



aji

Brand Concept

AJI · THAI & PERUVIAN FUSION CUISINE & BAR

Intro.

Aji is a Thai-Peruvian fusion cuisine and bar in which its name originally come from Aji, one of the core native ingredient in Peruvian cuisine.



Content.

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The goal was to enhance the sense native Peruvian cuisine combine with the rich flavour of Thai cuisine, offering high-quality dishes through an artisanal process.

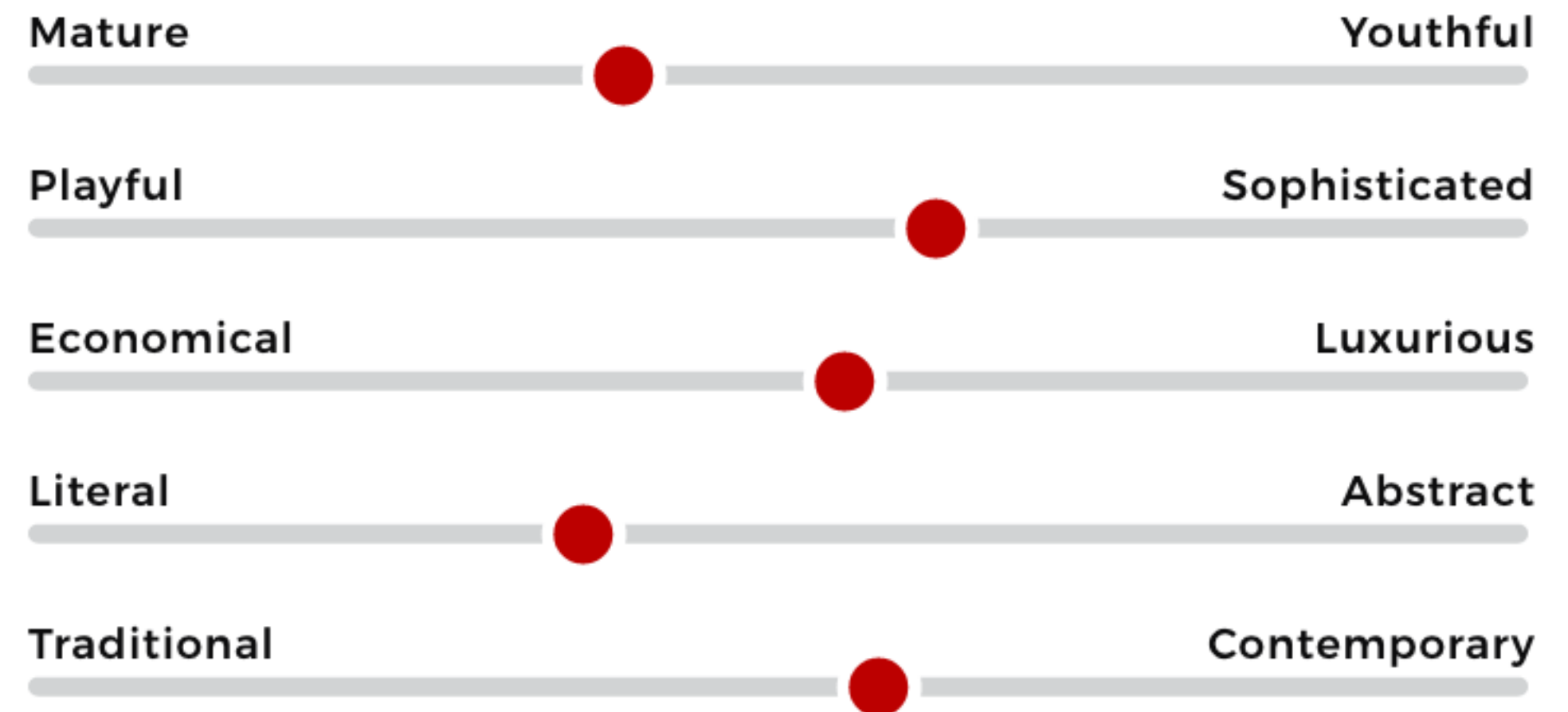
*It is so much more than food,
it is a **great experience.***



02 Brand Personality

Brand Personality.

