



B R A N D G U I D E

Version 1.0 | December 2022



Introduction

STAKEHOLDER TOOLS

BRAND GUIDE

Every stakeholder working with **KUMO's** marketing and/or product design should follow our Branding Guide, a rulebook containing specifications on everything that plays a role in the look and feel of our brand –everything from typography and color, to logos and imagery.

BRAND COMPONENTS & IMAGERY

In this document, we've gathered for our team a series of design components that can be reused or re-purposed throughout our product designs to maintain a consistent experience and look for our guests.

A dimly lit balcony with outdoor furniture and a city view. The scene is viewed through a glass railing. In the foreground, there are two wicker chairs with dark cushions. Behind them is a long, low sofa with several light-colored pillows. A low table is in front of the sofa, set with glasses, plates, and small potted plants. The background shows a cityscape with tall buildings and trees, partially obscured by the glass railing. The overall mood is serene and modern.

About US



About Us

EDEN IN THE CLOUDS

KUMO Rooftop is a Japanese Restaurant located at the WBC Hotel in Isla Verde, Puerto Rico.

We are Nikkei experts and our food consists of Peruvian ingredients shaped by Japanese techniques.

For us, **KUMO** is an Eden in the clouds, where senses are elevated with the best food, drinks, and the best 360 view Isla Verde has to offer.

OUR *Vision*



Our Vision

THE PERFECT MIX

Our main goal is to provide an immersive space where people come together and experiences are found.

We are not just another Japanese Restaurant, we mix our love for Japanese Cuisine with Latin culture and colors.

Our flavors are infinite –just like our view.





OUR
Mission

Our Mision

LOCAL TALENT & ARTISTRY

Our secret weapon?

KUMO has the best talent and cuisine artistry. We consider our chefs artists and our hosting limitless. Every member of KUMO is the spark to our success.

Through our robata (Japanese-style grill) we take the most primitive culinary expression that is cooking on fire to a higher level, transforming flavor into a visual performance and working with two very popular styles of food: Peruvian and Japanese.

All these elements combined with the view are what make KUMO unique.



A rooftop lounge area with a wooden pergola structure. The space is furnished with white cushions and dark wooden tables. A large potted plant with green leaves is visible in the background. The ocean is visible in the distance under a clear sky.

Tone & VOICE



Tone & Voice

T W O R U L E S . O N E G O A L .

T O N E

The voice of our brand is anchored on ease and innovation. We use an active voice paired with welcoming verbs to immerse our guests in the rooftop experience. Our promos and post captions should always have an inviting vibe while highlighting our restaurant's exclusive features and menu.

V O I C E

The tone of our brand is casual while displaying our expertise. We add small moments of joy. We keep things light yet exclusive and refined. We flex our good taste, both visual and menu oriented.

Tone & Voice

OUR MESSAGE

We write focused on our guests, not autonomous robots. After all, we are part of the hospitality industry.

The ideal tone at **KUMO** is a balance between relevant yet concise while demonstrating industry expertise and exclusivity. We encourage an active voice coupled with action verbs throughout the promotion of our flavors paired with the rooftop experience.

We use "you," avoiding the use of "I" or "we." We avoid complex data and maintain a pleasant rhythm throughout our content, simulating the rhythm of our rooftop breeze.

It is important to be welcoming and friendly while showing our industry expertise with exclusive content derived from our own creations.

We don't use stock photos for our food or drinks.





Brand
PILLARS

Brand Pillars

A R E C E I P I E F O R I N N O V A T I O N

Just like the ingredients for a recipe, our brand is made of four important components that define our success:

CONNECTION

EXPERIENCE

BLEND

TRANSFORMATION

These words should be used as inspiration for the creation of our visual assets, they are the spices and colors that make people obsessed with **KUMO**.



LOOK
& *Feel*





Look & Feel

FLAVORED ENVIRONMENT

Our goal is to showcase our craftsmanship and good taste –literally.

Our brand’s “look and feel” is anchored on a mix of a few elements, just like our Peruvian and Japanese fusion.

All photography is original, helping guests have an accurate idea of what to expect when visiting our restaurant.

Every artwork needs to showcase the space and clean, high-definition product shots, amplifying the restaurant’s fine dining experience and Caribbean aura.

The typography and color pallet should follow our guide and the brand’s finesse.

Look & Feel

PRIMARY COLORS

Primary Colors are used for both backgrounds and typography.



