using the height of the “T” from Takumi as a visual indicator of the minimum clear space. Do not place any other elements within the clear space zone.

COLOURS

An outline for your colour palette, specifically designed to reflect your brand's personality and identity.



Cream



HEX: #F9F5E6
CMYK: 0/2/8/2
RGB: 249/245/230
PMS: 7506C

Orange



HEX: # F35C15
CMYK: 0/80/100/0
RGB: 243/92/21
PMS: 021C

Blue



HEX: 014A77
CMYK: 100/75/30/15
RGB: 1/74/119
PMS: 7693C

Navy



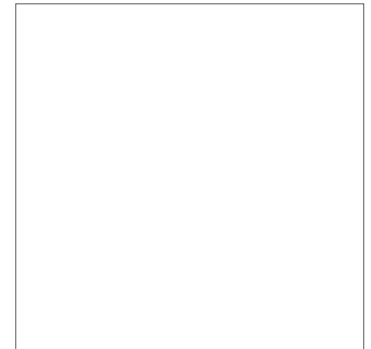
HEX: #02253F
CMYK: 100/80/45/50
RGB: 2/37/63
PMS: 539C

Black



HEX: #101920
CMYK: 80/70/60/75
RGB: 16/25/32
PMS: BlackC

White



HEX: #FFFFFF
CMYK: 0/0/0/0
RGB: 255/255/255

COLOUR PALETTE

A colour palette is a vital component of any brand's identity. It evokes emotions and creates a cohesive visual experience, making your brand instantly recognisable and memorable. This colour palette features a mix of cool blues, warm neutral cream and bright orange, which helps to create a unique and refreshing brand identity.

TYPOGRAPHY

An outline for your typography kit, showcasing how to use the chosen fonts and informing your audience why they were chosen.



BRAND FONTS

Typography serves many purposes in design. It promotes legibility and communicates the messaging, tone and sentiment of a brand.

AM Udiine, used in our headings, offers a capitalised flowing crafted look and feel. As our body typeface, Roboto offers friendly open geometric curves which make for a more natural reading rhythm. Together, these contrasting fonts establish a dynamic typographic identity.

HEADINGS (CAST TYPE FOUNDRY)

AM UDINE
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

BODY COPY (GOOGLE)

Roboto
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

FONT HIERARCHY

Heading

AM Udine
Regular
0 Tracking
Uppercase

Highlight

Roboto
Light
-25 Tracking
Title Case

Sub Heading

Roboto
Bold
0 Tracking
Title Case

Body Copy

Roboto
Light
0 Tracking
Sentence Case

HEADING

Highlight Text

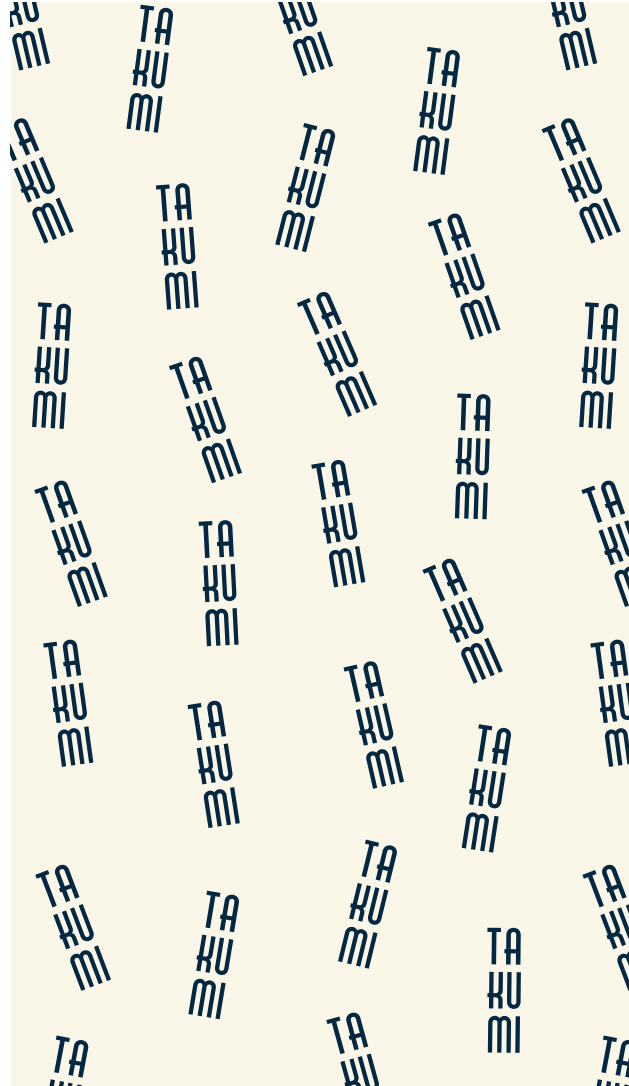
Sub Heading

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Eget nulla facilisi etiam dignissim diam quis. A condimentum vitae sapien pellentesque. Morbi enim nunc faucibus a. Est sit amet facilisis magna. Sagittis purus sit amet volutpat consequat. Dui vivamus arcu felis bibendum ut tristique. Cursus turpis massa tincidunt dui ut ornare lectus.



BRAND ELEMENTS

Secondary design elements that are used to represent
and strengthen your brand's identity.



