



B R A N D I N G G U I D E L I N E



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Introduction

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

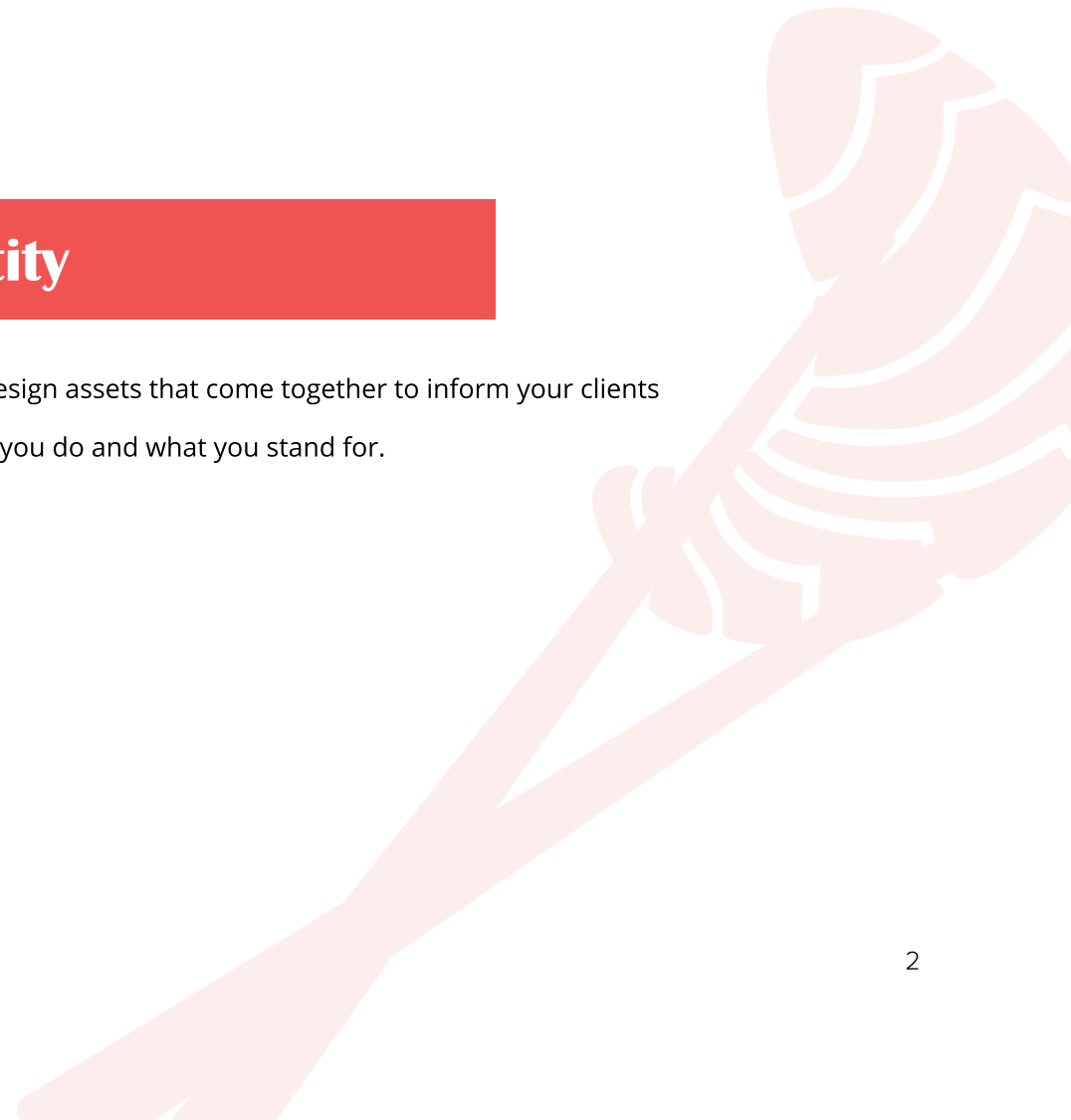
The **Get Sashimi** logo must not be traced, redrawn, typeset or modified in any form by manual or electronic methods. The main logo and variation logo must not be altered in any way.

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



Brand Identity

A collection of valuable design assets that come together to inform your clients about who you are, what you do and what you stand for.