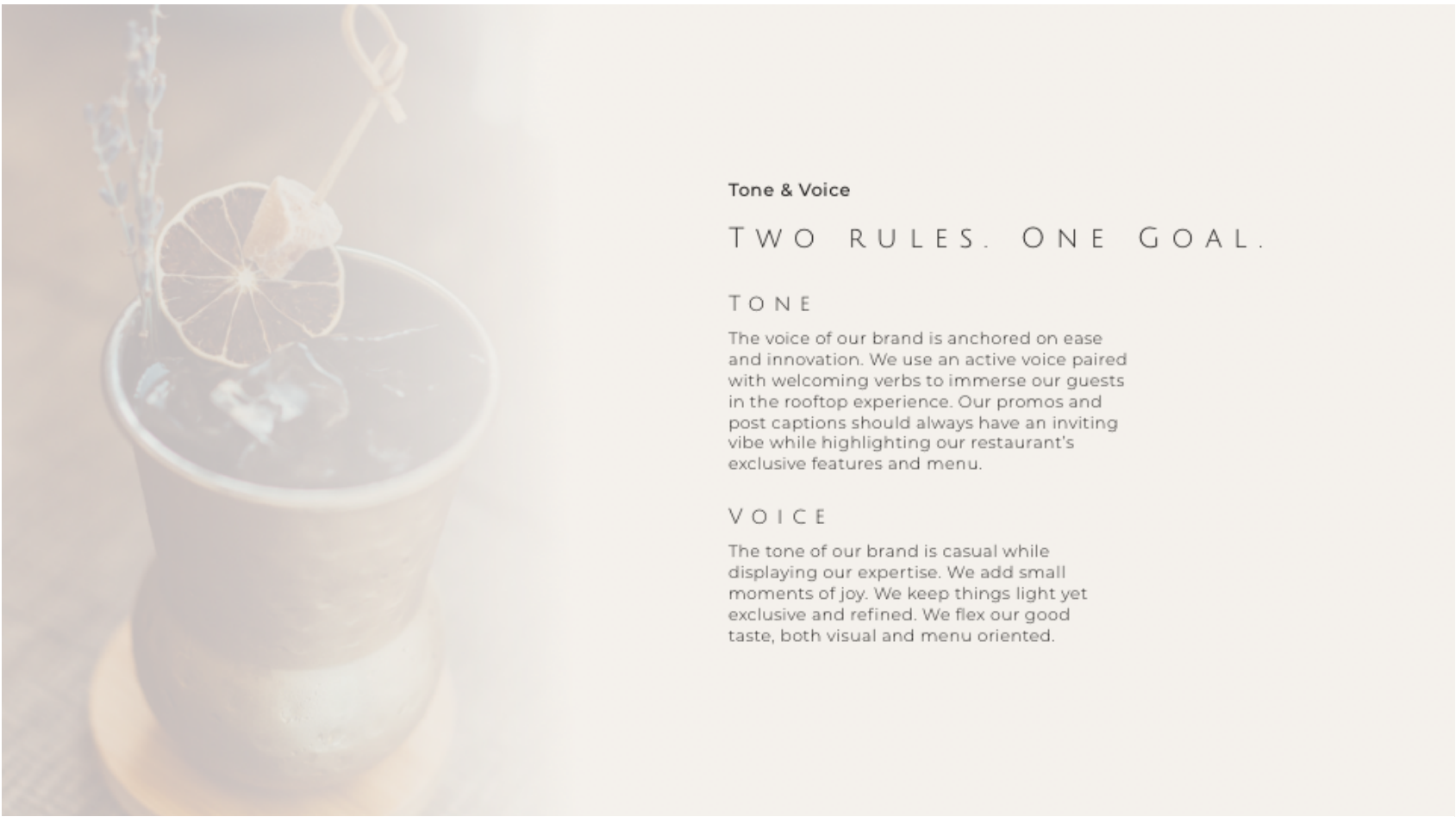
PORCELAIN
WHITE

HEX: #F4F1EC
RBG: 244, 241, 236
CMYK: 3%, 3%, 5%, 0%
HSL: 37, 27, 94
HSB: 36°, 3%, 95%



NIKKEI
BLUE

HEX: #090C10
RBG: 244, 241, 236
CMYK: 3%, 3%, 5%, 0%
HSL: 37, 27, 94
HSB: 36°, 3%, 95%



Here’s an example of “Porcelain White” used as a background color with text in “Isla Verde Navy Blue” This example can be found in the “Tone & Voice” section.

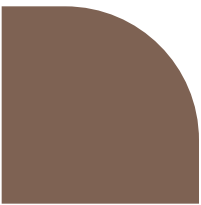


Here’s an example of “Nikkei Blue” used as a photo overlay color with text in “Porcelain White”. This example can be found in the “Our Mission” section.