RAMEN BOWL ILLUSTRATION

Our ramen bowl illustration may be used separated from our wordmark, as an icon, or as a supporting graphic extending off the edge of branding material.

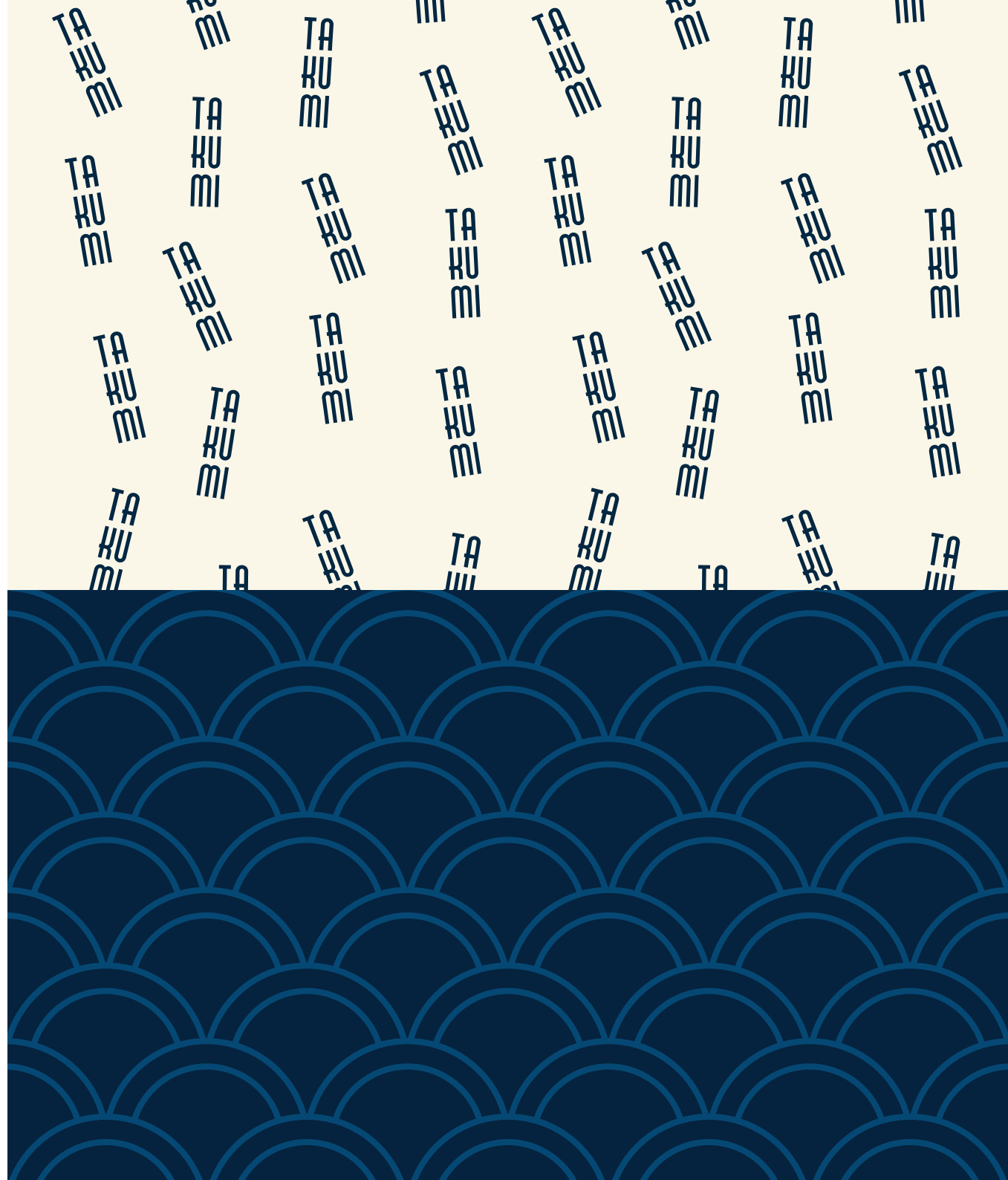


BRAND PATTERNS

These brand patterns have been designed to complement the brand and further extend its visual options. The overall aesthetic is minimalistic, clean, and bold.

Our wordmark pattern repeats the vertical TAKUMI in a scattered cascading manner, the slight random variance of the angle for each logo lends an organic element to this pattern.

Our scales pattern is more consistent and uniform, repeating the overlapping outlined shape with precision.



SPARKS OF FLAVOUR SUPPORTING GRAPHIC

The sparks of flavour supporting graphic can be used to add a pop of colour and element of motion to our branding.

This graphic is particularly effective when overlapping the edge of a shape or image.





BRAND APPLICATION

A series of mock-ups to demonstrate the application of
your brand across a variety of collateral.





RAMEN
SHOYU RAMEN
TANTANMEN
MISO RAMEN
SPICY RAMEN

SIDES
GYOZA (SPICY)
KARAAGE

DRINKS
MATCHA
YUZU SODA

ZARA



TAKUMI
RAMEN



CARD
ONLY



This brand guideline was prepared by White Key Marketing. Should you have any queries regarding this guide, contact us at 1300 577 419 or team@whitekeymarketing.com.au

