



# BRAND GUIDE

2025

# Brand Story

Koya Japan has its roots deep in Japan's vibrant street food culture. We're passionate about bringing the energy, hustle and all those bold tastes to Canadians who are eager for a culinary adventure. Inspired by the street vendors who take pride in serving up fresh, fast and flavourful dishes, we believe in pushing boundaries and challenging people's expectations. At Koya Japan, we're about more than just extraordinary food – we're about the thrill of discovering something new.

# Purpose of This Guide

This brand guide ensures that every touch point — from marketing to the in-store experience — reflects Koya Japan's identity. It defines our voice, values and visual style to maintain consistency and impact across everything we do.

# CORE BRAND IDENTITY

# Mission Statement

We are evangelists of **Japan's street food culture**, embracing both its authentic, inspiring flavours and the deep-rooted warmth of Japanese hospitality.

# Vision Statement

To ignite a passion for **Japanese street food.**

# Brand Promise

Every visit is an **adventure.**

# Values

- **Traditionally Rooted** – While we believe there is a proper way to do things, we're not afraid to mix it up and push what is possible.
- **Always Evolving** – We bring energy to our menu by striving to stay fresh and keep up with street food culture.
- **Unabashedly Proud** – With our passion for authenticity and commitment to quality, we're confident in the consumer experience we create.
- **Deeply Resonating** – We are committed to creating culinary experiences that leave you feeling fully satisfied in mind, body and soul.
- **Warmly Welcoming** – In the Omotenashi spirit, we wholeheartedly look after guests, ensure everyone feels valued and support the communities we call home.

# **BRAND PERSONALITY**

# Brand Personality

We're a lively blend of culinary curiosity and street savvy with a dash of rebelliousness stirred in. Like the street vendors of Japan, we bring equal amounts of hustle and passion to serving up bold flavours without any unnecessary frills.

Our vibe is gritty yet warm, full of swagger but in an approachable, down-to-earth way. We're passionate about making every guest feel like they've stepped into our stall and discovered something fresh and full of attitude.

Koya Japan is more than a restaurant – it's a daring new movement that challenges your expectations while expanding your culinary horizons.

# Mission Statement

For curious diners seeking culinary adventure, Koya Japan immerses you in the fresh, lively spirit of Japanese street food. By embracing the street vendors' craft and deep-rooted hospitality, we provide a taste of modern Japan that's as captivating as it is satisfying.

# TARGET AUDIENCE

## **Primary Audience: The Curious Foodie**

**Age:** 16-35 (Gen Z, Millennials)

**Mindset:** Explorers at heart, always looking for new flavours and experiences.

**Values:** Cultural authenticity, high-quality ingredients and fresh, made-to-order meals.

## Demographic & Psychographic Insights

- **Gen Z Foodies** – See food as an adventure and a way to explore global cultures.
- **Young Professionals** – Appreciate fast, fresh meals without compromising quality.
- **Trendsetters** – Drawn to brands with authenticity, bold branding and unique experiences.

Koya meets their demand for freshness, cultural exploration and inspired dining while staying fast and accessible.

# **tone of voice**

Koya Japan's voice is fresh, bold and energetic. We're not just excited about the food we create – we're eager to share it. Our voice is real and engaging with a street-smart attitude.

- **Confident & Clever** – our customers are savvy food lovers who appreciate our effort and innovation.
- **Warm & Welcoming** – we may have a street-food swagger but we want everyone to feel like they're part of our culinary adventure.
- **Lively & Inspiring** – people should feel our passion for what we do and want to join us on our journey.

## Examples

### Menu & Signage:

✓ “Sizzle. Sauce. Served hot.”

✗ “Enjoy our fresh and delicious meals today!” (Too formal)

### Promos & Social:

✓ “Big flavour. No shortcuts. Grab yours now.”

✗ “Authentic Japanese food, made just for you.” (Lacks punch)

### Customer Replies:

✓ Positive: “Appreciate you! See you again soon.”

✗ Negative: “Not what we aim for—DM us and let’s fix it.”

# VISUAL IDENTITY

## Colour Palette

Our core colours – black, white, and red – ground the brand with bold simplicity, while bright, energetic hues add punch when we want to stand out on social, ads and special moments. Inspired by Japan’s vibrant streets, this palette blends tradition with a modern twist – think the glow of a lantern-lit alley, the pop of a Narutomaki swirl or the fresh green of a bamboo grove. It’s a balance of energy and refinement, creating a look that’s both striking and full of character.

