NAKATO
JAPANESE RESTAURANT

BRAND STYLE GUIDE

MISSION

TO MAKE A CONNECTION WITH EACH INDIVIDUAL WHILE THEY EXPERIENCE JAPANESE CULTURE AND CUISINE.

CONTENT

Behind every great brand is a story. A story that has overcome fear, beat the odds, and truly achieved heights and milestones that at times may have seemed impossible. Nakato is a brand that has done all three. From the founding of the restaurant in 1972, to weathering economic twists and turns, to where the brand is now, Nakato continues to be a staple in the Atlanta community and a tradition that stimulates all ages.

Nakato Japanese Restaurant was founded in 1972 by Mrs. Testuko Nakato and her family. The restaurant continues to be one of Atlanta's only Japanese restaurants that offers Teppan, sushi and a traditional Japanese dining experience for customers.

The Nakato Restaurant is in its third generation of ownership and continues to build upon the morals of their original foundation. As the first restaurant to offer sushi in the Atlanta area and continuing to be one of the only restaurants that offers a traditional Japanese dining experience, Nakato's rich history resonates with generations of Alantans.

COMPETITVE LANDSCAPE

Benihana is a staple. Their well-known name and trademarked experience are world renown. They do a great job of pushing out the family feel and want people to know that this is a place everyone can come and have a good time. Their digital efforts across all platforms push two things: the family experience and a bit of culture. They are consistent in their posts, their communication and their focus on getting the customer to interact with them both online and in their restaurant.

Nakato is unique in its offerings, but lacking in its messaging. Unlike Doraku and MF Sushi, you are not specifically focusing on the young adult, newly sophisticated crowd. When it comes to Sushi House, you want the sushi lover, but you don't ONLY want the sushi lover. And in regards to Benihana, you both have similar offerings with the Teppan grill and family experience but other than that, you really are so much different because of your offerings.

Nakato is a combination of the above-mentioned restaurants and more. Your restaurant has experiences that can cater to more than just one audience. But, you currently aren't communicating your holistic dining experience with customers. Visually you do not focus on pulling people into your restaurant by making things easy or appealing to the eye. The website is bold, the social media is broad and people don't know what all you have to offer because it is not consistently portrayed. This leaves the community with the impression that all you have to offer is the Hibachi style of dining.

Overall the brand can continue to expand on its marketing strategy, but when it comes to the visual strategy and components, we feel that the style guide we have created is a fantastic start. The color scheme can be used to help create consistency. You can use the Hanafuda cards to show the authenticity of the restaurant while still offering a playful component for the younger audience. And digitally, we can bring out the more sophisticated but still accessible feel to appeal to both the young adult and more seasoned adult crowd.

This style guide should always be referenced for any design needs and be used to create a visually appealing brand with a more consistent feel for the restaurants digital and collateral components.

We took some time to review several of your competitors: Doraku, MF Sushi, Sushi House and Benihana. We found that though all of them have elements of dining styles that you offer, none of the restaurants offer the same elements and services as Nakato.

Where Nakato differs is in variety and that is what we need to capitalize on. You will find a more in depth look of each restaurant below and our overall consensus on what Nakato needs to focus on.

When we looked at Doraku, one thing we noticed is that they portray a trendy feel with touches of sophistication. On their website, they are catering to a higher end young adult crowd which clearly shows through their messaging and visual elements. Designs are moody, muted and a bit romantic. The décor seems to be neatly nestled and tucked away to provide a more exclusive and romantic experience. Doraku's social media accounts seem to however, be a stark contrast. All of the food is bright, detailed and reposted by individuals who dine with them. Completely different than their website and what the digital components portray. But, they ultimately are consistent in their push to the young adult crowd or the double income no kid's crowd, as no children are shown and no family elements are highlighted throughout any of their digital work.

MF Sushi also panders to a young adult audience but with a more relaxed feel. Its open style, bright lighting and trendy décor all seem to fall in line with what they are trying to portray in their Atlanta market. Their website and social media are both on brand as they succeed with their efforts to convey the food, the fun and the relaxed open and outdoorsy vibe of their establishment.

Sushi House is a bit different. They don't seem to put forth much effort on the digital realm. However, they are consistently listed in publications and tout the Sushi experience of Chef Hayakawa. They focus solely on the sushi lover and not much else. Sushi House heavily relies on press and magazine placements instead of actually communicating with their customers through any sort of digital marketing. They have no brand voice and let the reporters do the talking for them.

WHY NAKATO? VARIETY.

