



スシクラフト

SUSHI CRAFT

Crafted with love



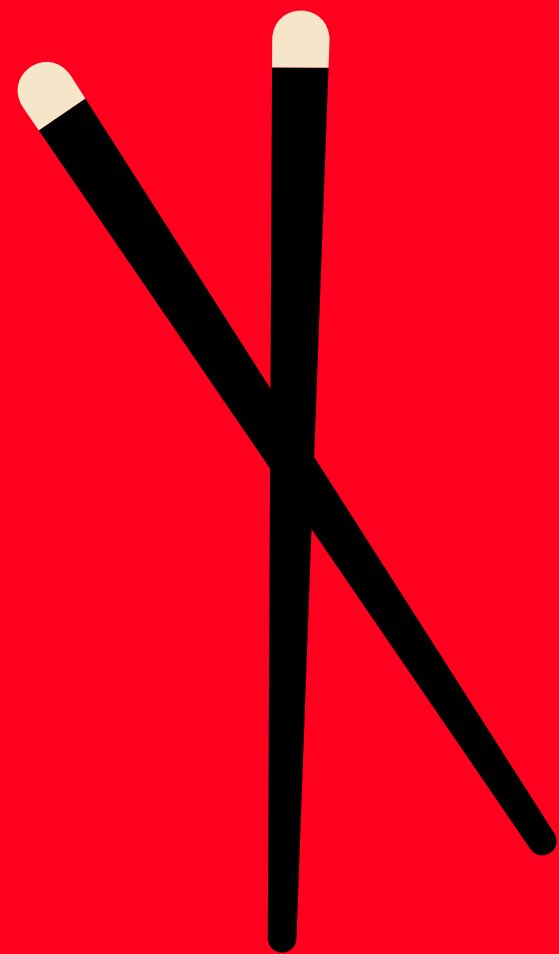
Table of Content

- ▣ The Story Behind
SUSHI CRAFT
- ▣ Visual Identity
- ▣ Brand in Use





The Story Behind SUSHI CRAFT



Sushi Craft is more than a sushi — it's craftsmanship. Built on the belief that true sushi is made by hand, with patience and respect for every ingredient.

We focus on quality, balance, and detail, carefully selecting our ingredients and crafting each roll with precision and passion. Every plate reflects our commitment to reimagining sushi through a modern approach while honoring its essence.

Sushi Craft Where sushi becomes an experience worth remembering.