**Red Sun**  
 CMYK: 0 100 100 1  
 RGB: 242 12 16  
 HEX: #F20C10

**Mountain**  
 CMYK: 80 64 0 0  
 RGB: 52 98 220  
 HEX: #3462DC

**Blossom**  
 CMYK: 0 29 4 0  
 RGB: 255 196 209  
 HEX: #FFC4D1

**Narutomaki**  
 CMYK: 0 91 0 0  
 RGB: 255 46 154  
 HEX: #

**Yuzu**  
 CMYK: 0 20 86 0  
 RGB: 255 203 061  
 HEX: #FFCB3D

**Bamboo Forest**  
 CMYK: 87 24 85 10  
 RGB: 11 132 82  
 HEX: #0B8452

**Midnight**  
 CMYK: 100 94 37 34  
 RGB: 20 35 84  
 HEX: #142354

## Primary Logo

The Koya Japan logo blends tradition and modernity. The bold white “Koya” in a red box symbolizes strength and clarity while the black brush script “Japan” adds cultural richness and fluidity. The red box reflects Japan’s vibrant energy and the brushstroke font connects the brand to Japanese calligraphy. This logo captures the dynamic, authentic and welcoming spirit of Koya Japan.



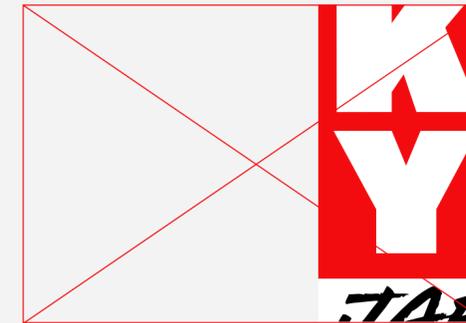
## Primary Logo

### Usage

The primary logo should be used in most cases. While we can't cover every possible scenario, these guidelines provide a clear direction—use best judgment to maintain brand integrity.



**Do not** outline.



**Do not** crop awkwardly.



**Do not** overlap with any graphic elements.



**Do not** apply effects.



**Do not** rotate the logo unless casually placed as a sticker. See "Stickers" section.



**Do not** place the primary red logo on a red background.



**Do** use the box logo when a square format best suits the design.



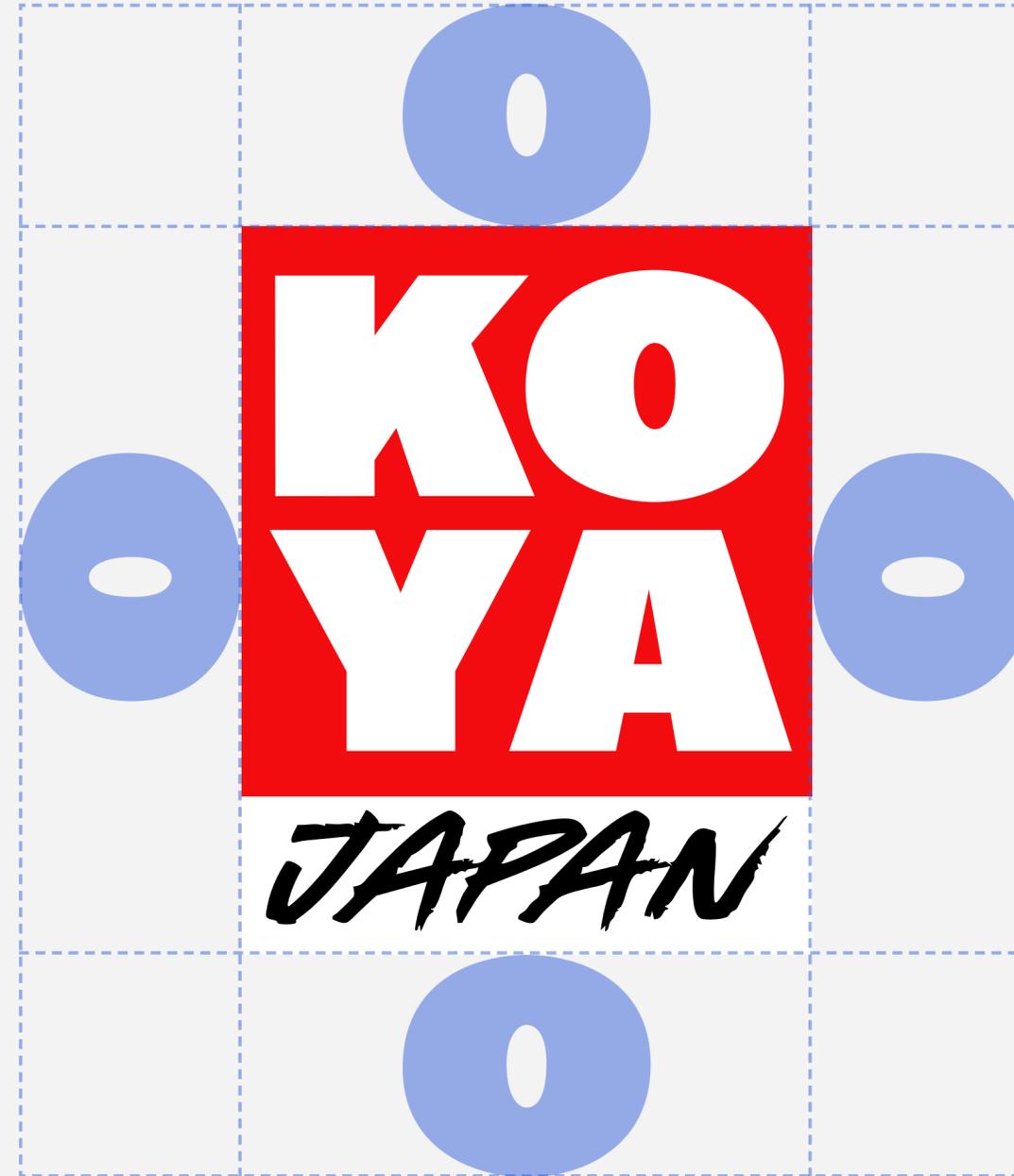
**Do** use the black and white version when the display or print medium is limited to greyscale.



