

sushi ichi



**STYLE GUIDE**

## TYPEGRAPHY

### Logotype

The adjustment of space between pairs of letters was manually shifted in order to create a more visually appealing and readable logotype.

sushi ichi

sushi ichi

2.5 3.0 3.0 3.5 4.0 3.0 3.5

### Typeface

Typography plays a critical role in 'sushi ichi' communications. 'Sushi ichi' uses all making indivusually typeface from A to Z, because it is effective across the entire range of communications required regardless of scale. it will also be used as the primary typeface for all applications.

E E

---

abcdefghijklmnopqrstuvwxyz

## Logo design



sushi ichi

line type

## About

The logo should be the most preferred orientation applied in web and other print collateral. On the other hand, if this logo compromises with the orientation of the collateral rendering it unclear or suffering in terms of visibility, then another variations should be considered.



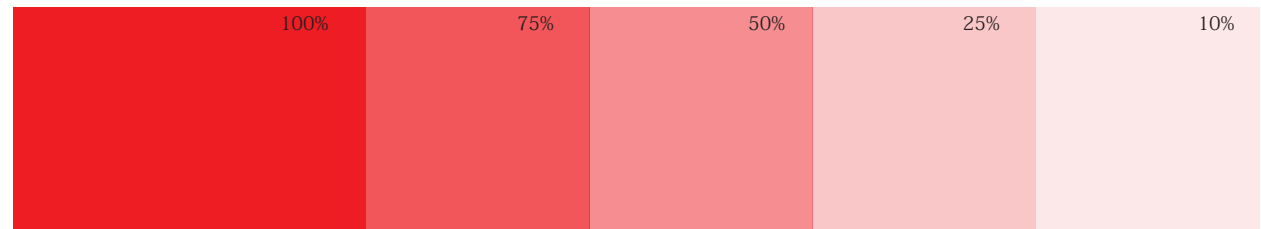
sushi  
ichi

circle type

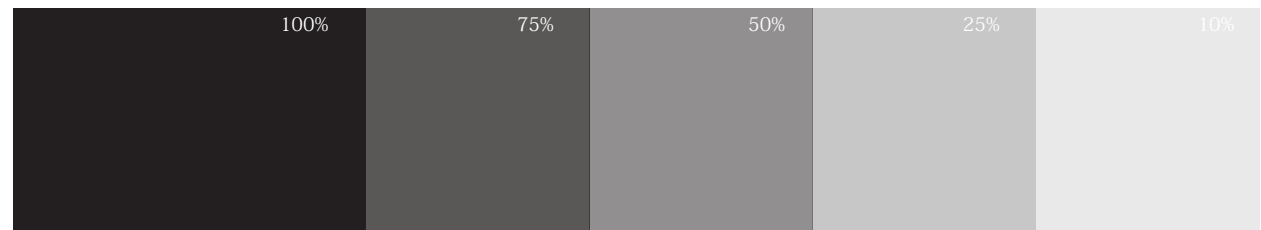
# Process of logo design

---

## Color palettes



color name	fiip red
CMYK	0/100/100/0
RGB	235/45/55



color name	jet black
CMYK	0/0/0/100
RGB	0/0/0

## About

The following color palette has been selected for use in printed and digital communications. Red tints of these colors are also allowed, but the logotype and typeface may only be used with a 100% tint.