Visual Identity

Logo Concept

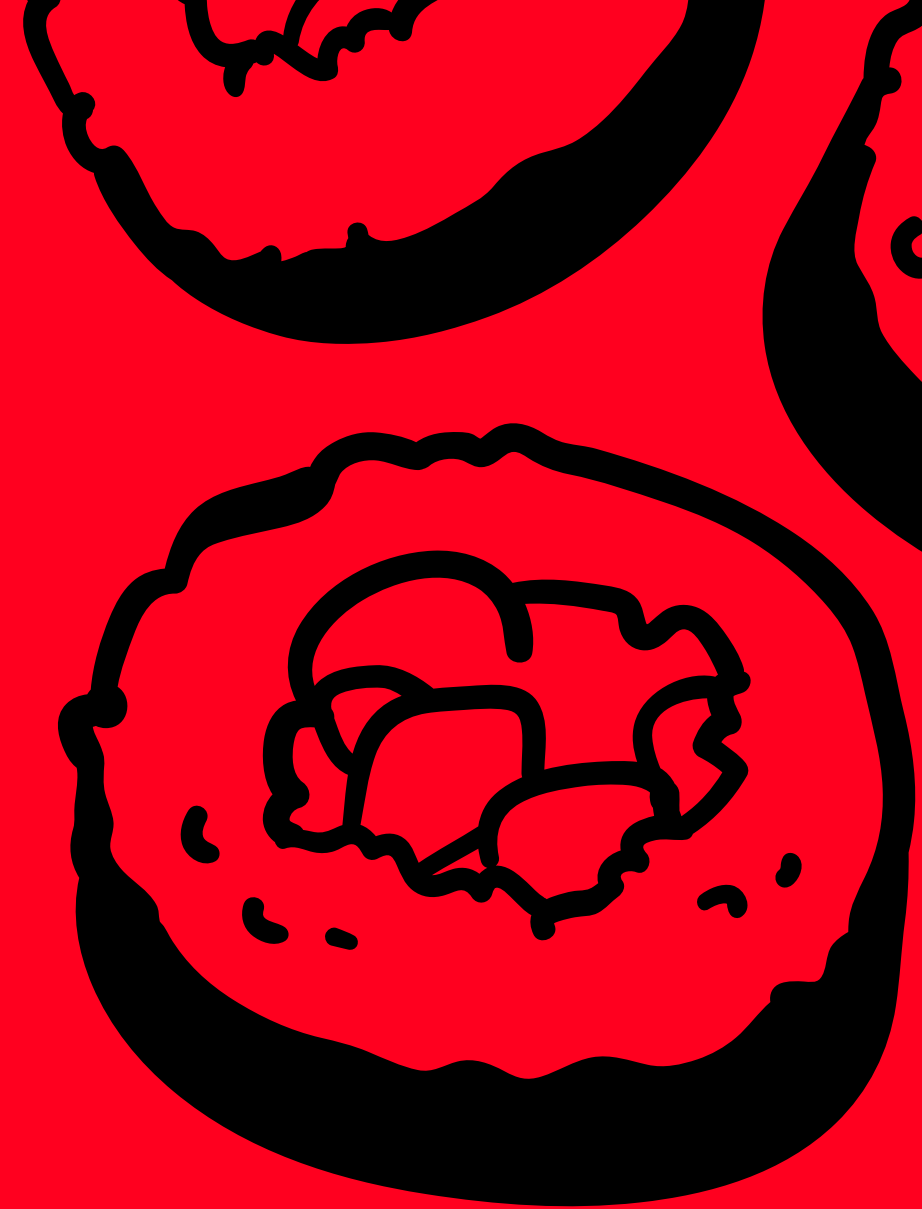


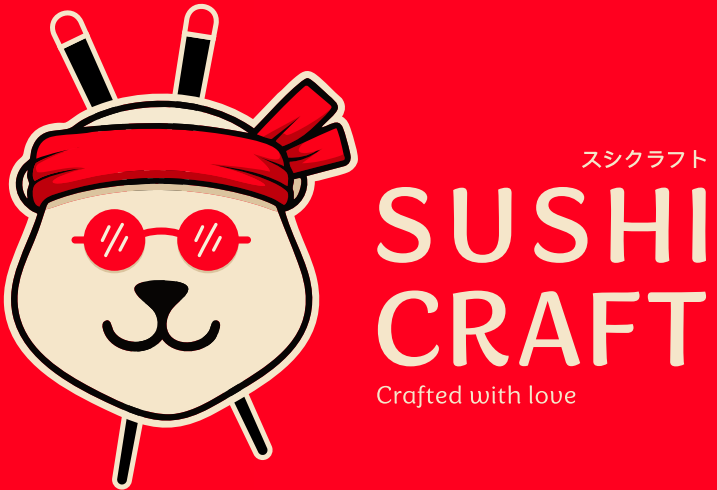



The Sushi Craft logo uses a beaver character as a symbol of craftsmanship, reflecting its natural skill in building. The red sushi-chef headband adds a clear Japanese touch.

The design is simple, modern, and easily recognizable, expressing that each sushi piece is made with care and passion—just like a beaver crafts its work with precision.

The phrase “Crafted with love” reflects the brand’s spirit and handmade quality.