Primary Logo

A logomark designed to be fun, bold and unique!
This simple yet effective logo is a icon and text design. This logo may only be used against a white or light background.



Primary Logo Variation

This is the **Get Sashimi** primary logo variation, this logo is to be used when the logo cannot be placed on a white or light background.

The Difference between the primary logo and the primary variation is the dark grey is substituted for white so that the word Get and the chopsticks are visible on a dark background.



Brand Icon

The **Get Sashimi** icon can be used as a design element or as an icon on its own.



Colour Variations

These two variations are the logo shown in a white and a black form/option. These variations are only to be used when the primary logo cannot be used in colour, or on a coloured background that does not work with the colour way.



Logo Principles

Clearspace 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.

Do not place any other elements within the clearspace zone specified.

Clearspace



Minimum Size



Brand Colours

Colours set the mood for brand expression. This colour palette allows the **Get Sashimi** brand to stay consistent.

To achieve the highest impact with your colours, make sure to integrate this palette across all marketing outlets.

The **Get Sashimi** brand consists of two main colours and two shade colours that can be used when the main colours need to be substituted.



#F05452



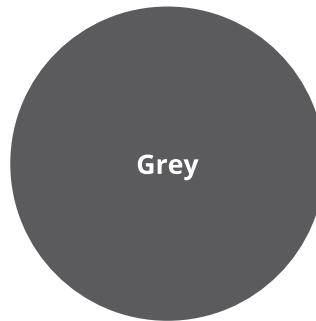
#59595C

Brand Colour Codes



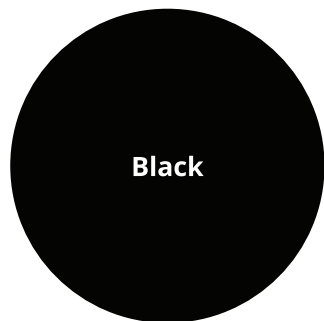
Salmon

C: 0 M: 82 Y: 66 K: 0
R: 240 G: 84 B: 82
HEX: #F05452



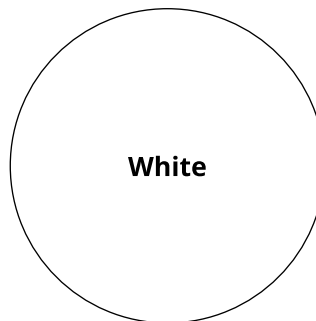
Grey

C: 63 M: 56 Y: 52 K: 27
R: 91 G: 90 B: 92
HEX: #5B5A5C



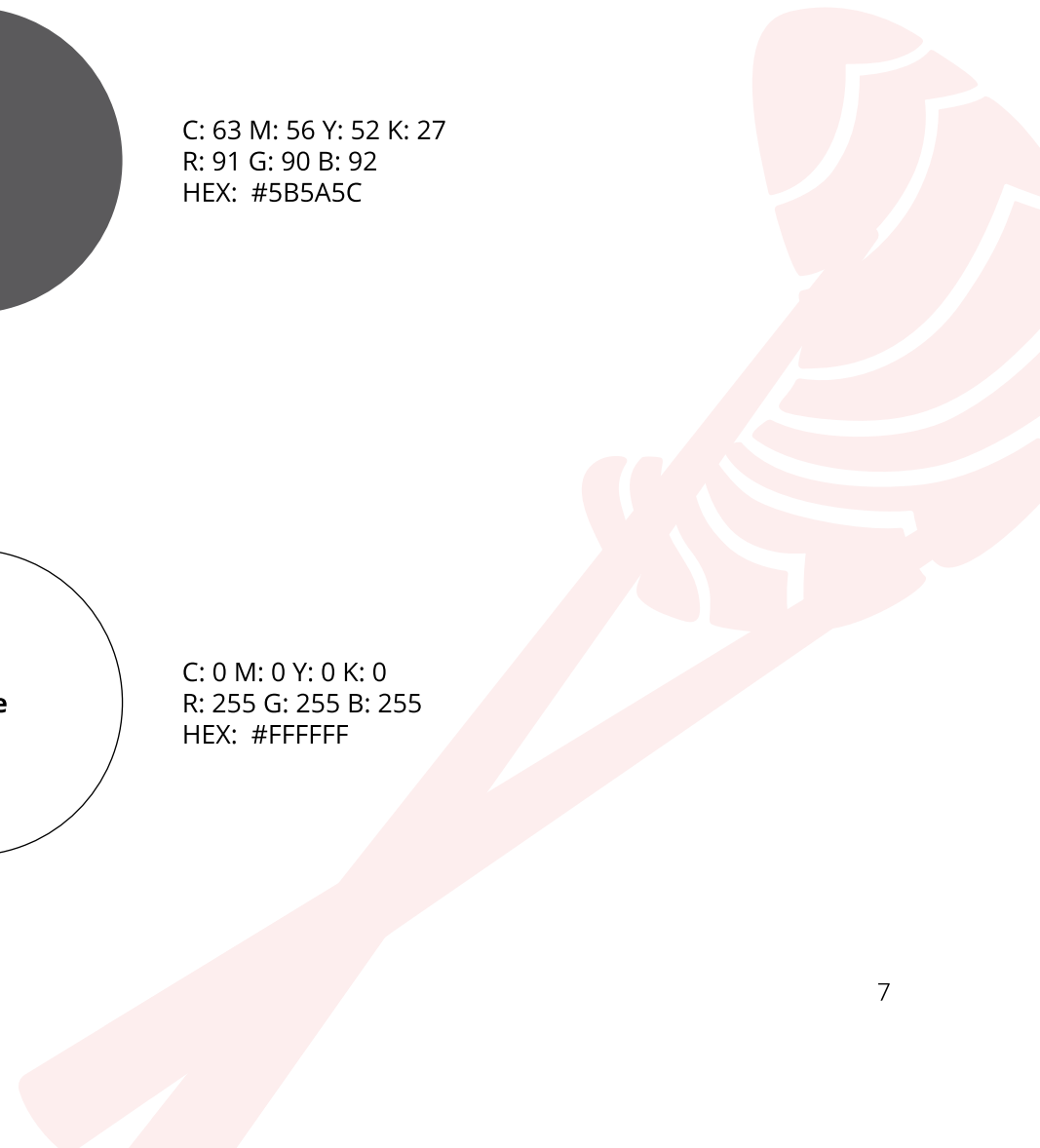