**Do** opt for the primary logo in most cases.

## Logo Clearspace

Clearspace defines the area around the logo where no typography or graphic elements should intrude, ensuring visibility and impact. The minimum clearspace is equal to the height of the Koya 'O'.



## Horizontal Logo Variants

In instances where the Primary Logo does not suit the spatial context or compromises visual clarity, horizontal logo formats should be used. These alternate lockups maintain brand integrity while offering adaptability across constrained formats.

Displayed here in both black-on-white and white-on-black for maximum legibility, these variations are particularly suited for digital headers, signage and environments with limited horizontal space.

### Linear Horizontal Logo



### Boxed Horizontal Logo



## Brand Pattern

### Tori Gate

Koya Japan's brand pattern features the legacy **Tori symbol** with repeating strokes that evoke the vibrant energy of Japan's neon signs. This dynamic pattern is versatile and can be applied across various touch-points, from parchment liners and packaging to wall graphics and signage. It can also be subtly overlaid in brand colours, adding texture and depth to backgrounds. Use sparingly for maximum impact.



## Stickers

Stickers inject energy and personality into Koya Japan, elevating packaging, signage, menus and digital content. From takeout bags to windows and social media, they amplify our bold, street-food vibe. The collection keeps growing, with colours remixed from our brand palette to suit any moment – just keep it fun, bold and unmistakably Koya.



## Typography

### Obviously Variable

**Obviously Variable** commands attention in headlines, embodying our bold and dynamic energy. For body copy, **Neue Haas Grotesk Display Pro** keeps things clean, modern, and effortlessly readable. Together, they create a balance of impact and clarity — perfect for menus, signage, and digital experiences where style meets function. Text is kept black and white for a sharp, no-nonsense look with occasional colour accents used sparingly for functional highlights like calls to action or key navigational elements.