Look & Feel

SECONDARY COLORS

The following hues are only used for backgrounds and overlay gradients when mixing photography with copy:



MISO
BEIGE

HEX: #7E6253
RGB: 244, 241, 236
CMYK: 3%, 3%, 5%, 0%
HSL: 37, 27, 94
HSB: 36°, 3%, 95%

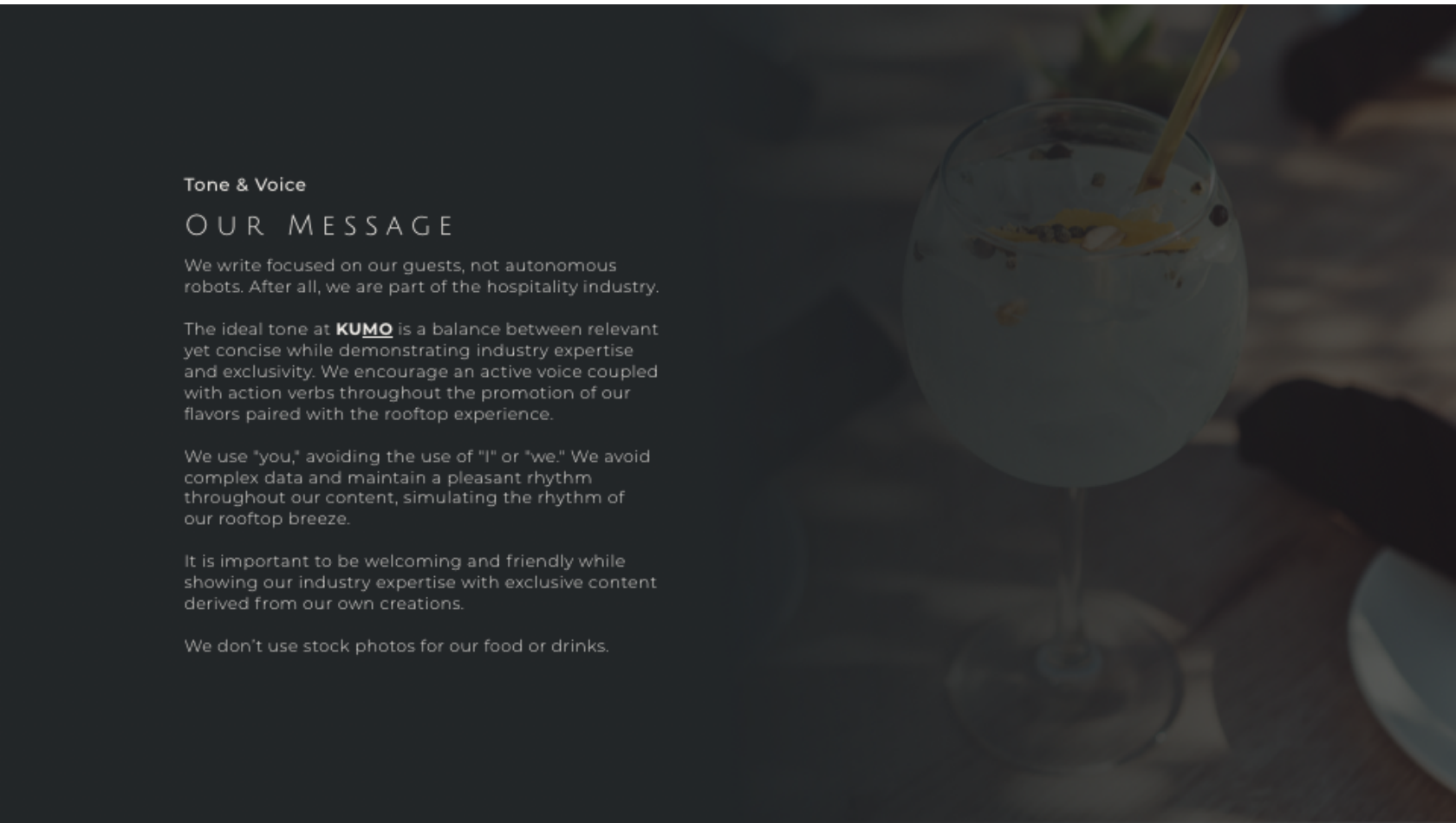


Here’s an example of “Chopstick Beige” used as a photo overlay color with text in “Porcelain White” (primary color). This example can be found in the “Our Vision” section.



ROBATA
CHARCOAL

HEX: #F4F1EC
RGB: 244, 241, 236
CMYK: 3%, 3%, 5%, 0%
HSL: 37, 27, 94
HSB: 36°, 3%, 95%

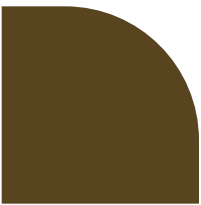


Here’s an example of “Robata Charcoal” used as a background color with text in “Porcelain White” (primary color). This example can be found in the “Tone & Voice” section.

Look & Feel

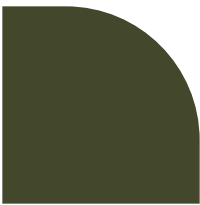
ACCENT COLORS

The following hues can be used as backgrounds or can be integrated in similar shades in objects or food when using photography.