SUSHI

HIBACHI

TRADITIONAL

Age Range: 25 – 75

Millennial

Sushi Lovers

Young Adults

Corporate Executives

Age Range: 6 – 75

Children with birthday parties

Adults with birthday parties

Families with children

Couples looking for a fun date night

Age Range: 25 – 80

Millennial

Sushi Lovers

Young Adults

Corporate Executives

LOGO STUDY

NAKATO
JAPANESE RESTAURANT

The "Nakato" family name is created by two Japanese characters. The first is "中" representing "middle"(pronounced "NAKA" or "CHU"). The second is "藤" (pronounced "FUJI" or "TOH") representing "wisteria." The word mark is one part of a two part logo and an integral part of the Nakato brand.

Each family has a crest affiliated with their heritage and the Nakato family crest is a 'Vine' or 'Ivy Crest' with a circle. The Nakato family name and crest tie together because the wisteria plant is a 'vine' plant as referenced in the break down of the Nakato name. However, this is a mere coincidence. Not all crests have circles around them so the Nakato family is very particular about the circle around their crest.
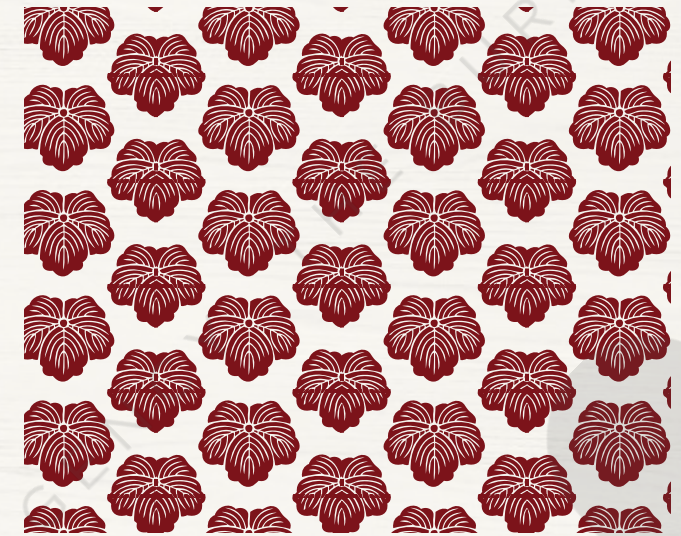
The main Nakato logo will feature the crest centered above the word mark in all black, and can alternatively be used in red, gold, and ivory depending on the color of paper, as shown above. The Nakato logo is also acceptable to feature the crest to the left of the wordmark, and the wordmark featured alone. When used with the wordmark, the icon must always be to the left or centered above - not to the right or centered below.

The family crest is Nakato's icon, and can be used independently in settings where the name would not be required, such as on certain branding and marketing collateral inside the restaurant. The icon can also be used without the surrounding circle as a pattern that can be placed on textiles, papers, and more. It will be unacceptable to use any logo version besides what is detailed. It is incorrect to alter the icon in any way - it cannot be cut, the elements within the icon cannot be of different colors, the icon cannot be used without the circle unless it is used to become a pattern, and the icon cannot be upside down, as this can indicate the idea of "a family turned upside-down."

PRIMARY

RED:
C:30 M:100 Y:95 K:38
Hex #: 7C161D
R: 125 G:20 B:26

IVORY:
C:2 M:2 Y: 18 K:0
Hex #F9F3D6
R: 249 G: 243 B: 214

GOLD:
C: 22 M:46 Y: 100 K: 3
Hex #C48C2C
R: 196 G: 140 B: 44

BLACK:
C: 0 M: 0 Y: 0 K:100
Hex #231F20
R: 35 G: 31 B: 32

Nakato's primary colors will consist of red, ivory, gold, and black. These colors will be the colors used for the logo, website, menus, marketing collateral, and more. Red will be the main Nakato color, to be seen most frequently in the design and branding of the restaurant.

SECONDARY

BLUE:
C: 100 M:90 Y: 10 K: 47
Hex #0E1E58
R: 14 G: 30 B: 88

GRAY:
C:23 M:18 Y: 22 K:0
Hex #C5C3BE
R: 197 G: 195 B: 190

METALLIC BRONZE
This is a metallic color that can be used for foiling, letterpress, interior features, and more. There is no color code; rather, it is a stylistic standard.

METALLIC GOLD
This is a metallic color that can be used for foiling, letterpress, interior features, and more. There is no color code; rather, it is a stylistic standard.

The secondary colors will consist of a deep blue, light gray, metallic gold and metallic bronze. These will be used as accent colors with the primary colors.

The color palettes above showcase the relation between the primary and secondary colors, and the proportions in which they will be used. Red will be used in almost all color scheme scenarios, as well as ivory because of its neutral nature. Metallic gold and bronze will be used in scenarios such as interior design, foiling on marketing collateral, business cards, and menus.