# SAVOUR THE STREETS OF JAPAN

**HEADING**  
**Obviously Variable**  
width: 120  
weight: 850

## BOLD FLAVOURS. NO FRILLS. A CULINARY REVOLUTION.

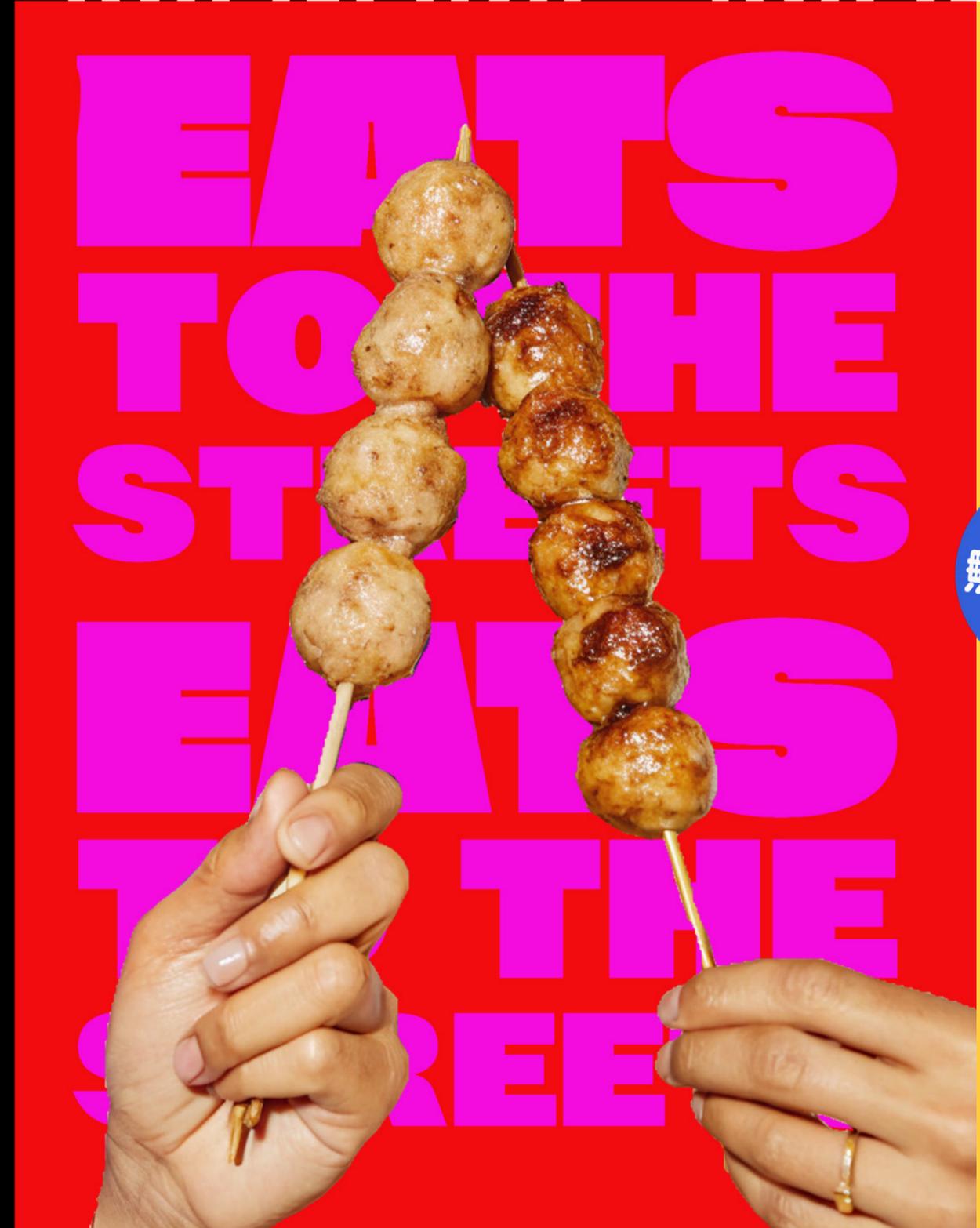
**SUBHEADING**  
**Obviously Variable**  
width: 95  
weight: 625

Koya Japan is a lively mix of culinary curiosity, street savvy and a hint of rebellion. Inspired by Japan's street vendors, we serve bold flavours with passion and no frills. Our vibe is gritty yet welcoming, confident but down-to-earth. We want every guest to feel like they've discovered something fresh and exciting. Koya Japan isn't just a restaurant—it's a movement that challenges expectations and broadens culinary horizons.

**BODY**  
**Neue Haas Grotesk  
Display Pro**  
weight: 55 Roman

We honour tradition but aren't afraid to push boundaries. Our menu evolves with the energy of street food culture, staying fresh and real — no shortcuts, no compromises. Every dish leaves a lasting impression, and every guest is welcomed with genuine hospitality. We create experiences that satisfy beyond the plate — leaving a lasting impression on mind, body and soul.





**Typography**

Obviously Variable

**Obviously Variable** isn't just a font — it's an attitude. We use its full variable range to create bold, high-impact graphics that demand attention and spark excitement. Stretch it, compress it, stack it, smash it — let the type move with energy.

