

manirna

Branding & Style Guide

mission statement

Marina is an all-you-can-eat (AYCE) sushi restaurant located in Poughkeepsie, New York that boasts a modern, bold atmosphere and delicious, fresh sushi while remaining affordable. We place a high value on presentation as well as the quality of your food. We hope to leave customers with a lasting impression by our classy and sleek ambience.

core logo

The logo should primarily be displayed in this way, on a light background that allows for high contrast for both the text and the blue dot in the "i".

marina

alternate logos

When displayed on different color backgrounds, the logo can be displayed in these ways.

For legibility purposes, white text on dark backgrounds should be prioritized.

marina

marina

marina

alternate logo

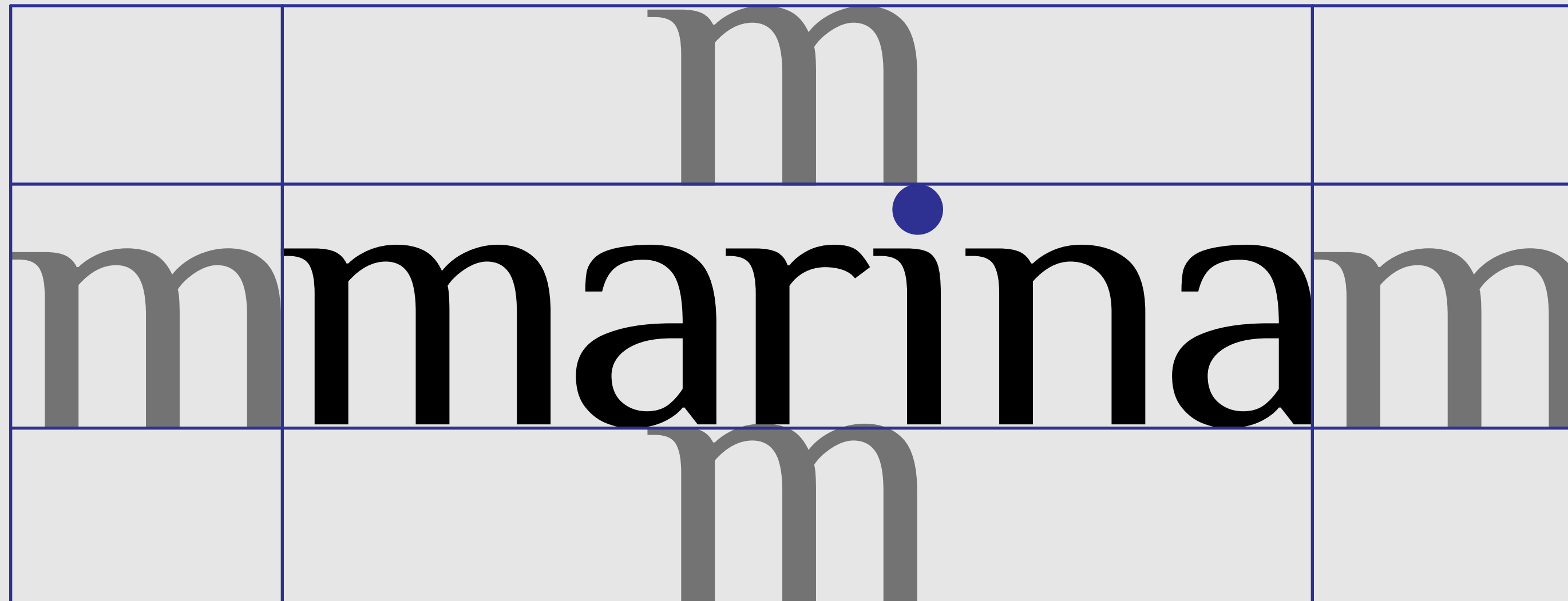
In situations where Marina's purpose as a restaurant may be unclear from the media the logo is placed on, or when Marina's "all-you-can-eat sushi" aspect is to be emphasized, this logo should typically be used.

marina

ALL-YOU-CAN-EAT SUSHI

clearspace

The Marina logo should be surrounded by space the width of the "m", not rotated, on all sides.



