

Brand & Visual Style Guide

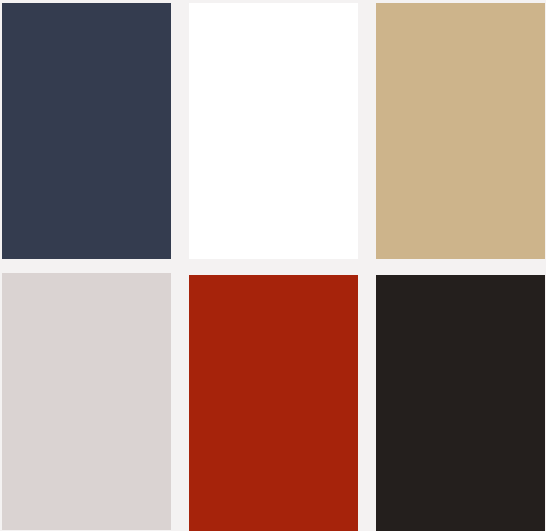
AUGUST 2022

moshi moshi

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look & feel



main logo

The contemporary logo with a Japanese touch represents the concept of a restaurant focused on modern Japanese cuisine. Geometric letters create a highly recognisable look and underline the sophisticated environment. The traditional name evokes a common greeting that translates to hello.

moshi moshi

logo

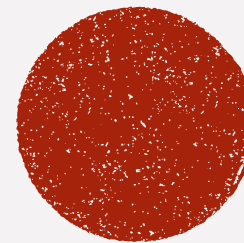
exceptional case

This version of the logo is intended
for use only in exceptional cases
when the main logo cannot be used.

moshi
moshi

icon

The moshi moshi icon comes from the red dot used in the branding of the Metropol restaurant in Zurich. The dark red dot created by a brushstroke expresses both tradition and the present. It can be used with the logo or on its own as a graphic element.



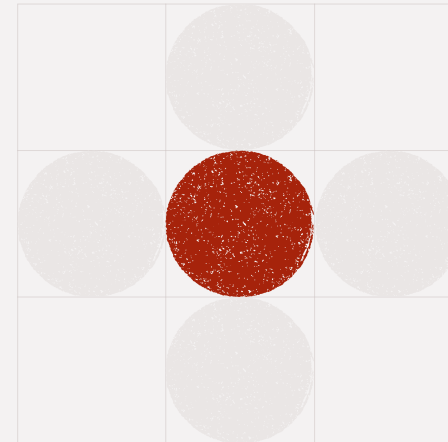
logo clear space

The clear space has been created to make the logo stand out with some breathing space and not overcrowded with other elements like text and image. Text, images, or graphics are not allowed to be placed inside the clear space area to keep a constant appearance without any additional distractions.



icon clear space

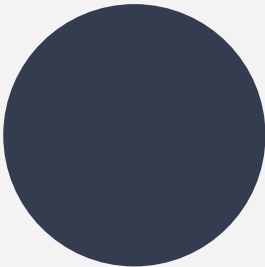
The clear space has been created to make the icon stand out with some breathing space and not overcrowded with other elements like text and image. Text, images, or graphics are not allowed to be placed inside the clear space area to keep the constant appearance without any additional distractions. An exceptional case is the use of an icon as a graphic element.



colours

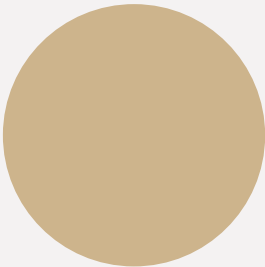
For the perfect printing results, the CMYK option is the preferred choice.

For all digital and on-screen applications like a computer screen, it is necessary to use the RGB colour code.



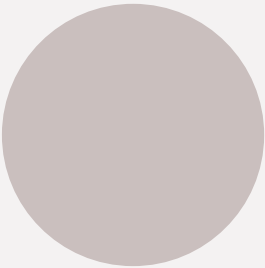
BLUE

RGB	52 60 79
CMYK	82 / 68 / 44 / 43
HEX	#343C4F



SAND

RGB	205 180 139
CMYK	20 / 27 / 47 / 5
HEX	#CDB48B



PURPLE GREY

RGB	202 191 190
CMYK	15 / 0 / 65 / 0
HEX	#CABFBE



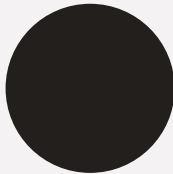
WHITE

HEX	#FFFFFF
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RED

RGB	166 35 11
CMYK	23 / 96 / 100 / 19
HEX	#A6230B



BLACK

RGB	36 31 29
CMYK	70 / 66 / 62 / 80
HEX	#241F1D

typography

The outstanding typeface, SK Concretica, unites the brand identity of moshi moshi.

The typeface is worked out to the smallest detail, and the signs of the classic type design are reinterpreted and based on geometry and modernism.

It is intended to be used for headings as well as paragraph text.

ABC
abc
123

SK Concretica

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
! ? . 0 1 2 3 4 5 6 7 8 9