On social, punchy headlines expand and contract like the pulse of the streets. Hoarding ads shout in oversized, condensed forms, stacking words like neon-lit alleyways. In TV and digital ads, the type plays with motion, shifting weight and width to amplify the rhythm of our brand.

Paired with our brand colours, this approach turns words into visual energy, making every touchpoint feel alive, electric and unmistakably Koya.

## Typography

Source Han Sans JP VF

**Source Han Sans JP VF** is used to bring authenticity and depth, inspired by the glowing signage of Japan's street food scene. It should be applied thoughtfully to enhance the brand's atmosphere without overwhelming the design. All text must be professionally translated to reflect real Japanese food stall language — featuring menu items, daily specials and service phrases that capture the energy of Tokyo's bustling streets.



## Typography

Source Han Sans JP VF on  
Social & Digital Screens

**Source Han Sans JP VF** isn't just a font — it's movement, energy, and attitude. On social and digital screens, it should come alive with bold animation, flashing in and out with blocks of brand colours in a fun, dynamic way. Consider vertical text for added impact. Play. Experiment. Think quick transitions, wipes and bursts of energy, never static text.

⚠ **Do not** use vertical bands of text with colour-blocking in any print collateral or on digital display screens, such as menus or kiosks.

✔ **Do** use vertical configurations strategically and selectively for in-store wall art or installations to evoke the ambiance of Japan's vertical lightbox signs.



## Typography

### All Together

Here, our typography comes to life through bold, high-impact ads. By playing with scale, weight and colour, the type is supercharged for maximum impact. Paired with our bold colour palette and dynamic photography, these ads demand attention and amplify the energy of Koya.



## Typography

### Stickers

Stickers use the font 'FOT-UDMarugo Large Pr6N' at weight 'B' for both Roman and Japanese characters.



## Photography

Koya's photography should be bold, vibrant and full of energy. Shots should use hard, **directional light** to mimic natural sunlight, creating strong shadows with depth — but never too dark. Shadows should retain saturation and life, avoiding flat blacks.

Every image must be carefully styled using only the most contemporary food styling techniques — from the choice of bowls to the precise composition of each ingredient. Food should be prepped and plated with intention, capturing the raw appeal of street food with a refined edge.

Professional retouching is essential. Colours should be rich and dynamic, ensuring the food looks as bold as it tastes. Pay close attention to warm tones — no dull beige broths or lifeless, grey beef. Every shot should feel fresh, craveable and full of attitude.



