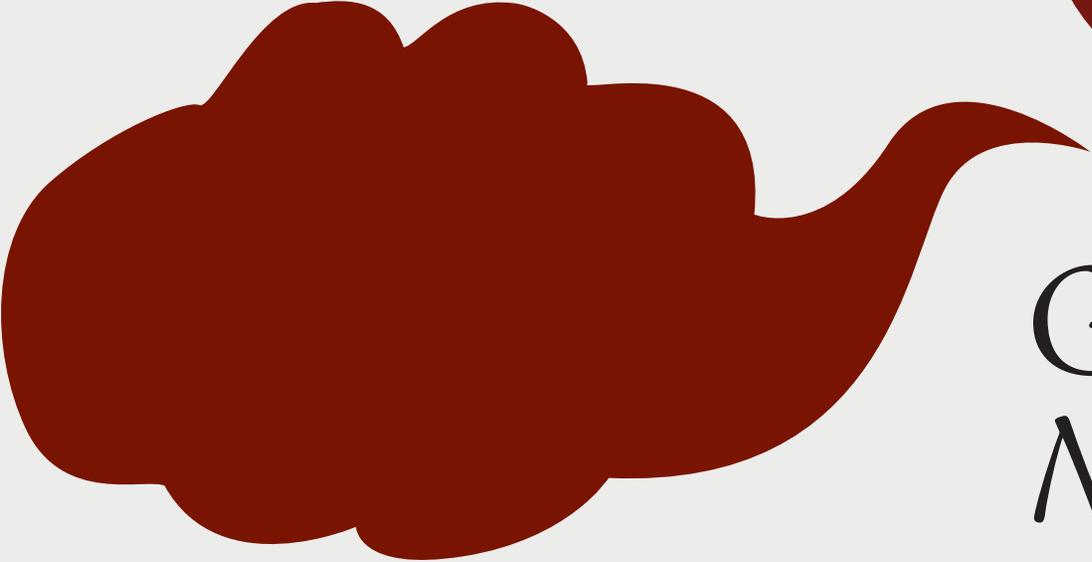




Otaku Brew



Graphic Style
Manual

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Introduction

The idea behind Otaku Brew was to merge my love of cafes with my love for comics. I am an avid anime and manga reader. So I want to create a small community within my cafe that can 'nerd out' as you would say. I also have a massive passion for baking and cooking so sharing it for a community would also warm my heart. The term Otaku is derived from Japanese culture meaning someone who doesn't get out much because they read and watch comics all day. By creating this company I hope to share a little bit of my heart and my passion.

About the Logo

COLOR CHOICES

I chose a specific color range of reds, blacks, and greys because they happened to be the most appealing color scheme to my eyes. The colors also match up with some of the colors from my favorite anime. I also chose the mug to be black because I wanted some contrast with the clouds as they should be portrayed as light and airy.



Otaku
Brew

WHY CLOUDS?

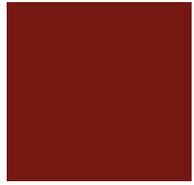
As a mystical and fun aspect to the logo I wanted to add the clouds. I also thought it added to the coffee foam metaphor in a different way. In anime actually clouds are animated very much like the logo which was another reason I wanted to add this element.

FONT CHOICE

After going through a lot of fonts to find the cartoonish feel I was going for I stumbled on Boss Nova. I thought the font fit perfectly because it gives off an oriental touch to the letters. As my idea for the cafe stems from Japanese culture I thought that touch to the letters added to the logo's design.

WHY A CAFE ?

For the logo I chose a mug to symbolize the cafe front of my establishment. In Japan, cafe culture is quite large and there is even themed cafes for specific shows that come out during the year. I also think choosing a cafe business blends my love for anime with my love for food.