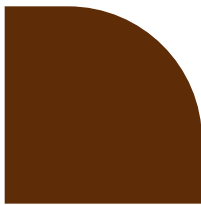
ACACIA
OLIVE

HEX: #7E6253
RBG: 244, 241, 236
CMYK: 3%, 3%, 5%, 0%
HSL: 37, 27, 94
HSB: 36°, 3%, 95%



BAMBOO
VERDE

HEX: #F4F1EC
RBG: 244, 241, 236
CMYK: 3%, 3%, 5%, 0%
HSL: 37, 27, 94
HSB: 36°, 3%, 95%



CAOBA
BROWN

HEX: #7E6253
RBG: 244, 241, 236
CMYK: 3%, 3%, 5%, 0%
HSL: 37, 27, 94
HSB: 36°, 3%, 95%



Look & Feel

TYPOGRAPHY

Headlines (H1)

Julius Sans One

All headlines should use the Julius Sans One Font Family.

Download Font Family

J U L I U S S A N S O N E

A B C D E F G H I J K L M N O P Q R T S U V W X Y Z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * ()

Paragraphs (Copy)

Montserrat - Light

All paragraphs should use the Montserrat Light Font Family

Download Font Family

Montserrat

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

! @ # \$ % ^ & * ()

Look & Feel

T Y P O G R A P H Y S T Y L E S & M A R K E T I N G H E A D L I N E S

Large Marketing Headlines

Julius Sans One | 37pt

Marketing headlines should have four (4) to three (3) words in a sentence. They are written in Uppercase format, as required by the Julius Sans One font family. These types of marketing headlines are usually found on landing pages, promotional materials, and social media artwork. Large Marketing Headlines should not exceed 37pts.

Example 1

E D E N I N T H E C L O U D S

Example 2

N E W Y E A R ' S B R U N C H

Sub-Headlines

Montserrat - Regular | 23pt

Marketing headlines can also be a bit smaller, depending on the design, but not smaller than 23pts.

Example

Make your reservation today

Paragraphs

Montserrat Light & Bold | 16pt

This font and size is used for extensive paragraphs or information. It is acceptable to use bold to highlight an important text.

Example

We have the best talent and cuisine artistry. We consider our chefs artists and our hosting limitless. Every member of KUMQ is the spark to our success.

Look & Feel

F U L L C O P Y F O R M A T T I N G E X A M P L E S

Large Headline +
Sub-Headlines Example

Marketing Headline - Large

EDEN IN THE CLOUDS

Make your reservation today

Sub-Headline Example

Paragraph Format Example

This is an example of a paragraph. Within a paragraph, you can highlight important information **using bold text**.

All **text links** on the webpage should be “color” using any of the primary, secondary or accent colors depending on the design and they should always be underlined.

The restaurant name, **KUMO**, must have the letters “m” and “o” underlined to match the logo design and be highlighted in “bold” the first time it is integrated into a paragraph. If

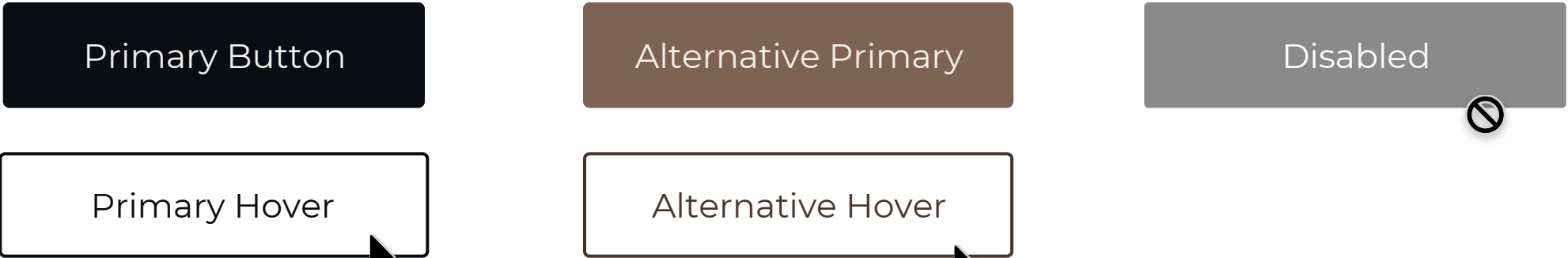
Look & Feel

UX / UI B U T T O N S

Buttons

Montserrat - Bold | 16px (12pt)

All buttons use Sentence Case Format and Validation Messages/Colors follow ADA Compliance as required by Federal Law.

