



**2025**

# **Brand Style Guide**

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# Outline

## What We'll Be Covering

01. **Introduction**
02. **Product / Service**
03. **Company name & meaning**
04. **USP**
05. **Target Market**
06. **Business's Goals**
07. **Brand attributes**
08. **Visual Identity**
09. **Brand tone**
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# Food Trends Driving Change

## Introduction



### **DIVERSE DIETS**

Fast food rarely meets the needs of plant-based, gluten-free, or allergy-friendly diets.



### **FRESH FAST**

Busy professionals seek meals that are quick to get, yet fresh and full of flavor.

# Customizable Temaki Sushi Wraps

Product / Service



# NoriGo

Company name and meaning

**NoriGo** = **Nori** + **Go**



+



# What Sets NoriGo Apart

## Unique Selling Propositions



### Customizable

Fully customizable to your preference



### Diverse

Brown rice, vegan, and gluten-free options



### Grab-and-Go

Takeout-focused, ready in under 3 minutes

# Customer Profile Overview

## Target Market



 **Age : 20-30s**

 **Income : 50,000\$**

 **Language : Asian**

 **Food Interests :**  
**Plant-based, gluten-free**

 **Life Style :**  
**Busy, career-focused**  
**Health & Self growth oriented**  
**Quick nutritious meals**  
**Social lunch breaks**  
**Podcast listeners**

# S.M.A.R.T Goals Overview

## Business's Goals



### Speific

Increase daily foot traffic to the Burrard loacation



### Mesurable

Month1:15-20visits/day  
Month3:25-30visits/day  
Month6:40-50visits/day



### Achievable

Based on local foot traffic and grab-and-go format



### Relevant

Supports brand visibility, sales, and loyal customer base



### Time-bound

Milestones at 1, 3, and 6 months



# Personality

## Brand Attributes



### **Modern**

Stylish and efficient,  
Fitting the fast-paced city life.



### **Health-conscious**

All well being and  
fresh ingredients, always focused on



### **Diversity**

Friendly and welcoming to everyone

# Market Positioning

## Brand Attributes

### Strengths

- High Customizability
- Health-Focused Menu
- Efficient Grab & Go Model

### Opportunities

- Rising Health and Dietary Awareness
- Social Media Appeal
- Growing Tourist and Multicultural Demographics

### Weaknesses

- Low Initial Brand Awareness
- No Dine-in Space
- Single Location

### Threats

- Strong Competitors
- Rising Costs

# Beliefs

## Brand Attributes

**1. Healthy food should be accessible, fast, and culturally authentic.**

**2. We support diverse dietary needs.**

**3. We connect modern urban life with traditional Japanese flavors.**

# Brand Style

Visual Identity

Primary  
Typeface

**Poppins**

Secondary  
Typeface

**Open Sans**

## Brand Color

Hunter  
Green

#64734D

Natural  
Beige

#FAF1E7

Charcoal  
Black

#2F2F2D

## Logos



**NoriGo**

Customizable  
Temaki Sushi Wraps



# Don't

Visual Identity



**Changing the Colors**



**Logo Rotation**



**cropping**

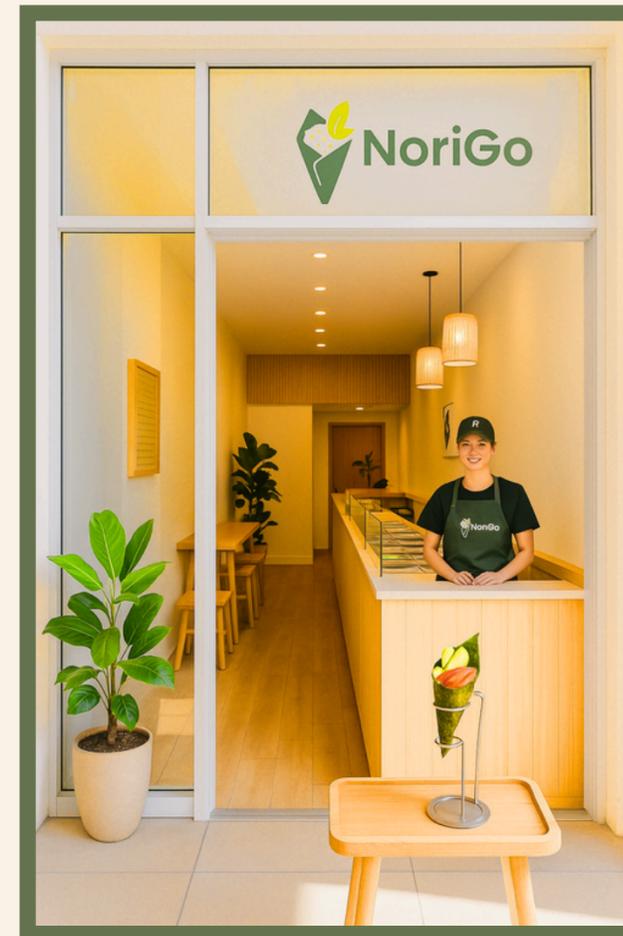
# images

## Visual Identity



The inside of the store

The atmosphere of the store



The image of the products

# NoriGo's Communication Style

Brand Tone

**Tone of voice: Friendly, modern, and health-conscious.**

## Website & Social Media

Casual

fun

welcoming

## Ads

Supportive

energetic

motivational

# Conclusion



**Health**

**Fresh, clean ingredients  
Good for body and mind**

**speed**

**Fast service. Grab & Go style**

**Diversity**

**Menu and visuals for all cultures**