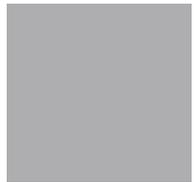
COLOR VALUES:
RGB 118 25 18
CMYK 11 96 100 42
PANTONE 499 C



COLOR VALUES:
RGB 35 31 32
CMYK 38 55 44 28
PANTONE Black 6C



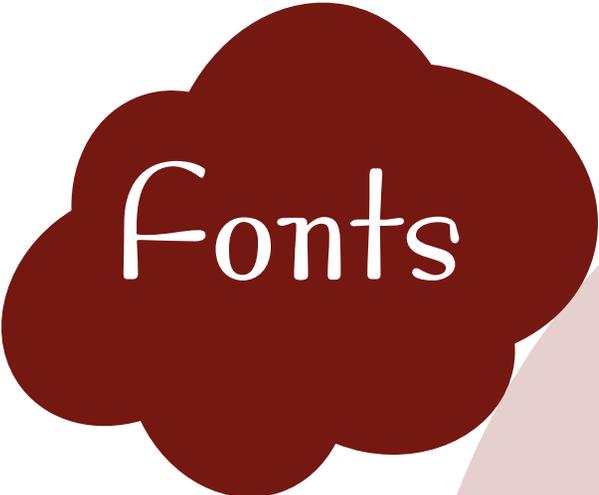
COLOR VALUES:
RGB 123 96 94
CMYK 0 0 0 100
PANTONE 4091 C
4091 C



COLOR VALUES:
RGB 193 197 200
HEX/HTML 7B605E
CMYK 34 27 26 0
PANTONE 408
4091 C



COLOR VALUES:
RGB 156 97 105
CMYK 23 61 34 19
Pantone 4995



Fonts

Boss Nova

ABCDEFGHIJKLMN-
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()?

AZO SANS LIGHT

ABCDEFGHIJKLMN-
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
!@#\$%^&*()?

Variations



Otaku
Brew

CYMK



Otaku
Brew

Pantone



Otaku
Brew

Black and
Grey

Application



Subscription Box Mock-up

Bringing a little nerdiness with your coffee. We decided to combine comic with your coffee and tea experience

Otaku= a term for a subculture that is obsessed with anime, manga, and gaming.