# Unfolded Applications

# business card

# Unfolded applications



Business card design



Front



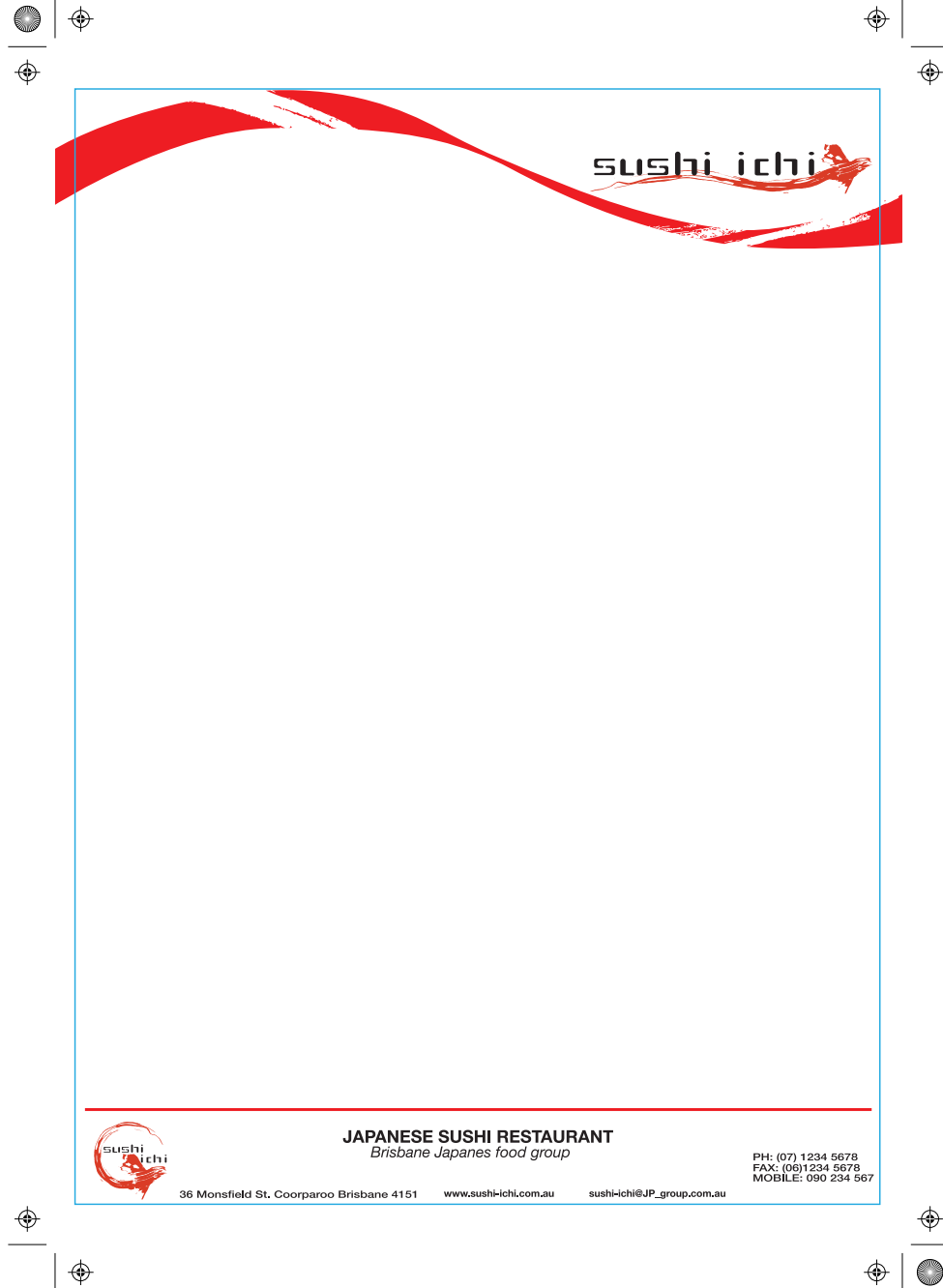
Back



business card

# Unfolded applications





sushi ichi



**JAPANESE SUSHI RESTAURANT**  
*Brisbane Japanes food group*

36 Monsfield St, Coorparoo Brisbane 4151    [www.sushi-ichi.com.au](http://www.sushi-ichi.com.au)    [sushi-ichi@JP\\_group.com.au](mailto:sushi-ichi@JP_group.com.au)

PH: (07) 1234 5678  
FAX: (08)1234 5678  
MOBILE: 080 234 567



# Letter head

# Unfolded applications





SUSHI ICHI

### Hours

Sunday: 5pm - 10pm  
Monday - Thursday : 5pm - 11pm  
Friday - Saturday : 4 pm - 1pm

36 Monsfield St. Coorparoo Brisbane 4151  
PH: (07) 1234 5678  
FAX: (06)1234 5678  
MOBILE: 090 234 567

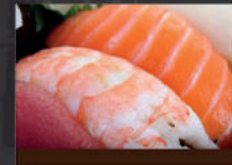


## SOUP

Miso soup	\$1.00
Spicy Miso Soup	\$1.50
Seafood Soup	\$2.00

## SASHIMI

Salmon	\$5.00
Red Tuna	\$4.00
White Tuna	\$4.50
Surf Clam	\$4.50
Red Snapper	\$5.00
Crab	\$6.00
Squid	\$4.00
Mackerel	\$4.00
shrimp	\$5.00
Super Shrimp	\$6.00



## SALAD

Golden Salad	\$2.00
Seaweed Salad	\$5.00
Crab Salad	\$5.00
Seazar salad	\$5.00
SUSHI(2 pieces each)	
Salmon	\$3.00
Spicy Salmon	\$3.00
Salmon rose	\$3.00
White Tuna	\$3.00
Red Tuna	\$3.00
Spicy Red Tuna	\$3.00
Red Snapper	\$3.00
Surf Clam	\$3.00
Shrimp	\$3.00
Crab	\$3.00
Spicy Crab	\$3.00
Flyong Fish Roe	\$3.00
ToFu	\$3.00
Mackerel	\$3.00
Sweet Egg	\$3.00
Sweet Mango	\$4.00
Spacial Meat	\$5.00



