

MINATO



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Brand Guidelines

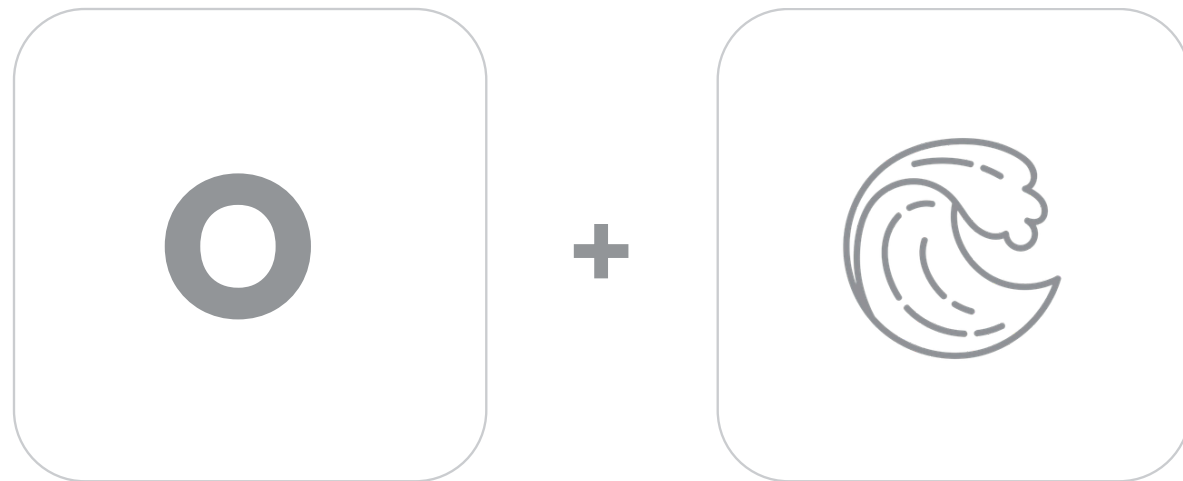


MINATO

The image displays the brand name "MINATO" in a dark blue, bold, sans-serif typeface. The letter "O" is replaced by a circular emblem. This emblem features a stylized wave with white foam, rendered in a line-art style within a dark blue circular border. The overall design is clean and modern, emphasizing a maritime theme.

Logo Meaning

The Minato logo is formed from a combination of the letter 'O' from the name Minato, a fusion of the letter 'O', a sea wave, and the round silhouette of a rolling sushi and a sea wave.



