



“Make everything as simple as possible, but not simpler.”
- Albert Einstein



Hanabi

Japanese grill & sushi bar

The Rules and Regulations of the Identity

MEGHAN PEEK



RMCAD PRESS

*A special thanks to my sign and symbol class,
for putting up with my critiques.*

Introduction

Hanabi means more than “fireworks” in Japanese. It is a place for couples and friends of various ages can go to in joy each other and a quality meal. The atmosphere is fun, modern and clean. The logo is a representation of this idea.

This identity guide is to have and organized way to communicate the ideal way to present and portray Hanabi and its logo. As you follow along with the book an understanding of how the logo is set up, will become much more clear.

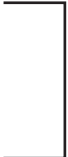
For more information contact:

**Hanabi Brand Management
759 South Reed Ct.
Suite 28
Denver, CO 80226
telephone 303.729.4578
fax 725.493.6125
www.hanabi.com**

Hanabi Signature

It is vital to use Hanabi's signature and its few variations correctly and consistently. Each signature is a piece of art which represents the company as a whole.

Organizing Company Signatures
Each sub-section of Hanabi has its own signature, consisting of three elements: the Hanabi symbol, the name itself and the sub-section name. The symbol and the sub-section's name must be identical.



symbol



Company name

sub-section



signature

Layout Regulations

All of our operating companies has a preferred signature that should be used whenever possible.

There are certain instances that require the Hanabi signature to accommodate a wide range of uses, from business cards to billboards.

preffered layout
(two-color print)



**special
instances layout**
(two-color print)



Signature Space

We want our company to stand out from the crowd and so should our signature. To define the logo from the rest of the information on the page, make sure to keep the space around the signature free from other text and graphics.

The space on each side of the signature should always be the width of both H stems horizontally in the point size of the Hanabi that is being used.



H]

width from logo to surrounding elements

Sub Sections

Whenever possible, use these preferred signature configurations including the sub sections.

The sub sections should include the name, whose color will correspond with the logo so the signature can maintain its balance and value.



names correspond to colors

Color Variations

The colors specified for each signature can be used as a one color or as the backgrounds for one-color reversed. Black is also allowed for the one color and its reverse, but should try to only be used for faxes and copies if one or two color print is not available.

Keep in mind that for letter heads, business cards, bags, napkins and signage should always be in two color print.



Product Examples

On the napkin Hanabi's signature must be centered in the napkin when it is turned in a diamond shape.

On a carry-out bag make sure it is centered when it is folded and is a little over half way up when it is open.



Letterhead

When designing the letterhead, it needs to look business oriented and clean. That is why it is set up in this way, simple but professional.

The logo should be large enough to be the primary focal, but not overwhelming. Need to have a separation of logo and information, with plenty of room to write.



Business Cards

Business cards are another important aspect of our business. They are a good way to get our name and signature out there and known.

It is important to keep everything very clean and organized. Again, the logo is still the main focus. Next is the name, which is set in Baskerville Semi Bold 10pt. The rest of the copy is one point smaller and in Regular. The line ties in the relationship between the card and letterhead.

The back of the card is reinforced with just the symbol and the web site. We want them to know us and since today is so digital oriented it is a great way, plus the name is still there in the site address.

front



Hanabi
Japanese grill & sushi bar

Meghan Peek
Hanabi Brand Management
759 South Reed Ct.
Suite 28
Denver, CO 80226

telephone 303.729.4578
fax 725.493.6125
www.hanabi.com

back



www.hanabi.com

Type Face

**The Hanabi is set in Baskerville
Old Face, so to compliment
it without being a distraction
Baskerville Regular and
Baskerville Semi Bold can be used
as the body copy.**

Baskerville Old Face
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Baskerville Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

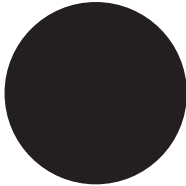
Baskerville Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Identity Color Swatches

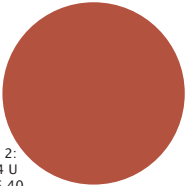
Color is important it gives a feeling all its own to the signature. It shows quality and promotes recognition. The earth tones reinforces the fact that are product is all natural and fresh.

The accompanying colors are there to be used only when necessary. A pallete was set up so that if need be to use colors outside the signatures, they won't take away from the logo by being there.

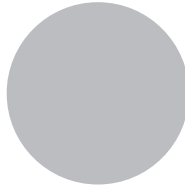
black:
CMYK: 0 0 0 100
RGB: 35 31 32



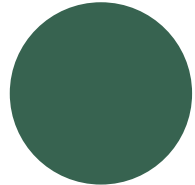
additional 3:
PANTONE 492 U
CMYK: 0 70 66 30
RGB: 181 83 65



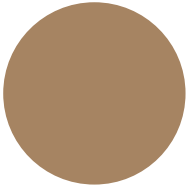
smoke:
CMYK: 0 0 0 30
RGB: 188 190 192



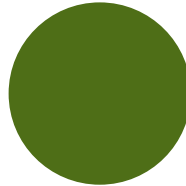
main logo:
PANTONE 5615 U
CMYK: 49 0 44 64
RGB: 56 99 81



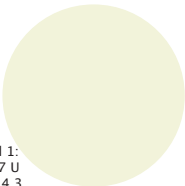
additional 2:
PANTONE 7504 U
CMYK: 0 25 45 40
RGB: 166 132 98



fusion logo:
PANTONE 371 U
CMYK: 43 0 100 56
RGB: 79 110 24



additional 1:
PANTONE 5807 U
CMYK: 2 0 14 3
RGB: 240 240 216



catering logo:
PANTONE 606 U
CMYK: 0 4 100 12
RGB: 231 207 0