clearspace: full bleed

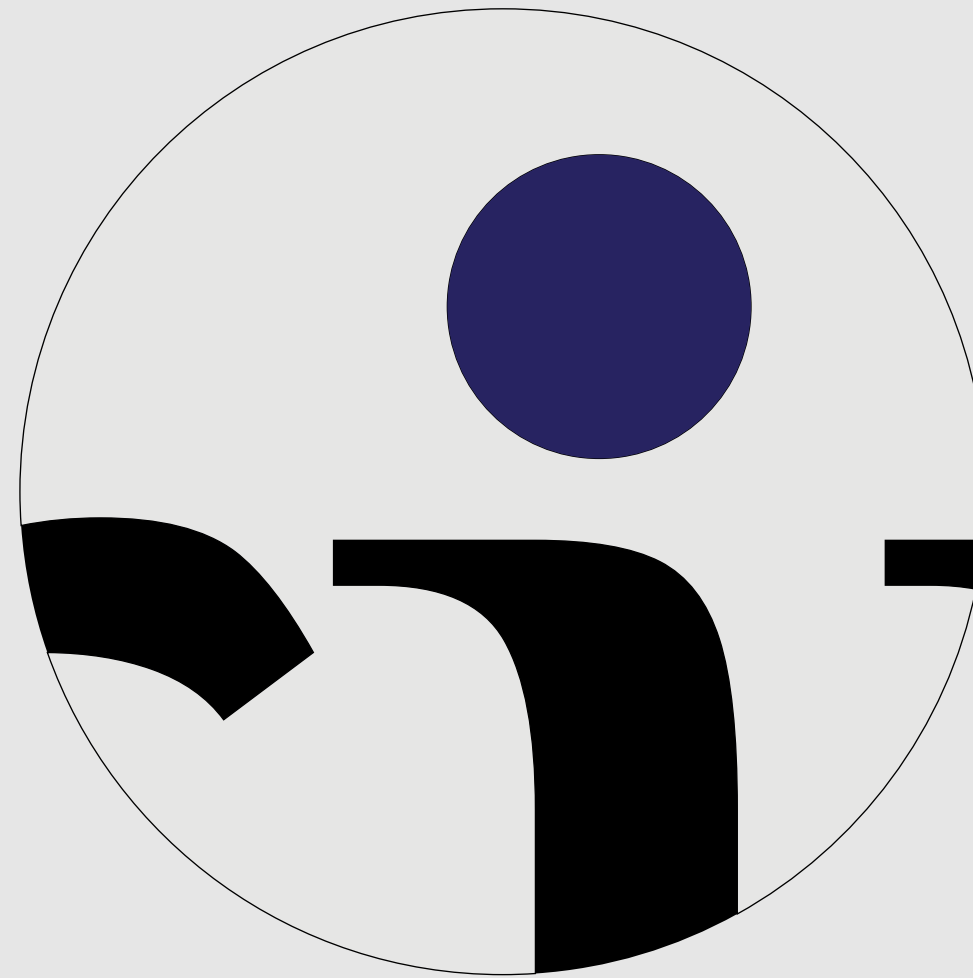
It can also be placed full-bleed, with the edge of the container cutting off the logo in the middle of the left-most vertical shape of the "m" and the right-most vertical shape of the "a".



marina

social media avatar

All Marina social media accounts should use this icon, including but not limited to Instagram, Twitter, and Facebook.



font palette

headers

Philosopher Regular

Subheaders

Raleway Regular

Body text. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam sit amet ex hendrerit nulla luctus interdum a ac magna. Pellentesque a libero et libero tempus posuere id et justo. In congue diam venenatis ligula egestas, eget aliquam ante iaculis. Nam ut tincidunt orci, ut consequat nisl.