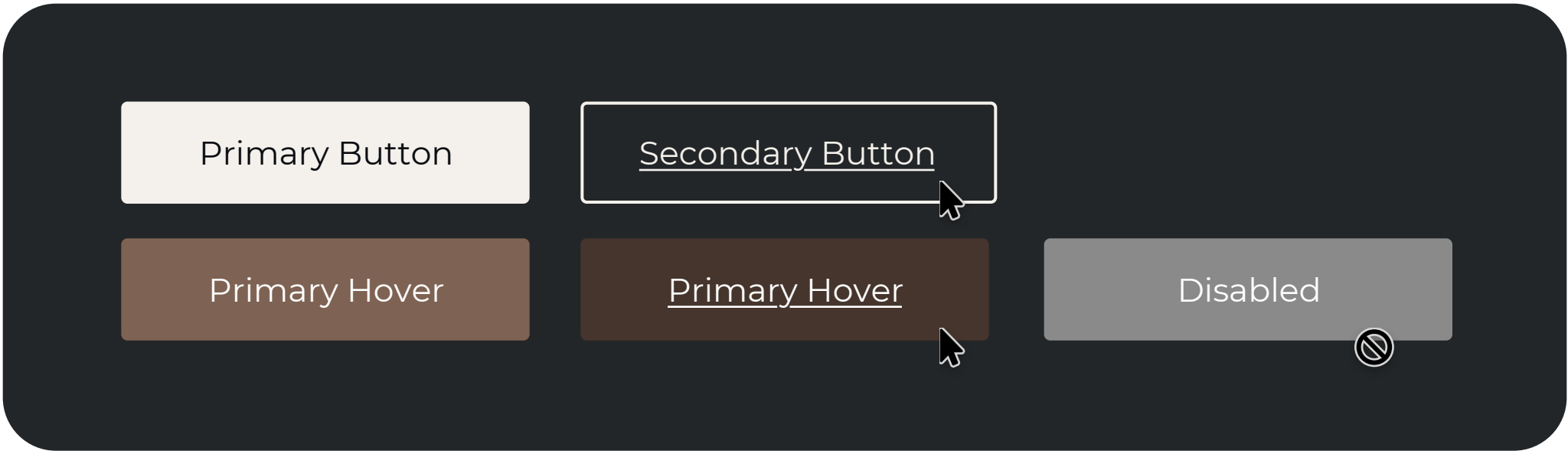


Validation

Buttons Over Dark Backgrounds

Montserrat Bold | 16px (12pt)

All buttons in dark backgrounds should have an animation to help the users with accessibility issues (such as color blindness) to understand it is an interactive link.





LOGO Use

Logo Use

MAIN LOGO

Design & Concept

Just like Japanese culture,
our logo is focused on
simplicity, balance, and
harmony between elements.

This logo is the full-size (100%
size) and original logo version.



Logo Use

BASIC ANATOMY

Logo Spacing

These spaces are the responsible to protect the logo and create a visual balance between elements.