logo Variations



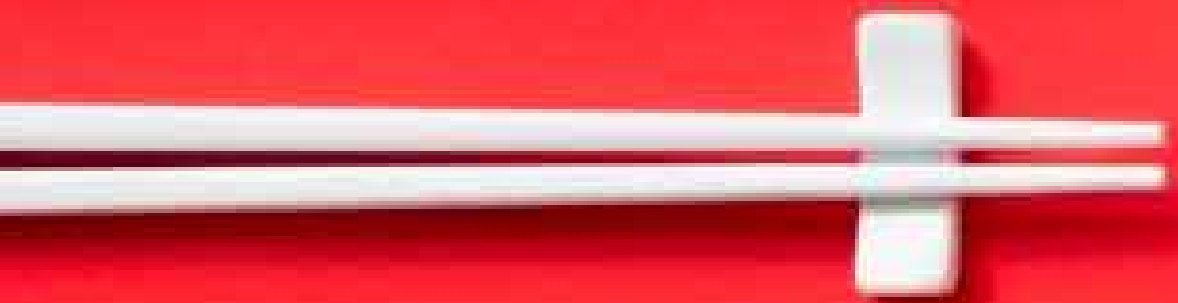
Colors



HEX **#e8242e**
RGB **232 / 36 / 46**
CMYK **3 / 98 / 91 / 0**

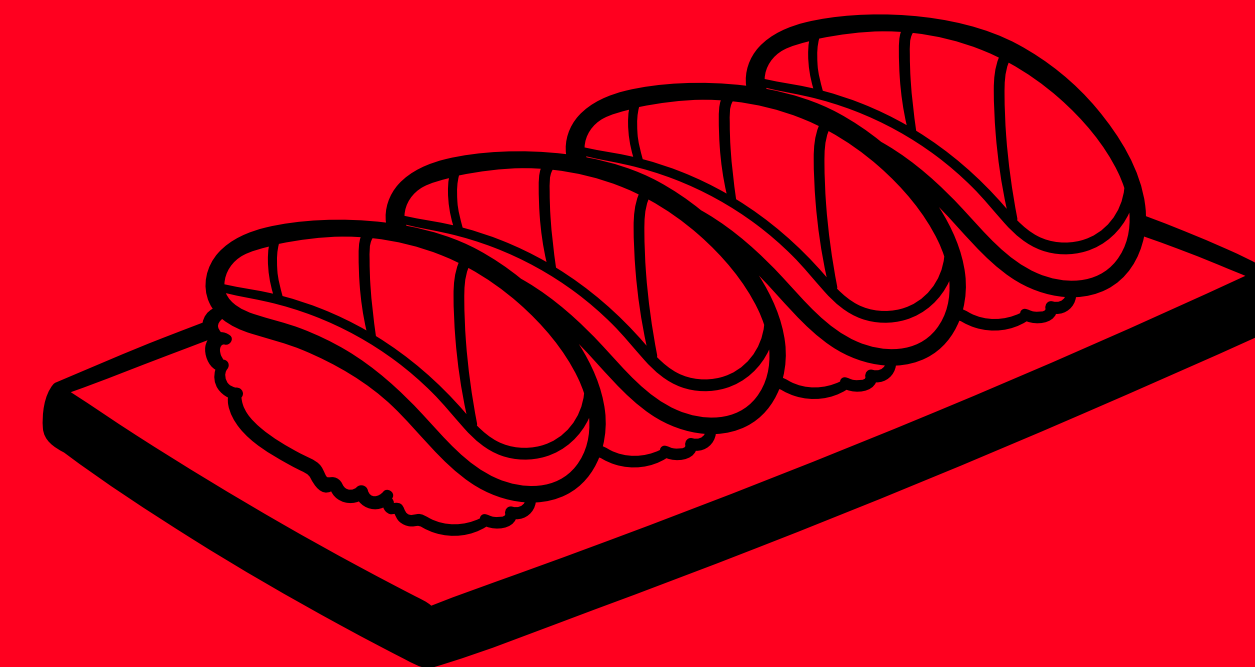
HEX
RGB **242 / 230 / 205**
CMYK **4 / 8 / 21 / 0**