The logo can be used in any of the primary colors, depending on the background it is placed on. All dark colored logos (black and red) should be placed on either an ivory or gold background, while the lighter colored logos (ivory and gold) should be placed on darker colored backgrounds. **The logo should not be used in a secondary color.**

NAKATO

Display Text - Josefin Sans

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
! ? @ # & = + - , . : ;

Body Text - Baskerville Regular

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
! ? @ # & = + - , . : ;

The Josefin Sans family will be used for all display text - i.e. headlines, titles, etc. Baskerville, specifically the regular typeface, will be used for all body text and long format works. These fonts should generally be in the 11 or 12 pt range, unless the medium is of an unusually larger scale that requires larger text.

TRAITS

Personable

Friendly

Spirited

Lighthearted

Direct

Lively

The tone of voice for all marketing materials, menus, blog posts, and social media should be written with the following 6 traits in mind: personable, friendly, spirited, lighthearted, direct, and lively. When the customer is reading a social media post or blog, they should feel as if they know the person behind the screen, and trust in what they are saying. This personable, friendly approach that gets the message across directly will help build a trusting following that is eager to read more.

STATIONERY

Stationery is a vital aspect in company branding, and includes business cards, letterhead, envelopes, folders, pens, journals, and mobile apps. All of these materials should encompass the visual identity of the brand including the correct logo and color usage. As red is the primary color for Nakato, it will be the most used color in the stationery design, followed by ivory, gold, and black.
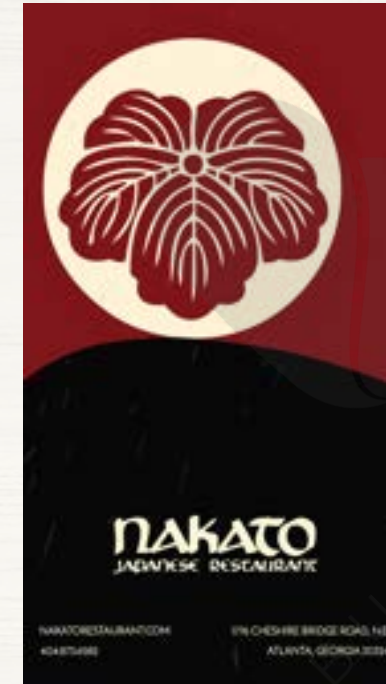
The Hanafuda Cards will be a main theme throughout the restaurant and will be incorporated into the design and branding of Nakato. They will be used in all instances where they can add an extra pop of culture and branding, such as the pagers and menus. Sets can also be placed at the tables with instructions for customers to play as they are waiting for their meals. In addition, Nakato can implement a giveaway sytem where a customer can win a free meal. Each table can be assigned a Hanafuda card, and if their corresponding card is pulled at random out of a jar or box of Hanafuda cards, they win their meal on the house. We created the above Hanafuda cards as an example of custom cards we think you should make for the restaurant. They can have the Nakato logo and information on the back in the event that people wan to take them with them. We can also use these cards and the designs to further display the culture and the meaning of the Hanafuda cards to Nakato.

There are twelve suits, representing months. Each is designated by a flower, and each suit has four cards. Typically, each suit will have two normal cards and two special cards. The point values could be considered unnecessary and arbitrary, as the most popular games only concern themselves with certain combinations of taken cards. Cards are shuffled and placed into a pile (called the stock). Eight cards are placed face up between the players, and then eight cards are dealt face-down to each player. If there are more than two players, then the hand size is decreased.
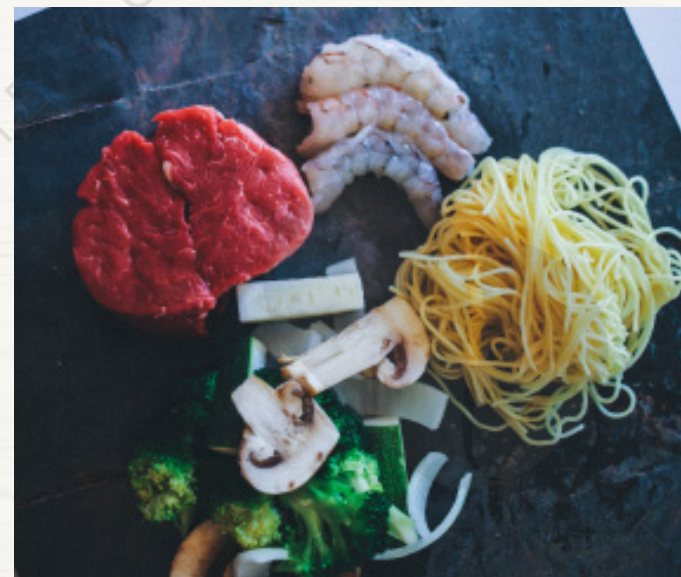
PHOTOGRAPHY STYLE:

Nakato's photographic style is based on traditional and artistic character. It should represent the art of Japanese cuisine, incorporating sushi, traditional, and hibachi styles of cooking. The photography needs to create a welcoming feel for families as well as an authentic Japanese experience, while still being reflective of Nakato's unique elements and textures.

