

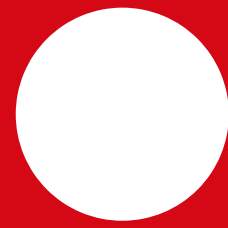
# JAPANESE RESTAURANT BRANDING

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# Project Overview



## Content

Logo design

Menu Design

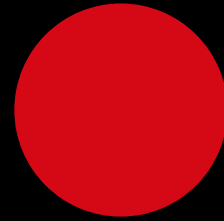
Commercial

Design

Samples



# About Restaurant



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## ASIA MOOD

Nestled down in the heart of Johannesburg, serving best in the city Japanese cuisine, Asia Mood prides itself on the provenance and integrity of ingredients, which are used to create innovative Kyoto influenced dishes.

Executive Chef Yochi Yamamoto Ishii is involved in every aspect of the restaurant from flower arranging to making ceramic tableware.

He maintains regular contact with local fishermen to whom he has taught the humane Japanese method of fish preparation to preserve the quality of the fish. Each day Asia Mood flies in fresh produce from Japan to ensure Yamamoto's exacting standards.





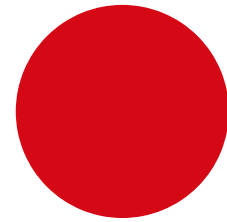


# Logo Design

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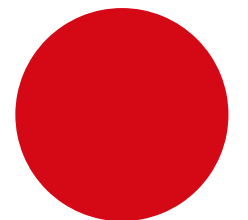
# Logo Design



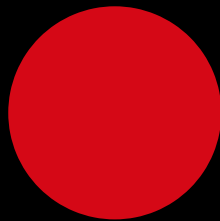
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We undertook the task of refreshing Asia Mood's logo to better align with their upscale dining experience.

Our design team meticulously crafted a new logo that captures the essence of Japanese culture while representing the restaurant's commitment to quality and excellence.



# Menu design



## ASIA MOOD SUSHI RESTAURANT

We use locally sourced, sustainably farmed fish

### APPETIZERS & SOUPS

Edamame (soybeans)	\$4.50
Agedashi Tofu (fried tofu)	\$5.00
Miso Soup (with seaweed & tofu)	\$3.00
Asari-jiru (miso soup with clams)	\$6.00

### SUSHI: NIGIRI & ROLLS

Maguro (tuna)	\$3.00
Ika (squid)	\$3.50
California Roll (crab stick + avocado)	\$7.00
Philadelphia Roll (smoked salmon + cream cheese)	\$8.00

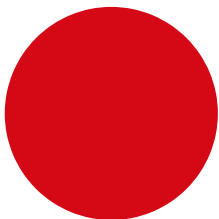
### SPECIAL SUSHI PLATES

Chirashizushi (rice topped with assorted fish)	\$12.50
Fishtop Special (5 seasonal fish)	\$15.00
Fishtop Boat (9 seasonal fish)	\$30.00

### HOT & COLD DRINKS

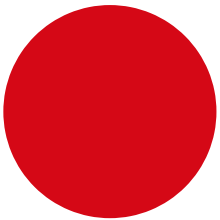
Green Tea (served hot or cold)	\$3.00
Fishtop Tea (special seasonal iced tea)	\$5.00
Bottled Water	\$2.50
House Tea (served hot or cold)	Free


# Menu design



To elevate the dining experience at Asia Mood, we revamped their menu design.

Our team employed a harmonious blend of elegant visuals, strategic layout, and descriptive language to showcase the restaurant's exquisite dishes and entice customers to explore their culinary offerings.