Raleway Light

marina

Philosopher Regular

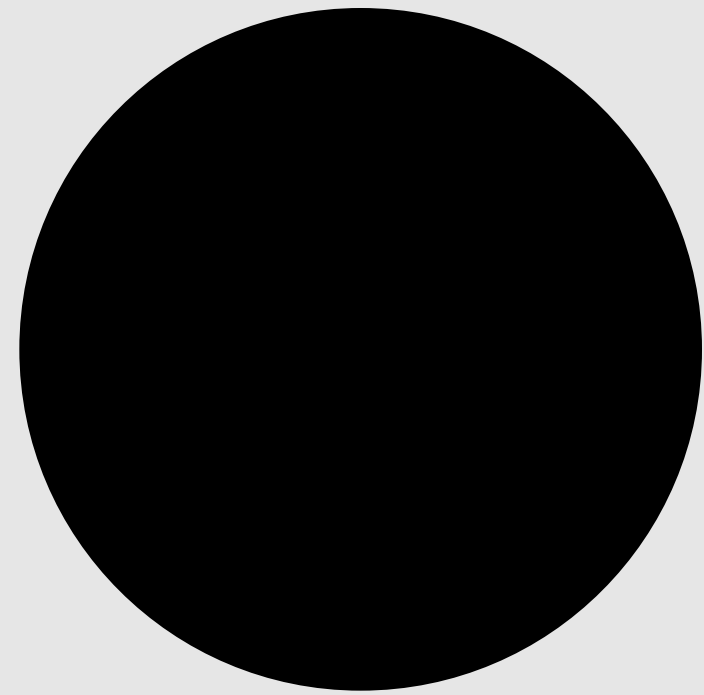
All-you-can-eat sushi.

Raleway Regular

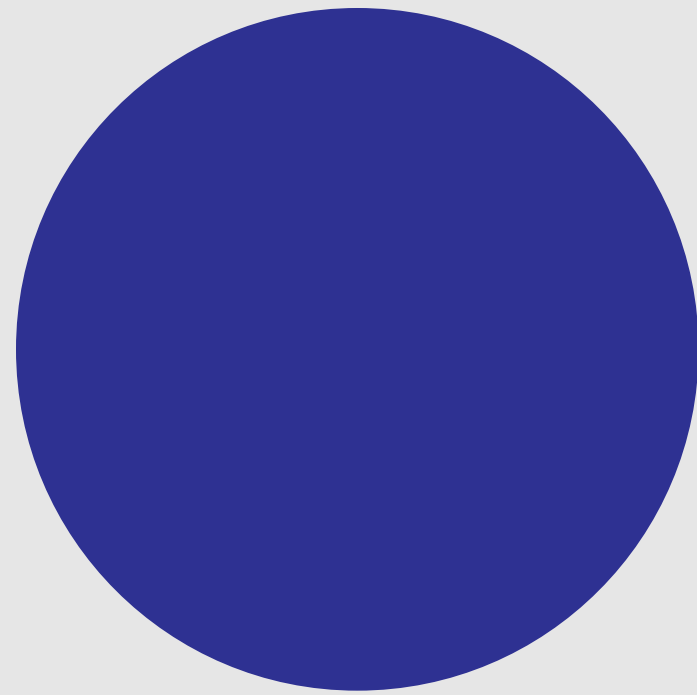
Marina is an all-you-can-eat (AYCE) sushi restaurant located in Poughkeepsie, New York that boasts a modern, bold atmosphere and delicious, fresh sushi while remaining affordable. We place a high value on presentation as well as the quality of your food. We hope to leave customers with a lasting impression by our classy and sleek ambience.

Raleway Light

color palette



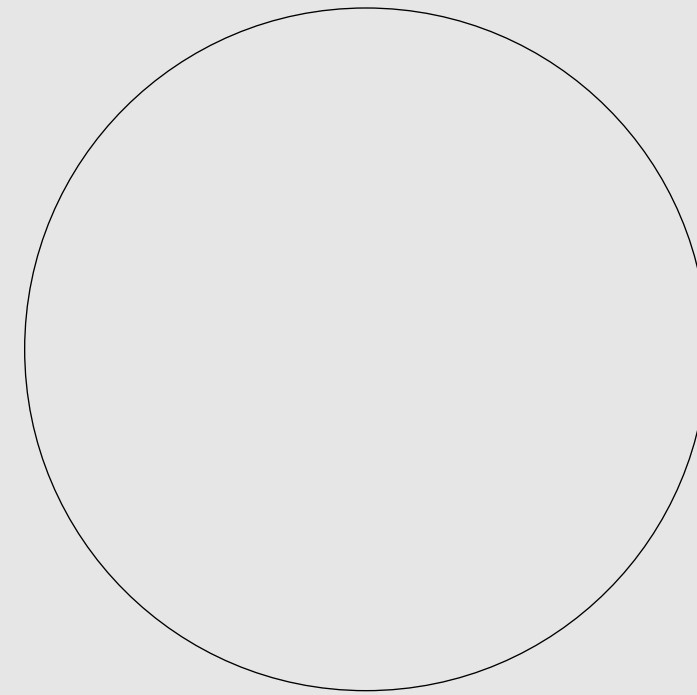
#000000
(0, 0, 0)
Text & background color