Kerning

Horizontal space between text line



Kerning Space

Kerning size



Leading

Vertical space between text lines



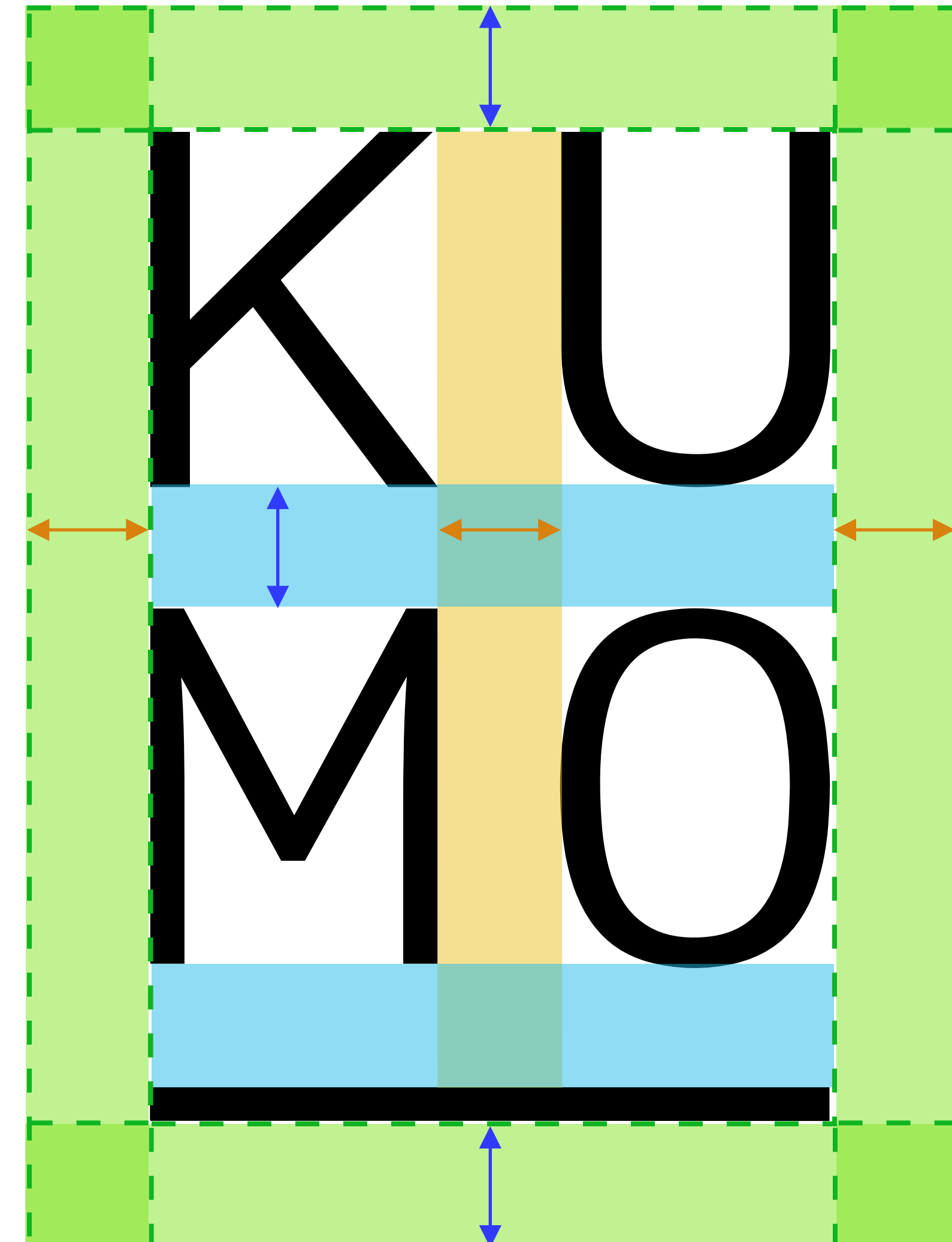
Leading Space

Leading size



Safe Space

This space is the same size as the kerning and leading size applied around the logo as a safety barrier. No additional elements should go inside green



Logo Use

H O R I Z O N T A L L O G O A D A P T A T I O N

Horizontal Logo Adaptation

For smaller screens, such as web headers, and small details the horizontal logo adaptation can be used.

This logo is 25% the size of the original 100% sized vertical version.

KUMO

Logo Use

H O R I Z O N T A L L O G O A D A P T A T I O N

Horizontal Logo Adaptation Spacing

These spaces are the responsible to protect the logo and create a visual balance between elements.



Kerning

Horizontal space between text line



Kerning Space

Kerning size



Leading

Vertical space between text lines



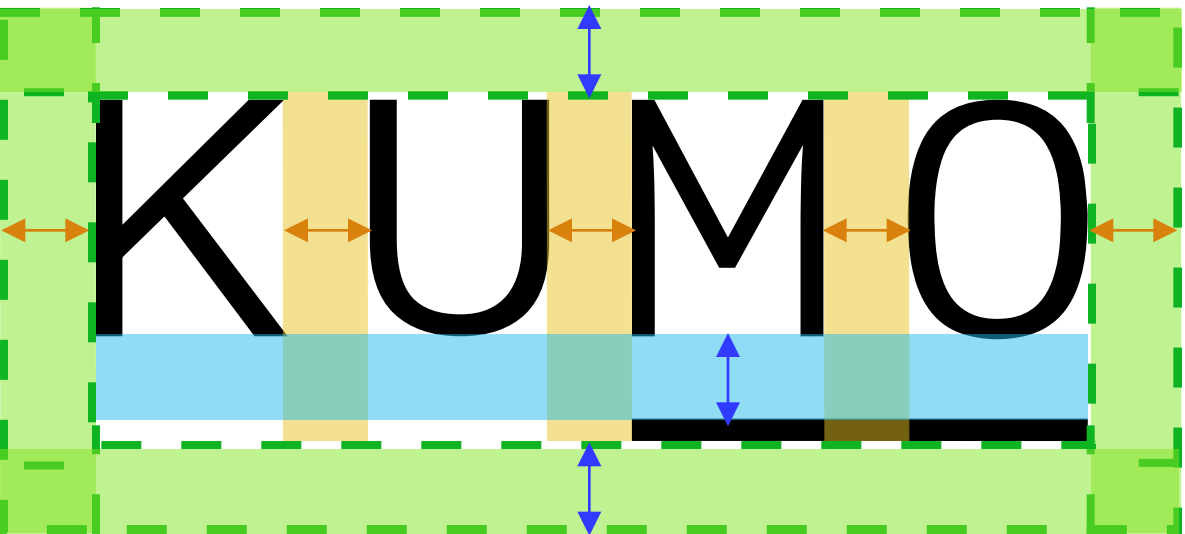
Leading Space

Leading size



Safe Space

This space is the same size as the kerning and leading size applied around the logo as a safety barrier. No additional elements should go inside green



Logo Use

LOGOS

These logos provide a visual alternative when designing promos or social media posts of the



Original/Vertical Logo
(100%)



Horizontal Adaptation
(25%)

Logo Use

LOGO COLOR VARIATIONS

Color Variations

Just like our rooftop space and location, the light can vary from night to day.

