

The background is a vibrant red with a repeating pattern of concentric white arcs, resembling a stylized sun or water ripples. In the center is a large white circle containing the text 'SUSHI FUSION' in a bold, black, hand-painted style. Branches with yellow and white cherry blossoms extend from the top left and top right corners. At the bottom, there are stylized white waves on the left and right, and a small red wave crest is positioned at the bottom of the central white circle.

SUSHI FUSION

BRAND GUIDELINES

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INTRODUCTION

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

The Sushi Fusion 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

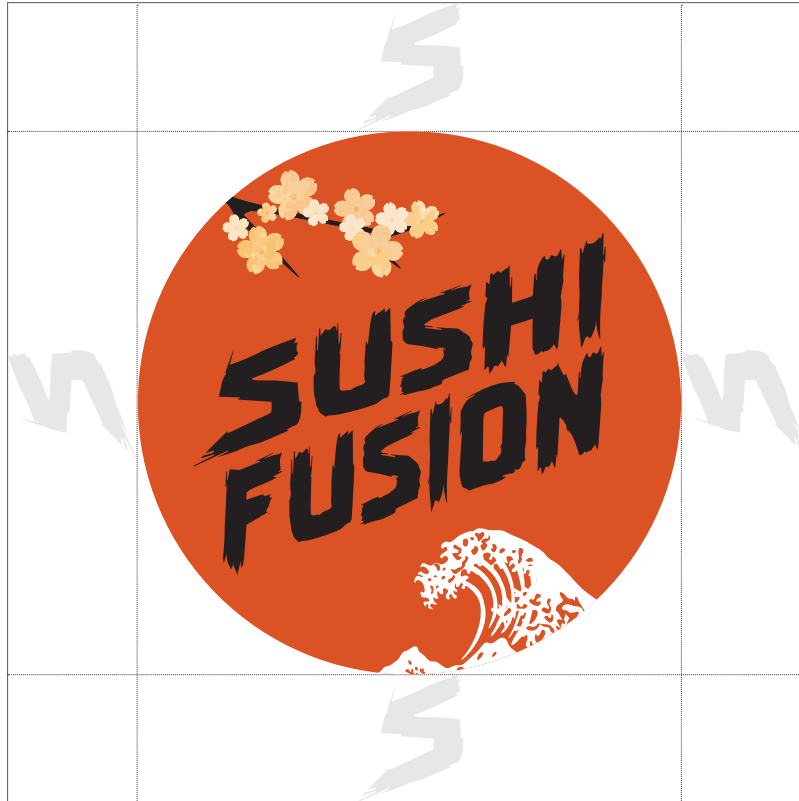
Your logo is the visual cornerstone of your brand. The following is an outline for your logo to inform your audience on how to use your logo correctly and why.



PRIMARY LOGO

The primary logo features a bold brush-style wordmark inspired by Japanese calligraphy, creating a strong and energetic brand identity. Paired with a cherry blossom branch and a stylised Kanagawa-inspired wave, the logo reflects Japanese culture while remaining modern, memorable and distinctive.

Clear Space



Logo Minimum Size



Print: 26mm W

Digital: 70px W

LOGO PRINCIPLES

To maintain legibility and visual impact, always surround the circular logo with sufficient clear space. The minimum clear space is equal to the height of the “S” in the Sushi Fusion logotype, measured from the outer edge of the circle. No text, graphics, or other visual elements should enter this clear space, ensuring the logo remains prominent and uncluttered in all applications.

COLOURS

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

Orange



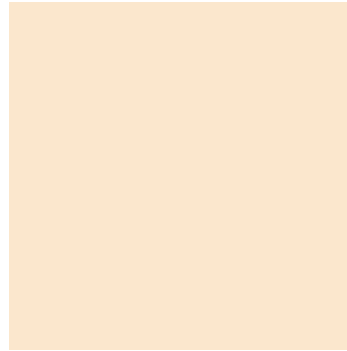
CMYK 9/82/100/2
RGB 215/72/21
WEB D74815

Sand



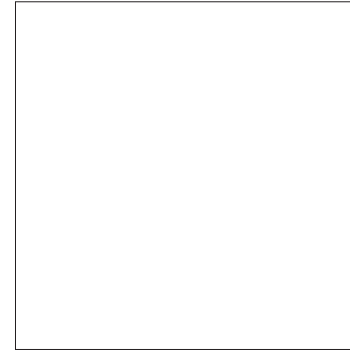
CMYK 2/20/43/0
RGB 249/212/159
WEB F9D49F

Pale Tan



CMYK 1/9/19/0
RGB 253/236/214
WEB FDECD6

White



CMYK 0/0/0/0
RGB 255/255/255
WEB FFFFFFFF

Black



CMYK 0/0/0/100
RGB 0/0/0
WEB 000000

COLOUR PALETTE

A colour palette is a vital component of any brand identity, helping to evoke emotion, establish recognition and create a cohesive visual experience. This palette pairs a vibrant orange with warm sand tones, balanced by black and white, to create a bold, welcoming aesthetic that feels modern, authentic and approachable.

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.

Cyber Brush is used for headings to introduce a bold, expressive style inspired by traditional brush lettering. Paired with Roboto for body copy, the typography balances personality with clarity, creating a distinctive visual hierarchy that remains clean, modern and highly legible.