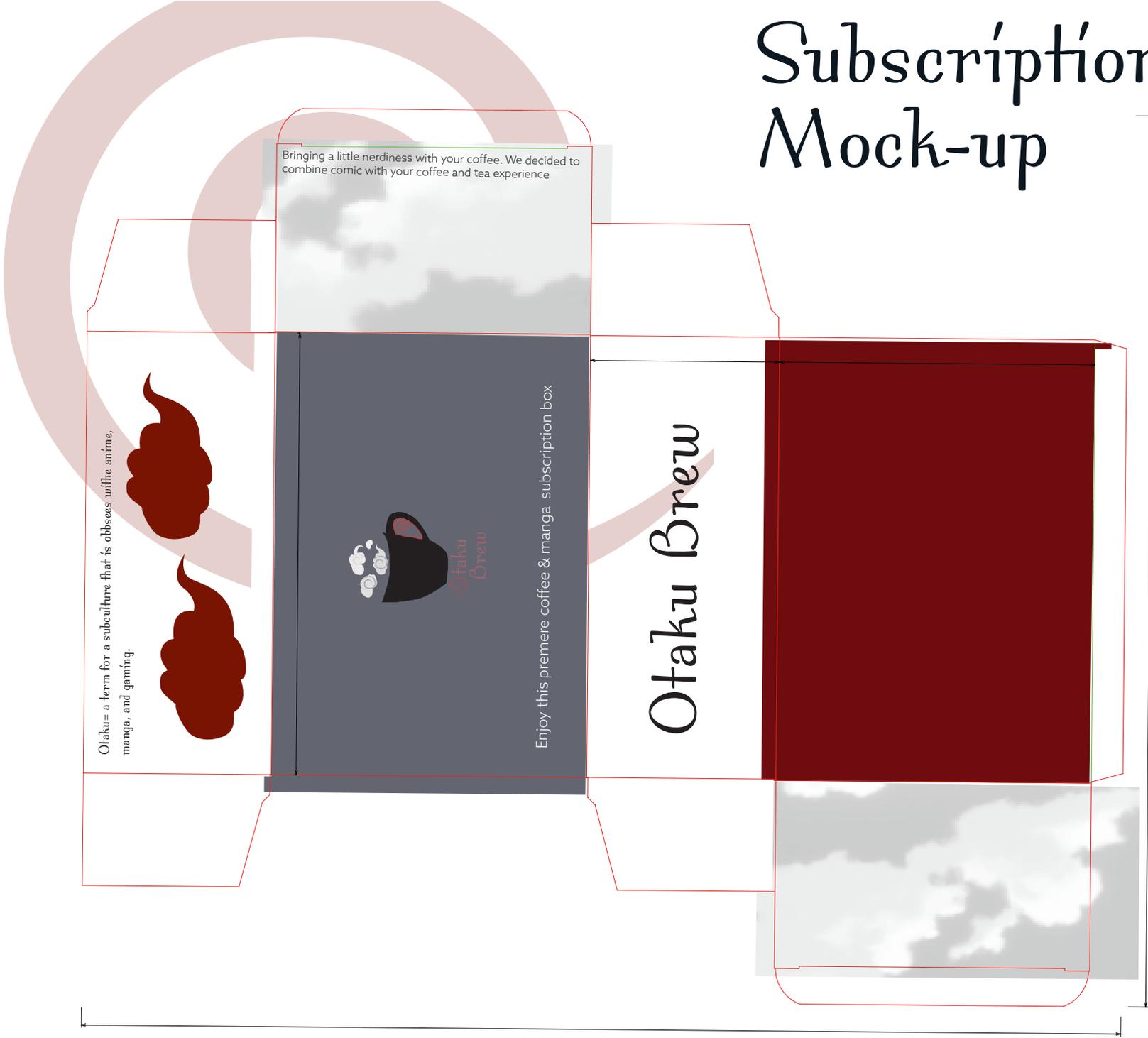


Enjoy this premiere coffee & manga subscription box

Otaku Brew

14.1180in

16.4810in



Limitations



Do not rearrange



Do not Tilt



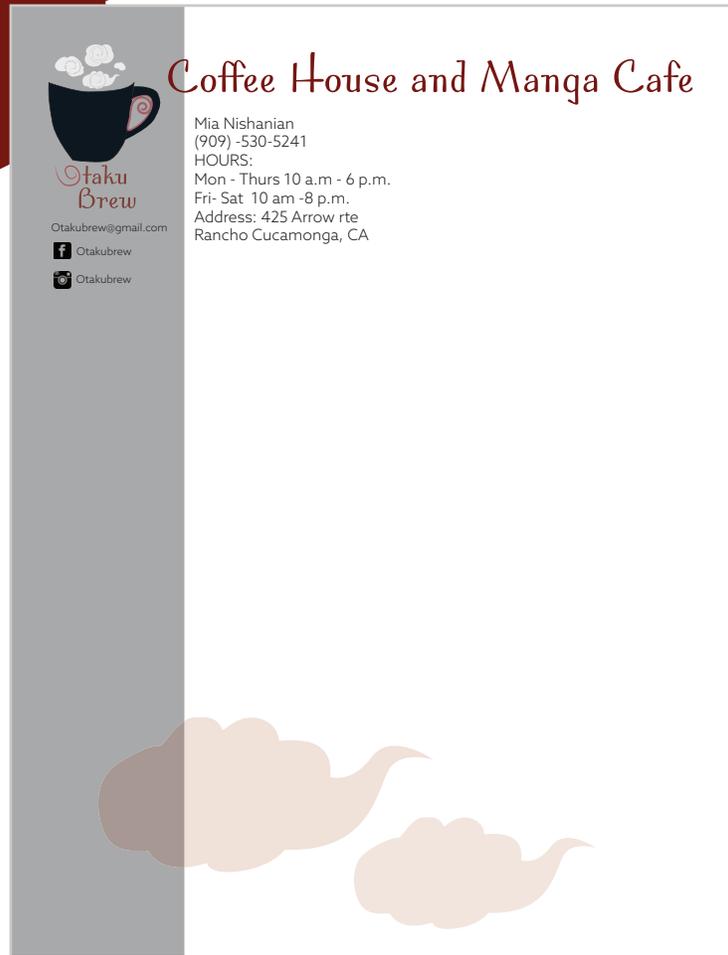
Do not change the colors
of the logo



Do not warp
or distort

Stationery

PAPER CHOICES
ALL PURPOSES
DEMEINISONS: 8.5"x 11"
Type: Class Crest papers
avalanche super smooth
100lb CVR
Azo Sans font size 9
Pantone colors as specified



Business Card

PAPER CHOICES
DEMEINISONS: 2"x 3.5"
Type: Bright white papers super
smooth
100lb txt
Azo Sans font Size 9
Pantone colors as specified