The brand's visual concept is set to be sophisticated and contemporary. It is to match with the lifestyle of the target audience. You will clearly find how the brand will look like in the next section.





03. Logotype & Construction

Concept Storytelling.



Aji is born with the idea to introduce something unique and innovative in Peruvian cuisine, something that is also true to the art and culinary traditional of Thailand.

Thick and thin strokes, fine lines and curve on the typo are crafted to celebrate the harmony of modern and traditional feeling. Thai ancient art ornaments is embedded into the logo to convey a taste of Thai culture.

Logotype & Usage.

The main logo is the dark logo used on white or light colored backgrounds. For darker backgrounds and variations you will find an alternatives following in this page.



Alternative Marks



Logo Construction, Clearspace & Computation.

An exclusion zone that stops other graphic elements interfering with the Aji logotype and make sure the logo is easy to read.

An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.





04 Colors System

Primary & Secondary Colors.

A palette of primary colors has been developed, which comprise the "One Voice" color scheme.

The bold and vibrant red is chosen as it is known to stimulate and excite and relate closely to passion and energy. Not only to convey the meaning of rich food flavour, but also enhances the feeling of appetite.

To create high contrast that represents the metropolitan lifestyle of its clients, Charcoal black and loft grey are combined in the palette as well.

Chilli Red



Pantone 186 C

CMYK. 12/100/91/3

RGB. 206/14/45

#CE0E2D

Charcoal Black



Pantone 6 C

CMYK. 82/71/59/75

RGB. 16/24/32

#101820

Loft Grey



Pantone 535 C

CMYK. 47/32/13/0

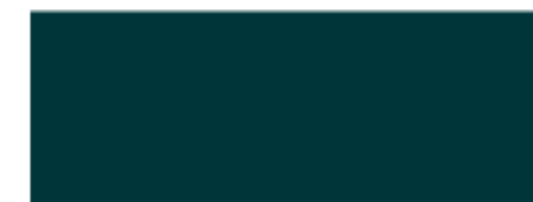
RGB. 141/158/188

#DB6015

Aji Yellow



Herbal Green



Leaf Green





05 Typos Style Guide

Corporate Fonttype.

The fashionable Santis type family is selected as the header font type for Aji. It is one of the good decorative choices for titling and eye-catching headlines. The font can bring a unique personality of trust and professional looks to the brand, empowering the brand's promise that customers will be able to try different things without losing the taste.

Carefully chosen for its modern and yet refined, highly legible style, Montserrat is selected as the body font type. Its modern, clean and simple design style to compliment and balance perfectly with the Aji's logo. Furthermore, it can assure the readability of the content without distracting the reader from the title or key visual.

Santis - Light

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
 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () - +

Santis - Bold

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
 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () - +

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
 0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * () - +

A a

Fonttype Style Guide.

These are the sample guideline for the size hierarchy of corporate fonts. Santis font can be used with the head and title while Montserrat will be combined in the body paragraph.

Header 1

Santis - Bold - 142px
Line height 142px

Header 2

Santis - Bold - 90px
Line height 104px

Header 3

Santis - Bold - 60px
Line height 72px

Header 4

Montserrat - Bold - 33px
Line height 48px

Header 5

Montserrat - Medium - 28px
Line height 32px

Header 6

Montserrat - Medium - 20px
Line height 24px

Paragraph

Montserrat - Light - 16px
Line height 24px

Footer / Link

Montserrat - Medium - 13px
Line height 16px



06 Image Guideline

Minimal & High Color Contrast.





D7 Corporate Identity

01. Collaterals





02. Uniform



03. Signage