Minimum size

32 px is the minimum height size of mentify logo

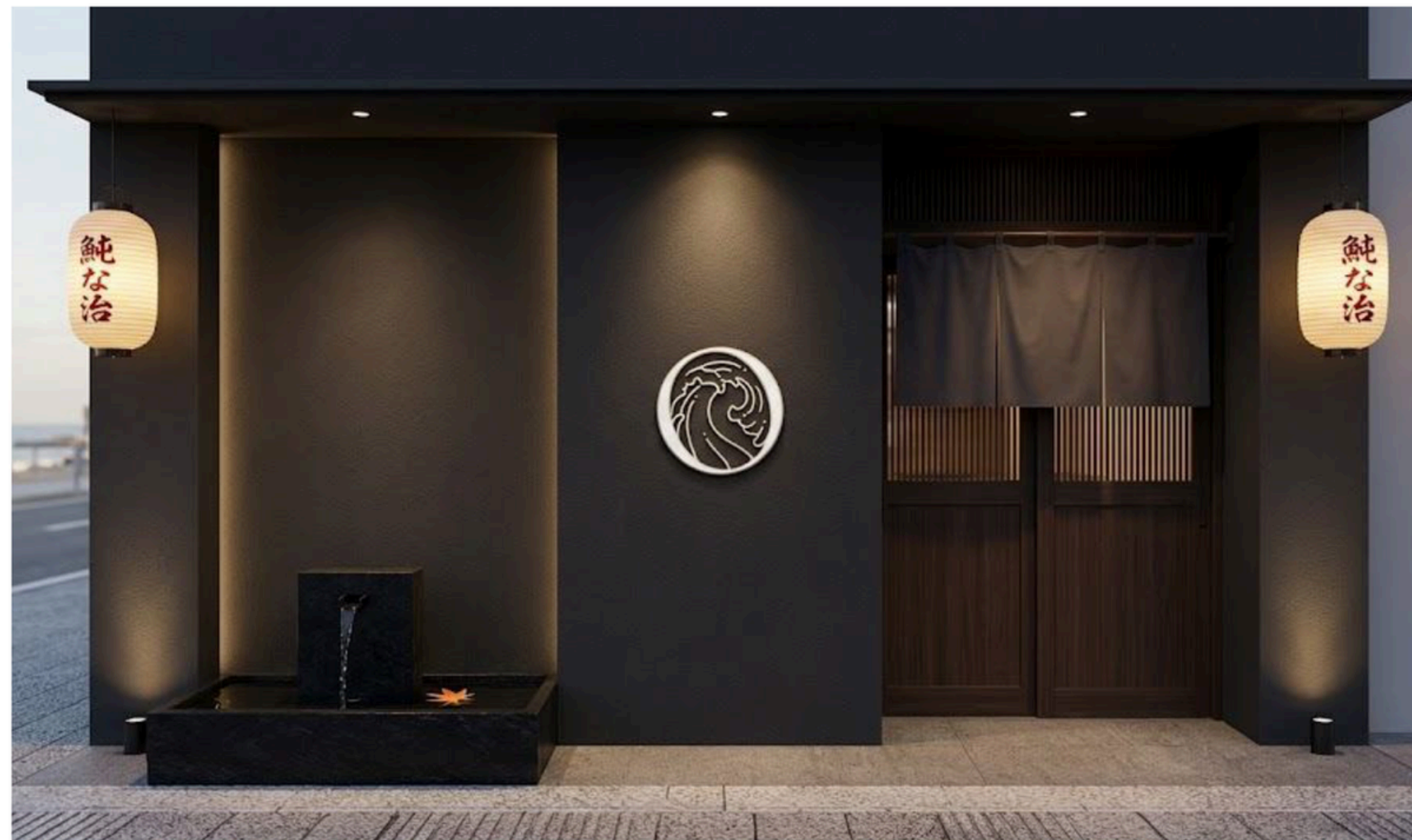


32 px minimum size

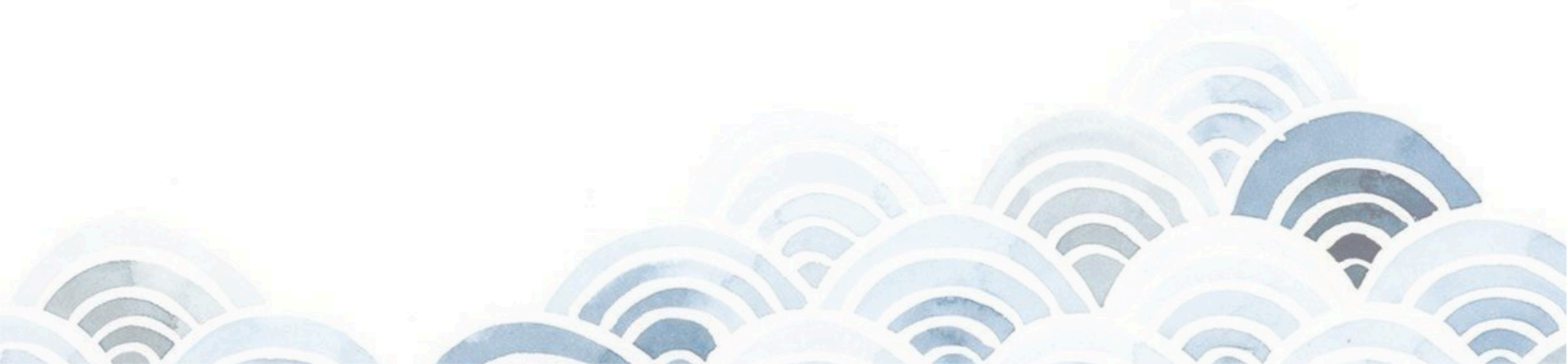


Color pallete





From the Ocean's Heart to Your Plate.



NCL Gasdrifo

is our official font

This type face is a sans serif font that works best when clarity is required, for instance, in tables, for number and small body text

Reguler

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()<>?/

Meaning & Symbolism

- Definition: Minato (港) is the authentic Japanese word for “Harbor” or “Port.”
- Symbolism: It represents a sanctuary where journeys begin, cultures converge, and the freshest seafood arrives from the ocean.
- Local Connection: The name creates a perfect bridge between Japanese tradition and the coastal charm of Port El Kantaoui, aligning the restaurant naturally with its maritime surroundings.

MINATO Sushi Purpose

- Authentic: Uses genuine Japanese language and Kanji, signaling respect for the cuisine’s roots.
- Memorable: Short, elegant, and phonetically easy for both locals and tourists to pronounce.
- Relevant: Directly evokes images of freshness, the sea, and safe arrival.
- Sophisticated: Carries a premium feel that appeals to a diverse clientele.
- Visually Strong: The Kanji character 港 provides a unique and striking element for signage and branding.