## MAKI

Salmon Roll	\$4.00
Salmon Skin Roll	\$4.50
Philadelphia Roll	\$6.00
Spicy Crispy Salmon Roll	\$4.50
White Tuna Roll	\$4.00
Spicy White Tuna Roll	\$4.00
Tempura Crab Roll	\$4.50
Caifornia Roll	\$5.00
Tempura Shrimp Roll	\$6.00
Teriyaki Chicken Roll	\$5.00
Teriyaki Beef Rol	\$5.00
Salmon Avocado Roll	\$5.00
Cucumber Roll	\$3.50
Avocado Roll	\$3.50
Spicy Crispy Roll	\$4.50
Avocado Cucumber Roll	\$4.00
Mango Roll	\$4.00
Tempura Roll	\$4.00
Eel Roll	\$5.00
Spicy Crab Meat	\$5.00



## PIZZA

Salmon Pizza	\$6.50
Snapper Pizza	\$6.50
White Tuna Pizza	\$6.50
Avocado Pizza	\$7.00
Eel Pizza	\$7.00



## HAND ROLL

Salmin Hand Roll	\$2.50
Spicy Salmon Hand Roll	\$2.50
Salmon Skin Hand Roll	\$2.50
White Tuna Hand Roll	\$3.00
Spicy White Tuna Hand Roll	\$2.50
Spicy Crispy Hand Roll	\$2.50
Crab Hand Roll	\$2.50
Spicy Crab Hand Roll	\$3.00
California Hand Roll	\$3.00
Tempura Shrimp Hand Roll	\$4.00
Teriyaki Chicken Hand Roll	\$4.00
Teriyaki Beef Hand Rol	\$4.00
Salmon Avocado Hand Roll	\$4.00
Cucumber Hand Roll	\$4.50
Avocado Hand Roll	\$4.50
Spicy Crispy Hand Roll	\$4.50
Avocado Cucumber Hand Roll	\$4.00
Mango Hand Roll	\$4.00
Tempura Hand Roll	\$4.00
Eel Hand Roll	\$5.00



## APPETIZER

Edamame	\$3.00
Spring Roll(8 pcs)	\$3.00
Deep Fried Dumpling	\$3.00
Cold ToFu	\$2.50
Tako Chips	\$2.50
Tempura Yam	\$3.00
Tempura ToFu	\$3.00
Tempura Choco	\$3.00
Tempura Kazunoko	\$3.00
Tempura Beef	\$3.00
Tempura Shrimp	\$3.00
Tempura Avocado	\$3.00
Tempura Crab	\$3.00
Tempura IceCream	\$3.00
Tempura Poteto	\$3.00
Tempura Tomato	\$3.00
Tempura Octopus	\$3.00
Tempura Squid	\$3.00

## DESSERT

Deep Fried Banana	\$4.50
Green Tea Ice Cream	\$4.50
Mangolce Cream	\$4.50
Chocolate Ice Cream	\$4.50
Red Bean Ice Cream	\$4.50



## ENTREE

Deep Fried Chicken Outlet	\$8.50
Deep Fried Pork Cutlet	\$8.50
Beef Short Ribs	\$7.00
Eggplant	\$5.00
saba	\$6.50
Chicken Teriyaki	\$6.50
Beef Teritaki	\$6.50
almon Teriyaki	\$7.00
Green Onion Beef Roll	\$7.00
Teppanyaki Mixed Vegetable	\$6.50
Vegetable Pancake	\$5.50
Eel Pancake	\$4.50
Extra Eel Pancake	\$8.00
Seafood Pancake	\$8.00
Baby Mushroom Baef Roll	\$7.50
Shrimp Drax with Garlic	\$6.50

## NOODLE BOWIL(UODN)

Chicken Fried Noodle	\$7.00
BeefFried Noodle	\$7.00
Vegetable Fried Noodle	\$7.00
Seafood Fried Noodle	\$8.00
Chicken Noodle Soup	\$7.50
Beef Noodle Soup	\$7.00
Vegetable Noodle Soup	\$7.00
Seafood Noodle Soup	\$6.00

## RICE BOWL

Chicken Fried Rice	\$7.00
BeefFried Rice	\$7.00
Vegetable Fried Rice	\$7.00
Seafood FriedRice	\$8.00
Curry Chicken Fried Rice	\$8.00
Curry BeefFried Rice	\$8.00
Curry Vegetable Fried Rice	\$8.00
Curry Seafood FriedRice	\$8.00
Curry ToFu Rice	\$8.00
Steamed Rice	\$1.50


## BEVERAGE

<b>Pop</b>	\$1.50
Coke	
Diet Coke	
C-Plus	
Ginger Ale	
Sorife	
<b>Juice</b>	\$2.00
Apple	
Orange	
Cranberry	
<b>Ice Tea</b>	\$1.50
<b>Japanese Tea</b>	\$0.50






日本  
reaches



豪州



**sushi ichi**  
JAPANESE SUSHI RESTAURANT  
*Brisbane Japanes food group*

36, Monstfield St, Coorparoo Brisbane QLD 4151