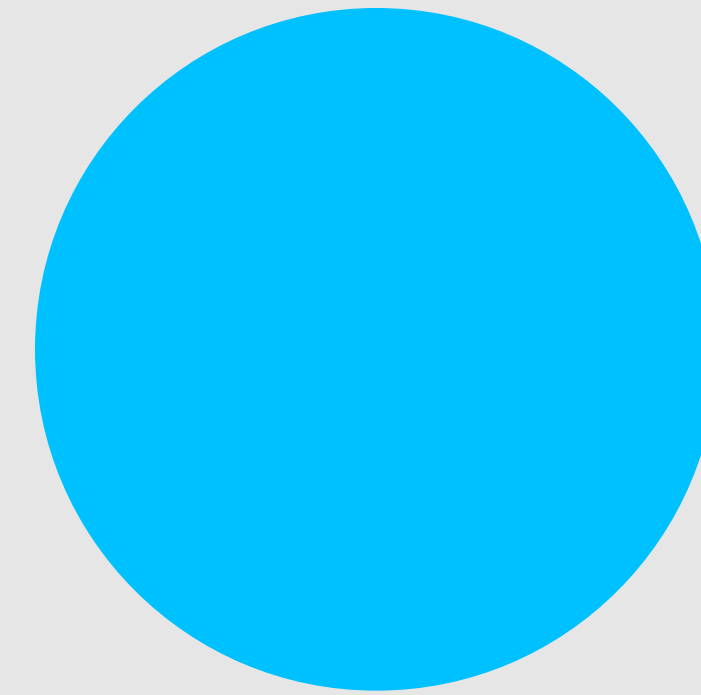
#2E3192
(46, 49, 146)
Secondary color



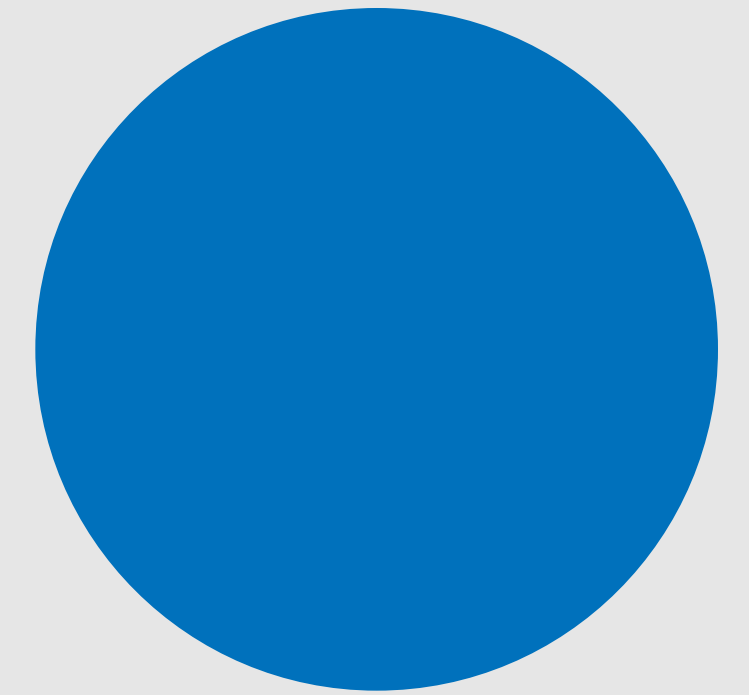
#FFFFFF
(255, 255, 255)
Text color



#E6E6E6
(230, 230, 230)
Secondary
text/background color



#00C1FF
(0, 193, 255)
For certain small
moments only



#0071BC
(0, 113, 188)
For certain small
moments only

visual vocabulary

Marina's visual vocabulary should feature dark, neutral tones with pops of sophisticated color. Interiors are dark in color scheme with minimalist furniture and plateware.