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Sushi Packaging (Boxes Image)

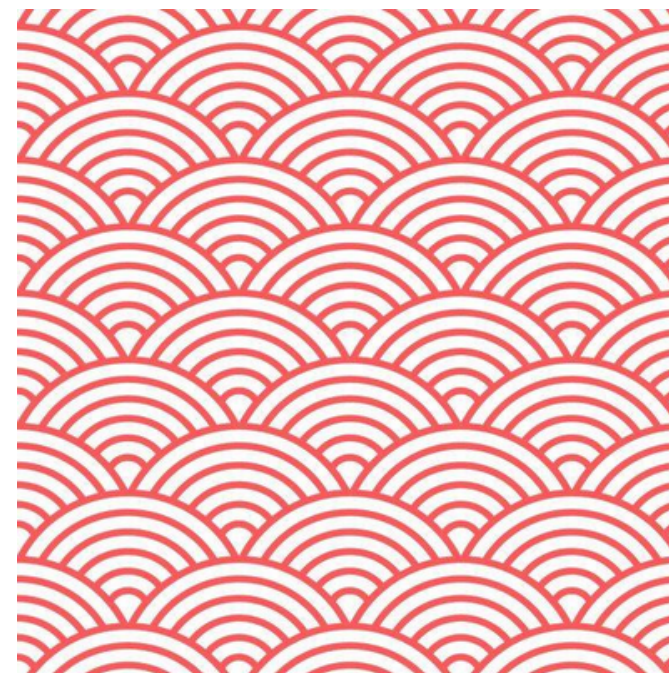
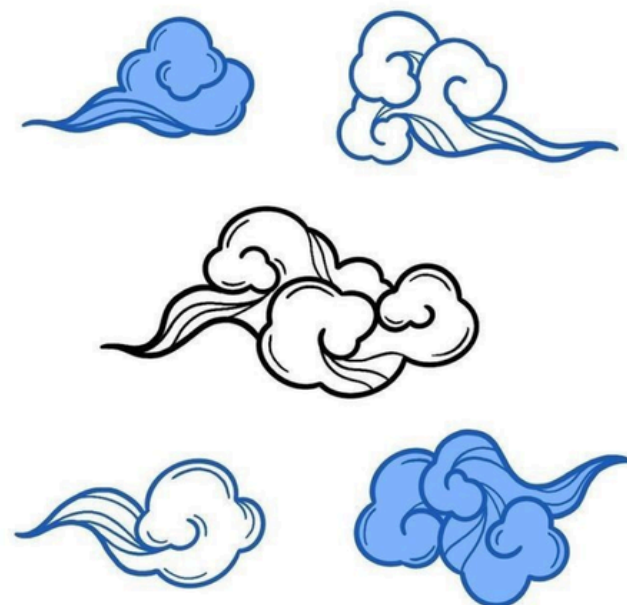
Title: MINATO Premium Sushi Packaging

Tagline: Refined presentation for an elevated sushi experience.