SPECIFIC SHOTS:

We will have a library of images that will stand as examples of the photography that best represents Nakato's brand, once the brand style guide is approved.

MOOD:

Warm, friendly, fun, traditional

The main principles are: Warm and soft lighting. No hard and abrasive light. The overall color scheme should be bright, white, open and airy. No filters are needed. Use natural light and colors that are reflected throughout Nakato's style guide. Also, photography of people should have a mixed environment of lively hibachi as well as calm and traditional style of eating sitting down. Each "lifestyle" or "situational" shot should not be posed and commercial, but instead create a warm and welcoming feeling of both relaxed traditional groups of people and an active/fun hibachi style dining. Hanfuda cards should be featured in the background of all photos to create brand consistency.

PEOPLE:

Photography of people should be very lifestyle-like featuring everyday families and people, not fashion models. There should be casual and welcoming interaction but not intruding extremely close-up shots. People should look approachable, positive, and happy to be at Nakato to reflect the inviting nature of the restaurant.

LOCATION:

Photography should be shot inside the restaurant capturing the natural and authentic elements of the Nakato brand. Shots should incorporate each style of dining at it's appropriate location including positive people and interaction.

Twitter will be a medium to share quick thoughts about restaurant specials, recipes, events, and more. Instagram photos should be shared on Twitter as well as links to blog posts.

Facebook is a method that allows for a more in depth connection with followers. All Instagram photos should be shared to Facebook, but more in depth posts regarding the menu, specials, and events should be posted on Facebook to keep customers in the know. Facebook is also a strong medium to promote making online reservations and sharing blog posts.

Instagram should be utilized as much as possible, and posts should be made at least once a day. The Instagram "theme" for Nakato should be cohesive, and the imagery should follow the photography style outlined. The shots should feature a mix between restaurant shots, food shots, customers, and employees. Occasionally, a promotional post will be made to showcase a special or event.

Pinterest is a social medium that will allow the Nakato brand to shine. Customers should be able to feel an exact sense of the restaurant upon landing on the profile. There should be boards such as sushi, hibachi, the restaurant (interior), as well as Japanese culture boards. Not every board has to feature Nakato content-including broader boards such as holidays, seasons, and travel will attract a wider range of Pinners.

Packaging is another channel for Nakato to brand and market itself. Packaging can be a great marketing tool because the customer is taking it out of the restaurant and to their house. The packaging, including brown paper bags and plastic bags, should feature the logo as well as company information like the address, phone number, and website. The packaging is the last aspect of the restaurant the customer will see, and will tie together Nakato's brand image from the moment the customer steps in the door until they're eating leftovers the next day. We recommend that the chopstick holder should be the Nakato crest with the petals lifted up and have the Nakato logo and information printed on bottom. This will add a final touch of branding to every table.

EMAIL

Emails should be sent at least twice per week; one should be sent on Monday announcing different specials and events in store for the week, and one should be sent on Thursday encouraging people to join Nakato for their weekend dinner plans. The emails should be clean, consistent, and visually engaging.

FLYER

All other marketing collateral, including flyers, should be designed using the primary Nakato colors, and the text colors used should stand out against the background. The flower component of the icon can be used as a pattern on the background of the paper, with its opacity turned down for greater content visibility.

1776 Cheshire Bridge Road, N.E
Atlanta, Georgia 30324

MENU   RESTAURANT   ABOUT   CONTACT   RESERVATIONS

DINING OPTIONS

TRADITIONAL   SUSHI   HIBACHI

MAKE A RESERVATION

The Nakato website should be redesigned revolving around three elements: responsiveness, user friendliness, and brightness. The background of the website should be a white or ivory color, with Nakato red and gold adding pops of color and definition. The navigation bar should be clean and easily navigable, and an emphasis should be placed on visual imagery. A responsive design will better capture the trendy market Nakato aims to open up to, while the older customers will still appreciate the design. The website will be such a powerful platform in the rebranding of Nakato because it can showcase each of the facets that make the restaurant unique, like the traditional dining, sushi, and hibachi dining options. The main featured banner can also be a video to showcase the inside of the restaurant or chefs preparing meals. Website visitors will be able to easily make a reserveration through Open Table, and there will be a distinct option for either Hibachi or Main Dining, to reduce the amount of reservation errors.