stationery

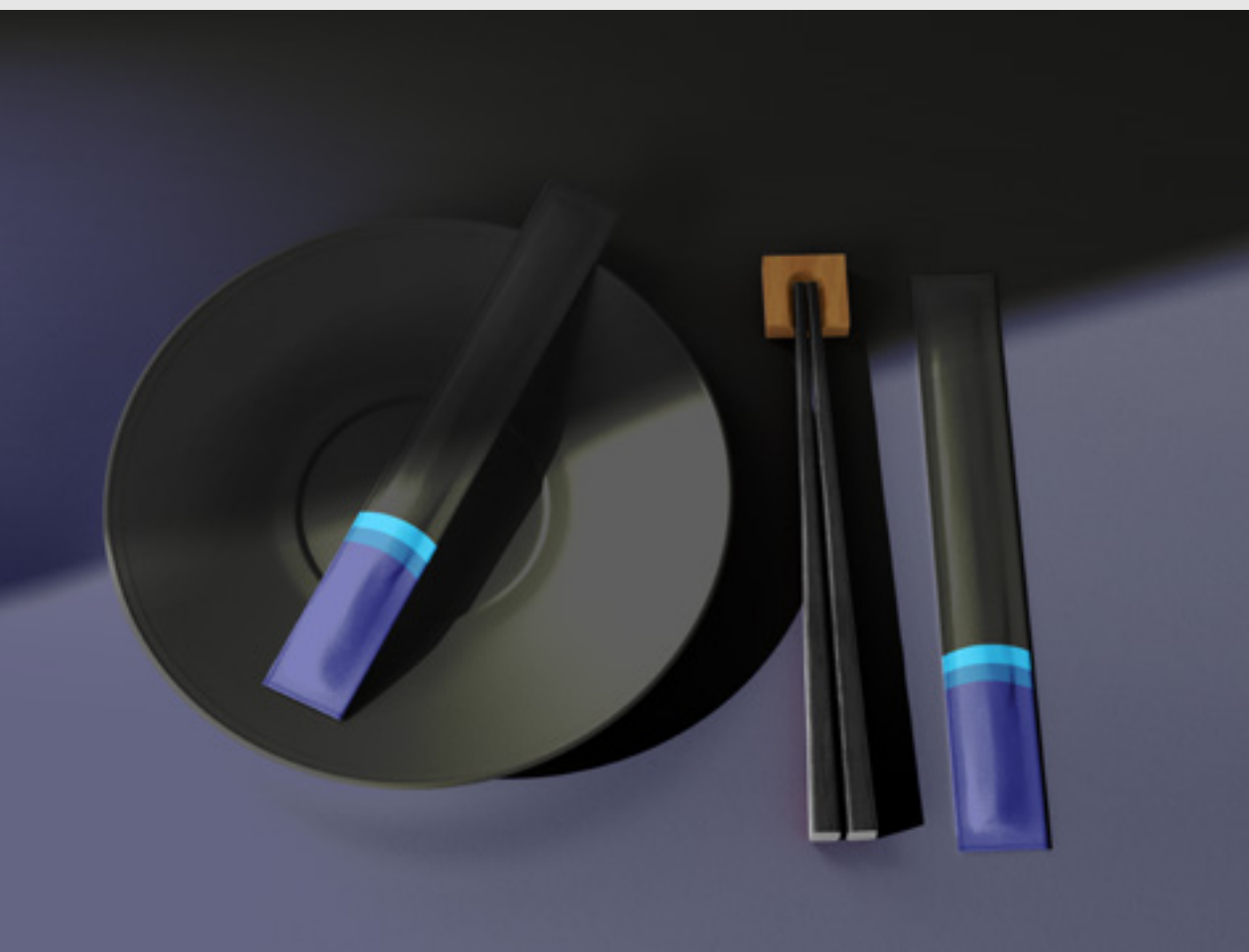


stickers



merchandise

Marina's merchandising should make use of the blue circle design element and opt for using the core logo without the tagline. Larger scale text and design elements are encouraged for an abstract look.



signage

Marina's signage at any location should opt for a circular or rounded shape when possible. However, square shaped signs are also acceptable, but the black circle should be larger to fill the space more.