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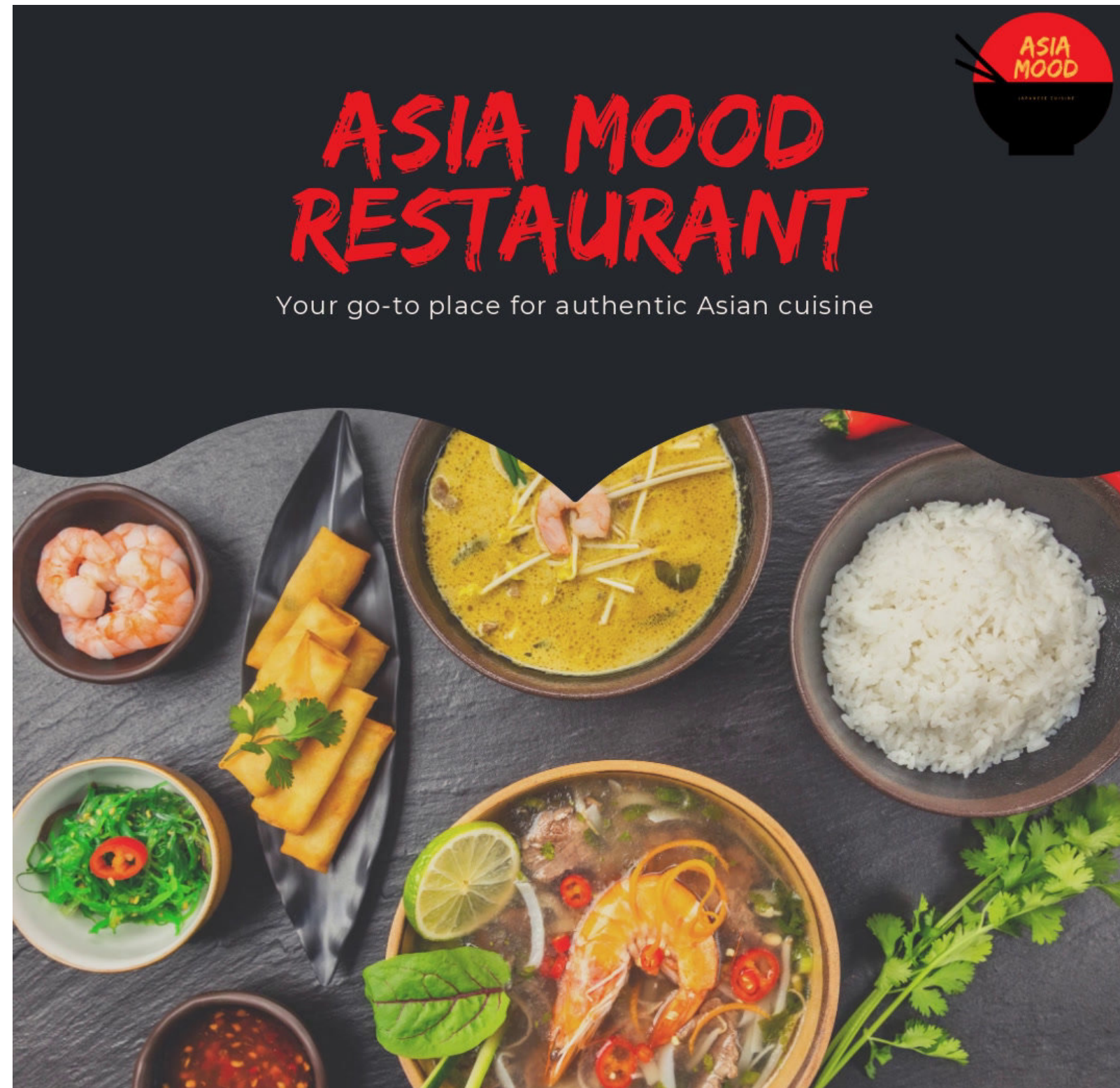
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# Commercial design

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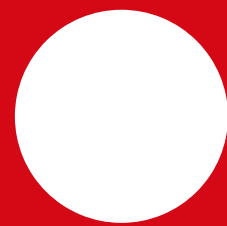


# Package design



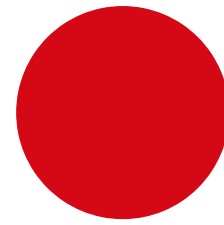


# Fashion design





# CONTACT US



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- Connect with us to discuss your global marketing needs
- Let us help your business expand into new markets and locations
- Boost your international marketing efforts with our expertise
- Experience the difference when every detail matters



EVERY DETAIL MATTERS,  
AND ELTOMA MARKETING DELIVERS