# **IN-STORE BRANDING**

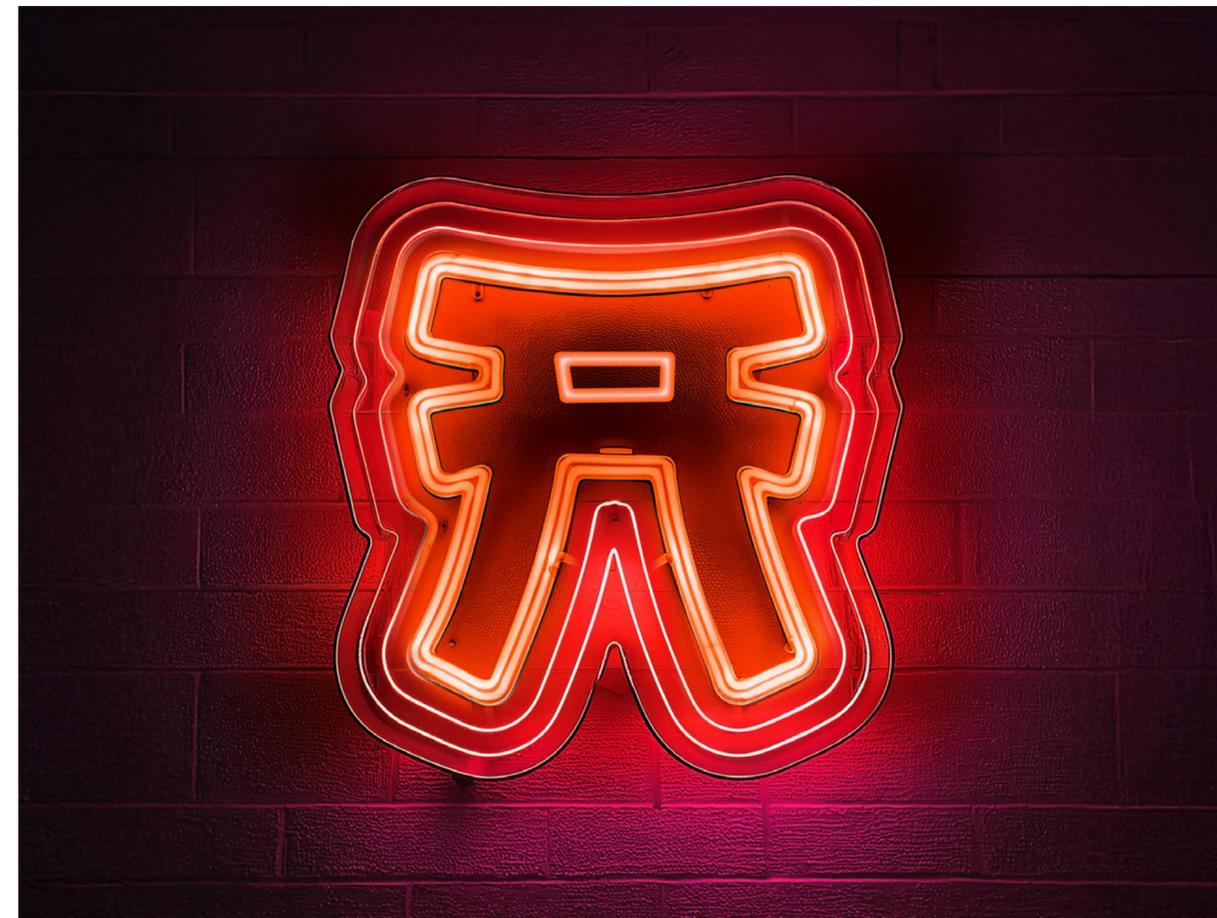
## Food Court Kiosks

Koya's mall kiosks should feel clean, fresh and inviting — a reflection of the quality of our food. Keep surfaces light, simple and uncluttered to maintain a modern, high-energy feel. Use fresh, well-maintained materials that reinforce cleanliness and professionalism. High-CRI lighting enhances both the food and space, making colours pop and ensuring an appetizing presentation. A bright, streamlined environment keeps the focus where it belongs — on bold flavours and a great customer experience.



## Sit-Down Restaurant Aesthetic

Koya's sit-down restaurants embrace a clean, minimal design by using a black, white and neutral palette to create a modern, welcoming space. Splashes of bold, dynamic colour come through in carefully placed lightbox installations, wall murals and neon signs, all inspired by brand elements and relevant cultural themes. These accents bring energy and personality while keeping the overall space refined, allowing the food and atmosphere to take centre stage.



## Menu Design

Koya's menu design is clean, minimal, and bold — letting the headlines do the heavy lifting. Simple layouts keep the focus on the food, while full-bleed images on solid colour backgrounds add energy and visual interest. Highlighter callouts are used selectively to spotlight limited-time specials and customer favourites, ensuring they stand out without disrupting the clean aesthetic. Avoid clutter; every element should serve a purpose. Refer to the Typography section for type rules to maintain consistency and impact.

### TEPPANYAKI STIR-FRY



CHICKEN & BEEF  
STIR-FRY DUO  
ON RICE



BEEF & SHRIMP  
STIR-FRY WITH  
UDON NOODLES



CHICKEN BEEF SHRIMP UDON RICE

### NOODLE SOUPS RAMEN AND UDON



BEEF WITH UDON  
NOODLES IN  
TONKOTSU BROTH



SHRIMP WITH  
RAMEN NOODLES IN  
MISO BROTH



CHICKEN BEEF SHRIMP UDON RAMEN

## TORI PAITAN RAMEN

SILKY, SLOW-SIMMERED CHICKEN BROTH WITH TENDER SOUS-VIDE CHICKEN, YUZU ZEST AND BLACK GARLIC OIL. LIGHT, RICH AND DEEPLY SATISFYING.



LIMITED TIME ONLY



CHICKEN

BEEF

PORK

SALMON

SHRIMP

UDON

RAMEN

RICE

## Packaging

Koya's packaging is simple and effortlessly cool. The logo takes centre stage, keeping the design clean and instantly recognizable. For a touch of character, stickers can be used sparingly to add energy, playfulness and seasonal or promotional flair. The overall vibe is fun, expressive and street-smart — just like the food inside.



## Uniforms

Koya's uniforms are primarily black, creating a sleek, modern look that keeps the focus on the food. The Koya logo is the core branding element with occasional fun, simple illustrations introduced for special occasions or promotions. Clean, functional and effortlessly cool — just like the brand.