HEX **#000000**
RGB **0 / 0 / 0**
CMYK **75 / 68 / 67 / 90**



Font

Baga

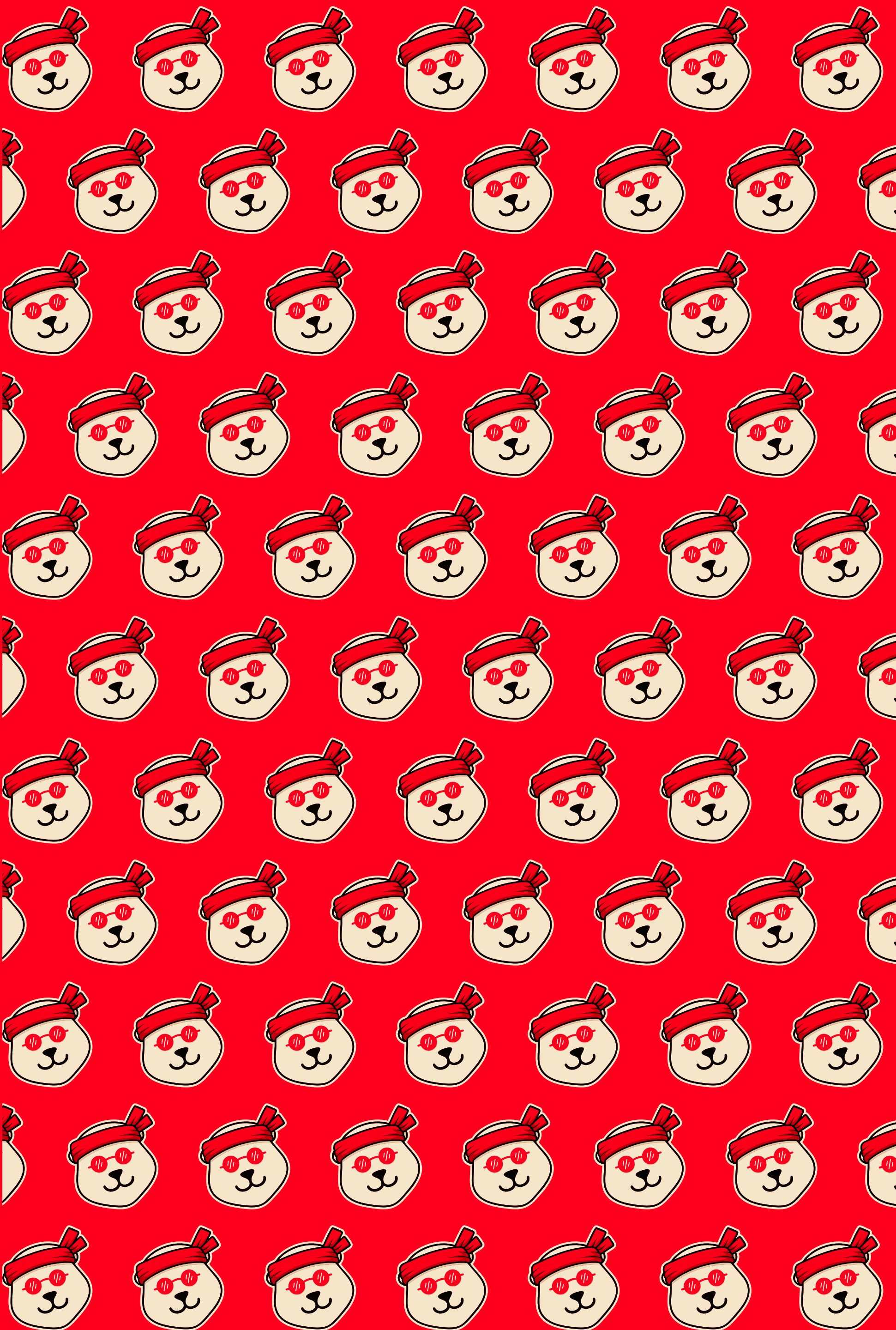
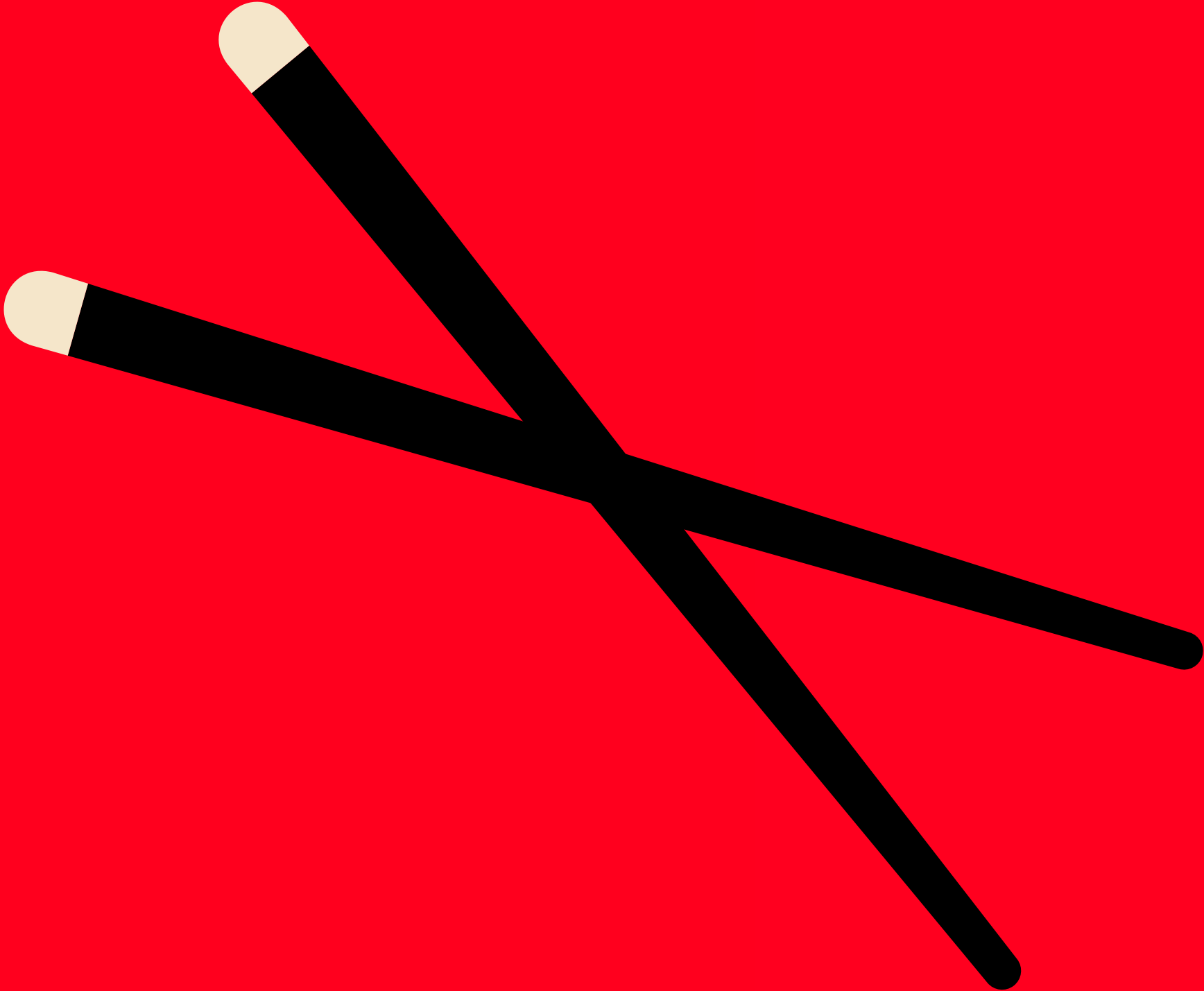


ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$\$%

Pattern





Brand in Use





スシクラフト
**SUSHI
CRAFT**
Crafted with love





スシクラフト
**SUSHI
CRAFT**
Crafted with love



SUSHI
CRAFT



SUSHI
CRAFT

Outfit with love







スシクラフト
**SUSHI
CRAFT**
Crafted with love

スシクラフト
**SUSHI
CRAFT**
Crafted with love



スシクラフト
**SUSHI
CRAFT**
Crafted with love



スシクラフト
**SUSHI
CRAFT**
Crafted with love

スシクラフト
**SUSHI
CRAFT**
Crafted with love

スシクラフト
**SUSHI
CRAFT**
Crafted with love

スシクラフト
**SUSHI
CRAFT**
Crafted with love

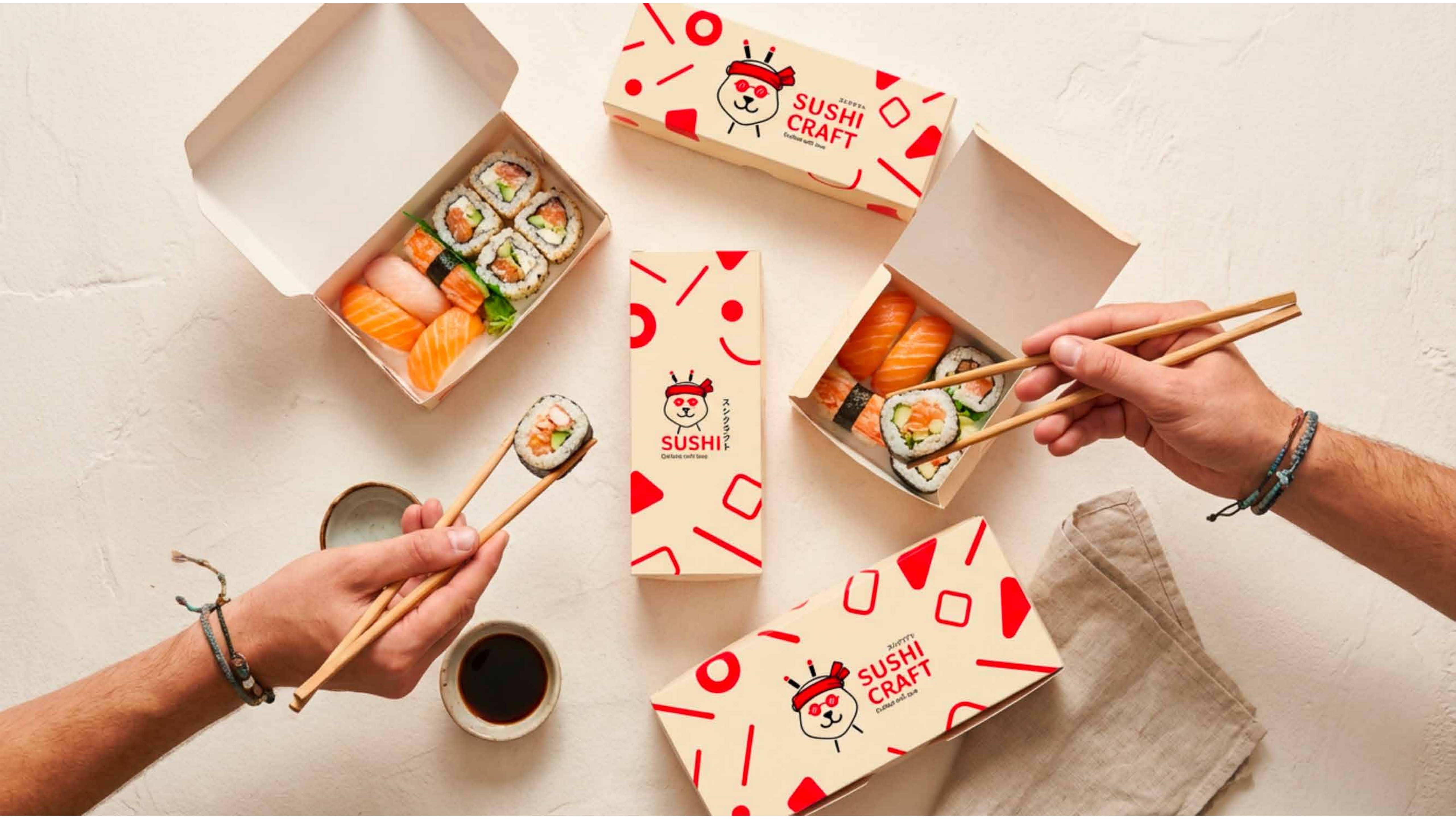
スシクラフト
**SUSHI
CRAFT**
Crafted with love

スシクラフト
**SUSHI
CRAFT**
Crafted with love

スシクラフト
**SUSHI
CRAFT**
Crafted with love







THANK YOU



スシクラフト
SUSHI
CRAFT
Crafted with love