HEADINGS (HANSCO STUDIO)

CYBER BRUSH
ABCDEFGHIJKLMN
OPQRSTUVWXYZ

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

Cyber Brush
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

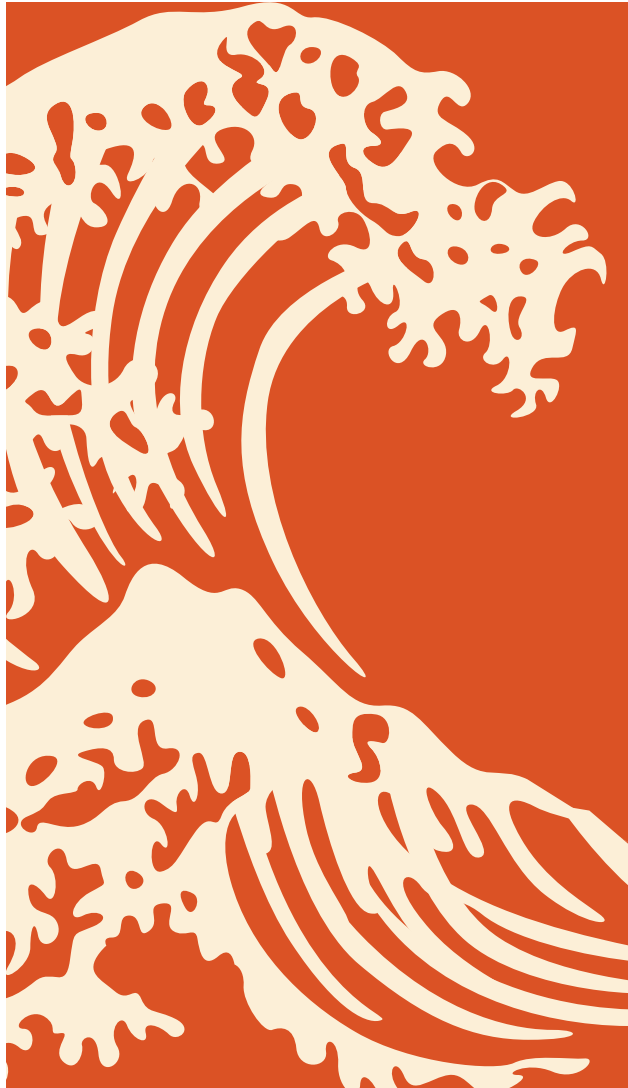
Highlight Text

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.



BRANDING ILLUSTRATIONS

Our branding illustrations may be used independently of the logo or as supporting graphics throughout branded materials. They can be applied as icons, background elements or edge treatments to add personality while maintaining a cohesive brand identity.



BRAND PATTERNS

These brand patterns have been designed to complement the visual identity and add depth across branded applications. Featuring a repeating Sushi Fusion wordmark and a traditional Japanese-inspired Seigaiha wave pattern, they reinforce the brand's bold, energetic character while maintaining a clean and cohesive aesthetic.

The wordmark pattern repeats the Sushi Fusion logo in a scattered arrangement with subtle variations in angle, creating a dynamic and playful visual texture.

The Seigaiha wave pattern uses a consistent, repeating geometric form inspired by traditional Japanese design. Its structured rhythm provides a balanced, versatile graphic element that can be applied across print and digital materials.



TAGLINES

Our taglines capture the spirit of “out of the box” thinking, flavours and trends. They reflect a brand that is playful with flavours, open to new combinations and inspired by evolving food trends. Together, they position Sushi Fusion as a contemporary sushi destination that is creative and delicious.

REDEFINING SUSHI

FUSED WITH FLAVOUR

KEEPING IT FRESH

SUSHI ROLLS, REMIXED

SUSHI REIMAGINED

A FRESH SPIN ON SUSHI

TRADITION WITH A TWIST

WHERE FLAVOURS COLLIDE

THE ART OF FUSION

ROLLED DIFFERENTLY

THE TASTE OF INNOVATION

USPS

Sushi Fusion stands out for its fresh, flavourful sushi that is crafted to suit modern tastes and everyday convenience. With creative combinations, quality ingredients and a playful approach to flavour combinations, we offer an exciting take on sushi. Our sushi pops make it easy for customers to enjoy fresh, satisfying sushi on the go, and our food is Halal Certified.

CREATIVE FLAVOUR COMBINATIONS

SUSHI POPS – INNOVATIVE AND CONVENIENT

HALAL CERTIFIED

BRAND APPLICATION

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





FULLY
HALAL
CERTIFIED



THE ONLY
HALAL
SUSHI BAR
IN THE COUNTRY.



SIGNATURE SUSHI POPS.



SUSHI BOX

A unique sushi experience.
Signature sushi pops.
Real toppings.
Big Yummers.
Made fresh daily.
Unforgettable.

WE DON'T FOLLOW
THE HERD.
WE LEAD A NEW ONE.

**BOLD TOPPINGS.
BIG FLAVOUR.
UNFORGETTABLE
EXPERIENCE.**



**SIGNATURE
SUSHI POPS.**





SUSHI FUSION

TAKI LIME HEAT \$16

CHEETO CRUNCH \$16

SPICY MAYO FUSION \$16

TERIYAKI CRISP \$16

KIMCHI ZING \$16

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