menu



website



billboard



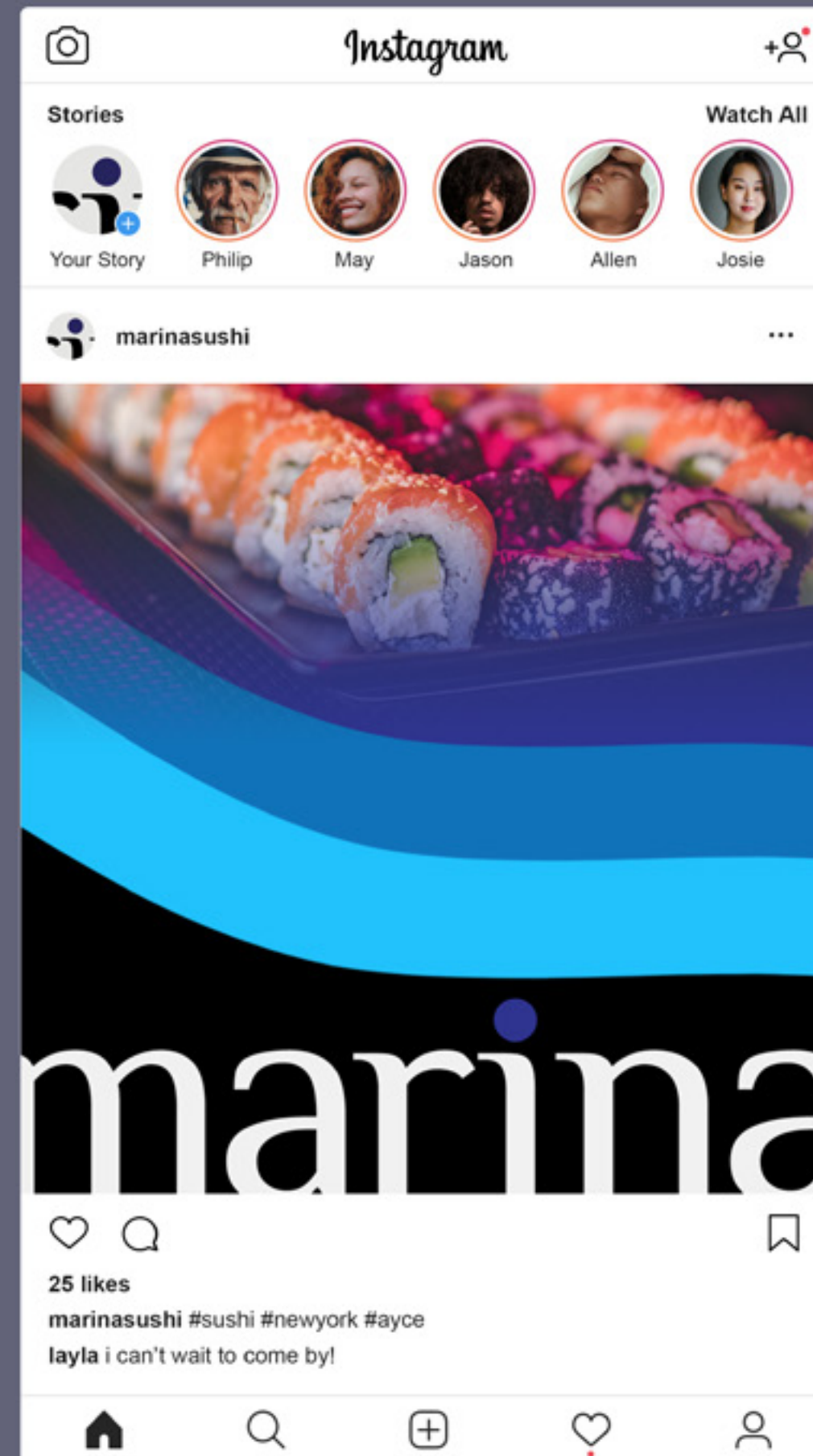
bus kiosk



magazine ad



instagram post



thank you
for your time.

The background features a series of overlapping, wavy, horizontal bands in shades of blue and purple, transitioning from a dark purple on the left to a bright cyan on the right. The text is positioned in the upper left quadrant of the image.