UI Pattern

use pattern for with 40% opacity



Pattern Usage

use pattern for with 40% opacity

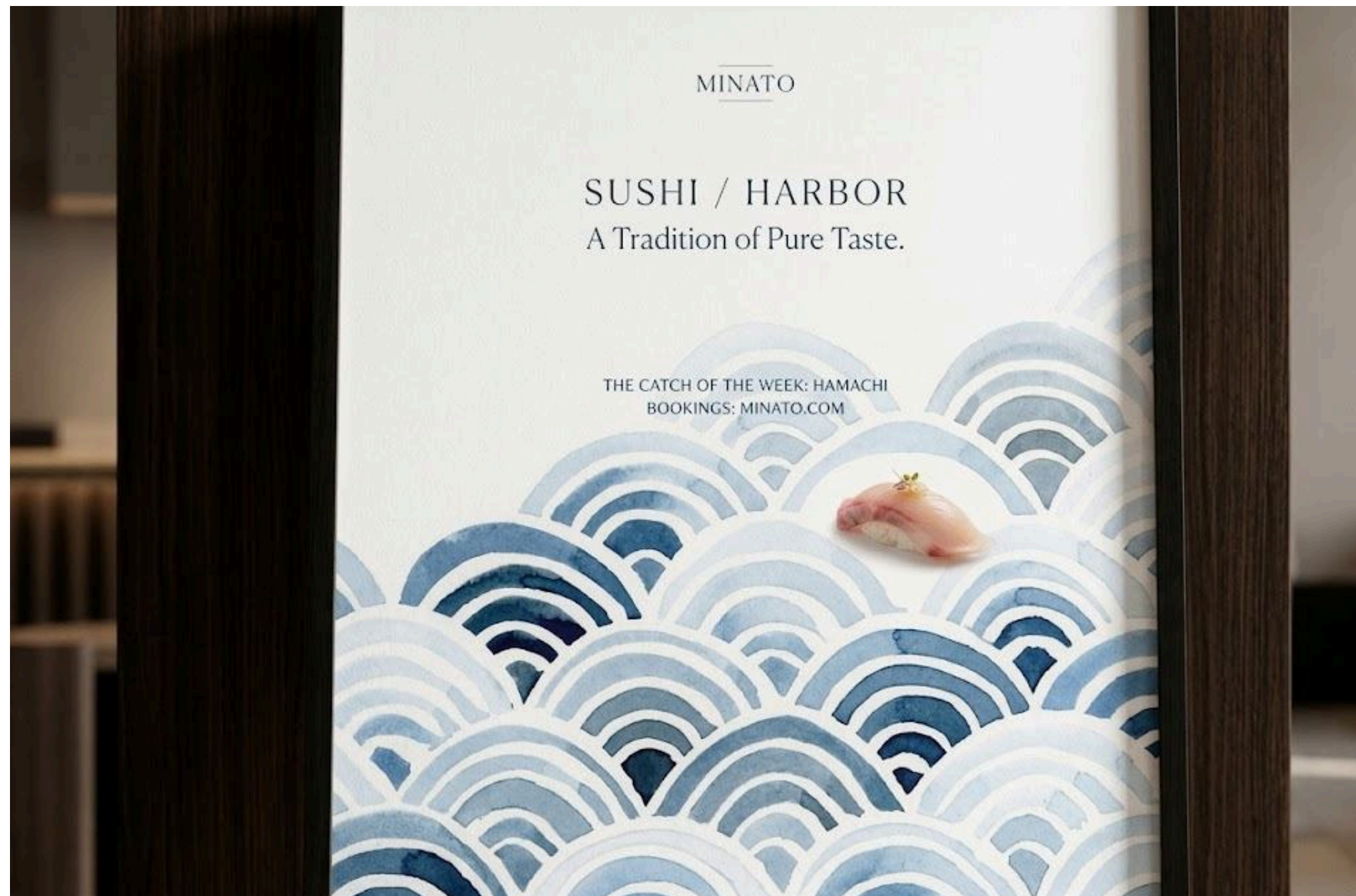
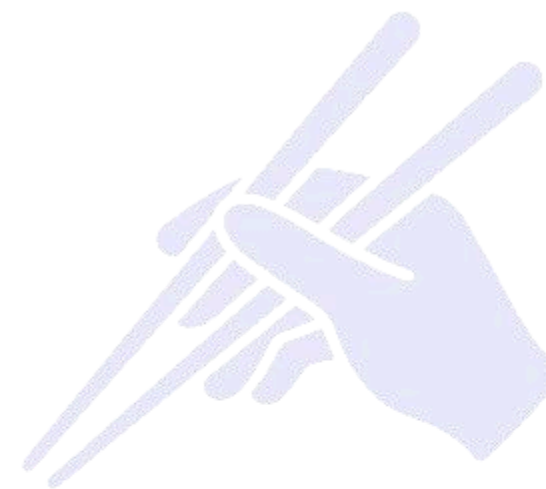


Illustration Pattern

This can be used as a background for cover/ main illustration purposes





Chopsticks Packaging (Plate + Chopsticks Image)

MINATO Dining Essentials

Elegant tools designed for authentic moments.

Illustration ornament

This ornament uses a hand-drawn style, this can be used as an addition/to strengthen the main illustration



Social Media content sample

MINATO
PREMIUM SUSHI
ローリング・ノリ

EXPERIENCE SUSHI, ELEVATED.

Fresh ingredients, expert craftsmanship, and authentic flavors. Every bite is a journey.

MINATO

ORDER NOW
@MINATO.SUSHI

FRESH INGREDIENTS | EXPERT PREPARATION | AUTHENTIC EXPERIENCE

MINATO

SPECIAL OFFER
20% DISCOUNT
ON ALL SUSHI PLATTERS!

MINATO
PREMIUM SUSHI
ローリング・ノリ

The art of sushi.
Made in Sousse.

📍 SOUSSE, TUNISIE

Fresh ingredients, refined recipes, and a passion for authentic Japanese flavors.
新鮮な食材、本格的な味、そして日本の伝統へのこだわり。

FOLLOW US
@MINATO.SUSHI

DELIVERY IN SOUSSE
スースでデリバリー

FRESH INGREDIENTS | EXPERT PREPARATION | AUTHENTIC EXPERIENCE

Thank you