Black

C: 75 M: 68 Y: 67 K: 90
R: 0 G: 0 B: 0
HEX: #000000



White

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
HEX: #FFFFFF



Typography

Typography serves many purposes in design. Not only does it promote legibility, it also helps communicate the messaging, tone and sentiment of a brand.

The typography chosen for **Get Sashimi** uses two font families. It is important to follow the guide for typographic hierarchy to ensure consistency within the branding.

Britannic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Headlines

Britannic Bold

Sentence Case

Tracking: Metrics 0

Body Copy

Open Sans Regular

Sentence Case

Tracking: Metrics 0

Subheaders

Open Sans Semibold

Sentence Case

Tracking Metrics 0

Call to Action

Open Sans Bold

Sentence Case

Tracking: Metrics 0

Headlines

Get Sashimi

Body Copy

Accum reptatiam doluptat doloreribea vendi consedis aut ut plictemquiam consed quiat pliquist enimagn im. Officid ma simporeiur? Cillaut aut estionseque volupta quas expereptates essi offic temporibus, ut qui dis repratiusam sit acepers.

Subheaders

Contact Us

CTA

www.embracingarms.com.au

Logo Application

This is a representation of how the logo variations can be used on a light and dark background as well as the logo icon being used as a design element.



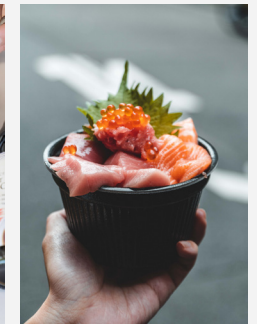
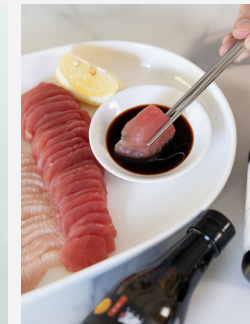
Logo Application

Shirts / uniform logo application



Imagery & Moodboard

The imagery and moodboard for a business is important because it allows others who are working with your brand to understand your 'feel', your business 'vibe' and overall allowing others to understand the look and feel of how you like your business to be seen and portrayed



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