Therefore, it is allowed to change the logo color over different backgrounds using only our primary and secondary colors to complement and enhance designs. And above all, the logo should always have full contrast from its background to maintain legibility.

Here are some color combinations that can be made using primary and secondary colors.

All these showcase a good use of color.

These same rules apply to the horizontal (25%) logo adaptation.



Logo Use

INVALID LOGO COLOR VARIATIONS

Color Variations

Our logo should never use options from the accent color pallet and it should not deviate from our primary colors.

It is unacceptable to stretch or change the proportions of the logo.

All pixelated reproduction is unacceptable as well.

These same rules apply to the horizontal (25%) logo adaptation.



Logo Use

LOGO AND TEXT OVER PHOTO BACKGROUNDS

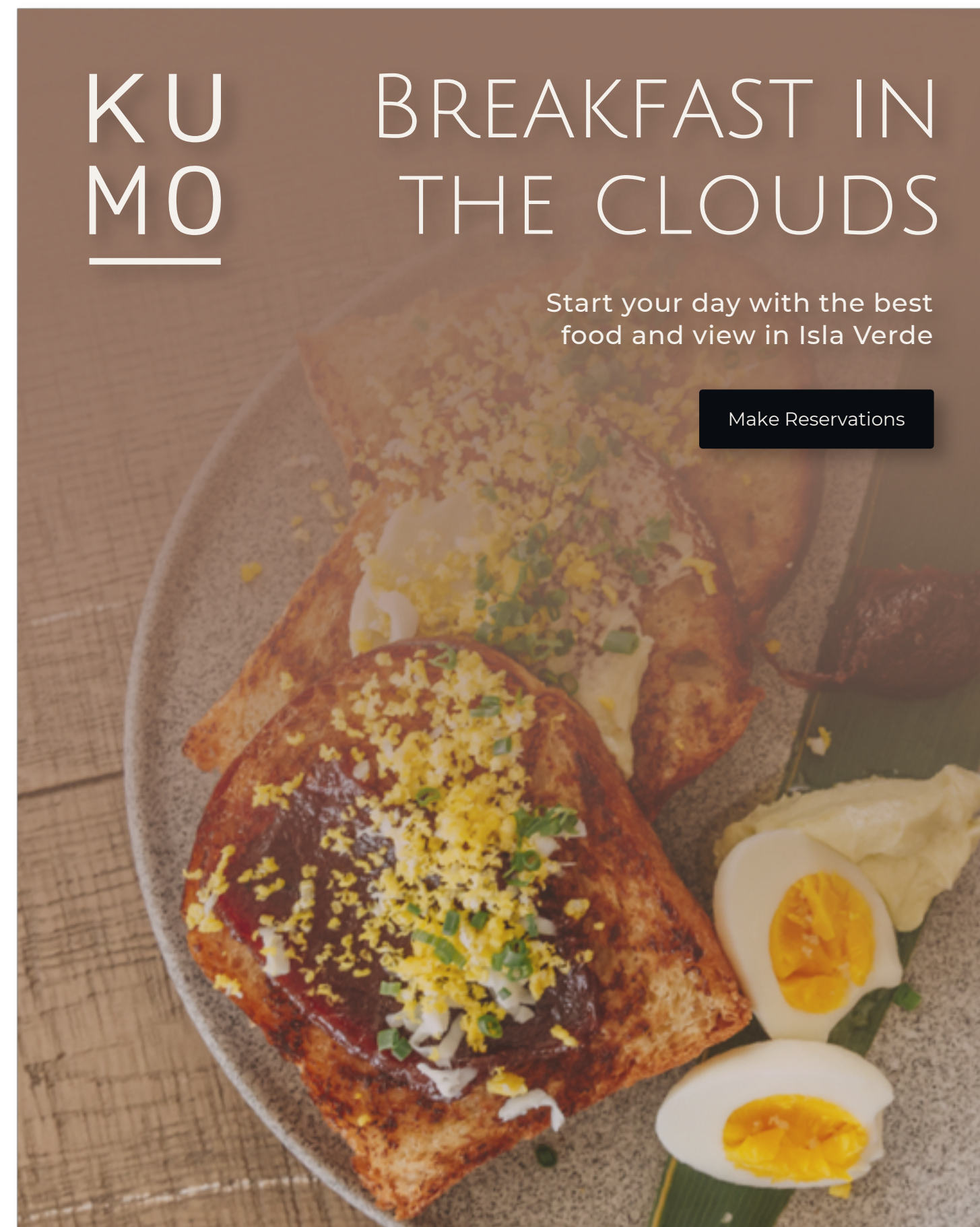
Creating Solid Backgrounds

As a restaurant, accessibility is one of our top priorities and it is required by federal law that we implement designs that help users understand the information regardless of their needs.

Our logo and typography are very refined and thin. Therefore we have developed a formula that enhances our visual style while complying with accessibility issues.

When our visual elements (such as logos and typography) are layered over textures and/or photographic backgrounds, it is important to use gradient overlays to create solid layers that improve readability.

Here's an example.



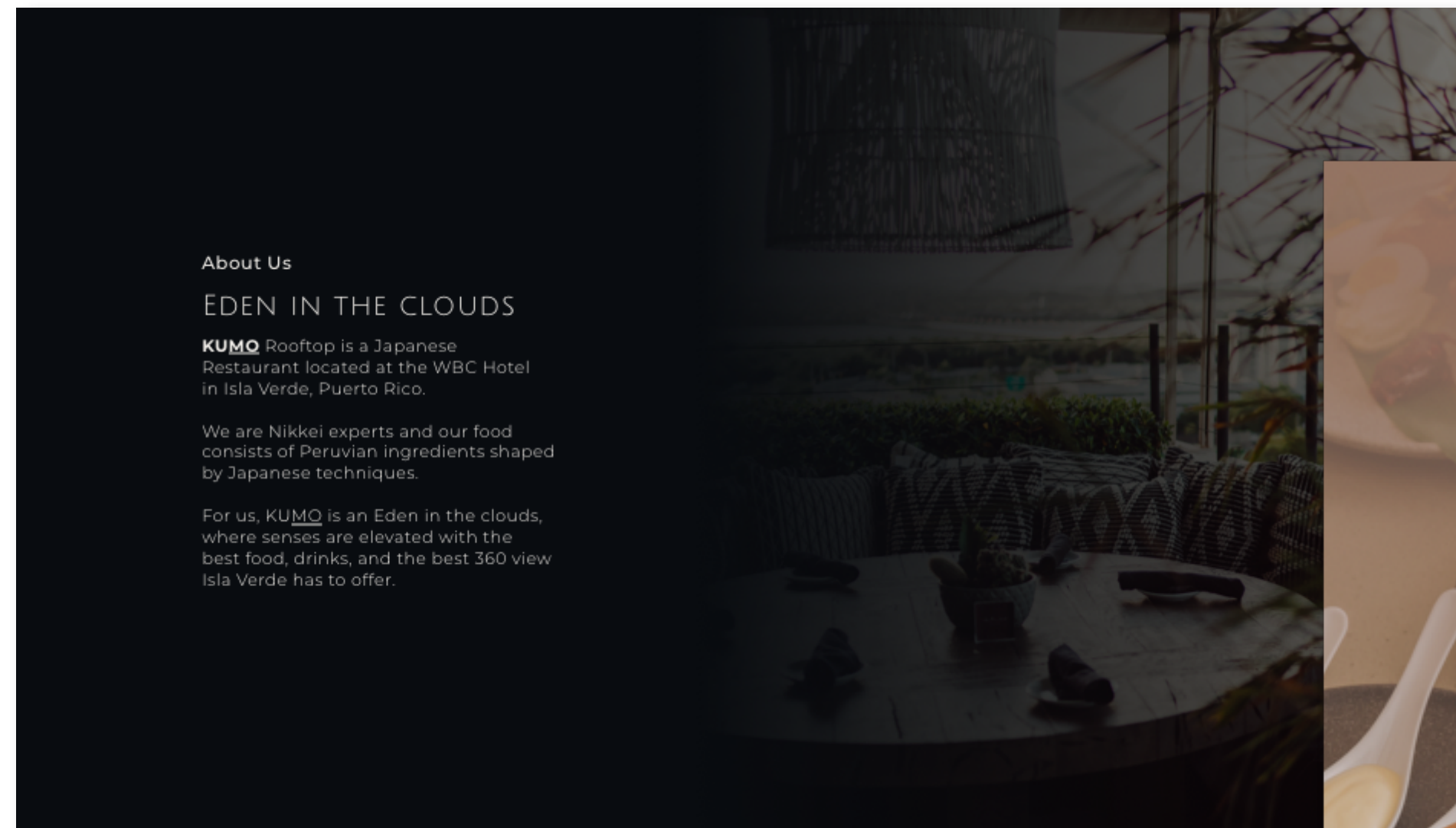
Logo Use

LOGO AND TEXT OVER PHOTO BACKGROUNDS

Creating Solid Backgrounds

Here are additional examples that can be found in this guide on how we create solid backgrounds for paragraphs and text (for example, the “About Us” section).

Color Overlays also help give our guests a hint of what our plates look like while adding a hint of mystery and curiosity so they can visit the restaurant and discover our flavors.



About Us

EDEN IN THE CLOUDS

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We are Nikkei experts and our food consists of Peruvian ingredients shaped by Japanese techniques.

For us, KUMO is an Eden in the clouds, where senses are elevated with the best food, drinks, and the best 360 view Isla Verde has to offer.





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