



BRAND CASE STUDY

TAKA SUSHI

REBRAND

Modern. Bold. Authentic.

 **TAKA**
sushi
japanese cuisine

01 — THE CHALLENGE

INHERITED WITHOUT AN IDENTITY

THE SITUATION

When Chef Chitose Tsutsumi acquired Taka Sushi, he inherited an established restaurant that had lost its identity and struggled to stand out in a saturated market. Thirty years of sushi mastery sat behind a brand that communicated none of it.

THE REAL PROBLEM

This was never a redesign. It was a restoration of integrity. The new brand had to break away from the predictable look of the typical sushi restaurant while protecting the cultural heritage at its core.

NAPERVILLE, ILLINOIS

02 — THE APPROACH

TRADITION, MADE MODERN

1**HONOR THE HERITAGE**

Classic Japanese artwork, ink illustration and traditional motifs became the foundation — not a decorative afterthought.

2**MODERNIZE THE VOICE**

A refined serif mark and disciplined palette carried the food's precision into the brand's expression.

3**UNIFY EVERY TOUCHPOINT**

Menus, signage, packaging, photography and web built from one system, so the experience never breaks.

DISCOVERY

IDENTITY

COLLATERAL

PACKAGING

LAUNCH

FIVE-MONTH ENGAGEMENT

03 — LOGO SYSTEM

ONE MARK, EVERY SURFACE



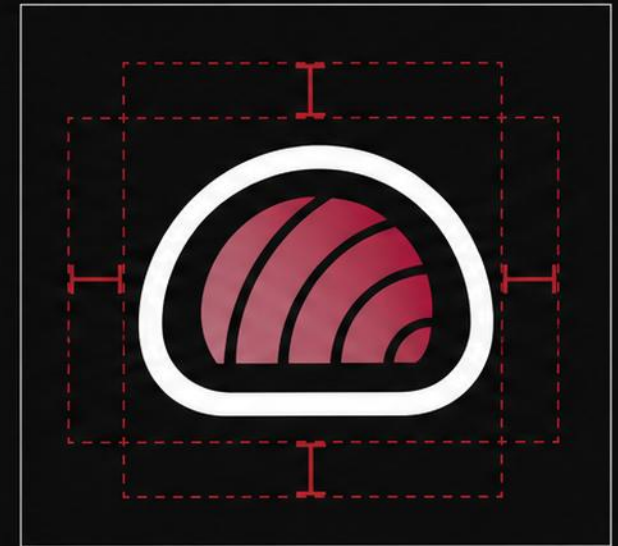
PRIMARY — REVERSED



PRIMARY — POSITIVE



ON BRAND RED



ICON + CLEAR SPACE

Minimum width 1.25 in — clear space equal to the height of the icon

04 — COLOR

INK, LACQUER AND SEAFOAM

SUMI BLACK

#231F20

CMYK (0,0,0,100)

TAKA RED

#C02644

CMYK (18,98,71,6)

BRICK

#920033

CMYK (0,100,51,46)

PINE

#476B72

CMYK (74,26,63,7)

SEAFOAM

#BEDFDA

CMYK (22,0,12,3)

RICE PAPER

#E3DFDD

CMYK (10,9,9,0)

Red is the accent, never the field. Seafoam carries the modern half of the story.

05 — TYPOGRAPHY

A SERIF FOR
THE HERITAGE

Aa

PT SERIF

IDENTITY & MENU HEADINGS

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Aa

OPEN SANS

BODY, WEB & WAYFINDING

Grilled chicken with homemade teriyaki
sauce. All entrees served with white rice
and seasonal vegetables.

48 / DISPLAY

GRILLED CHICKEN WITH HOMEMADE TERIYAKI SAUCE

24 / SECTION

ALL ENTREES SERVED WITH WHITE RICE AND SEASONAL VEGETABLES

14 / ITEM NAME

CALIFORNIA ROLL

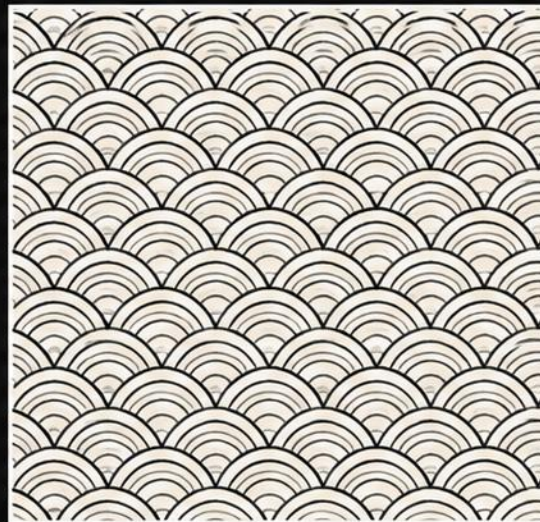
10 / DESCRIPTION

Crab, avocado, cucumber, and sesame seeds.

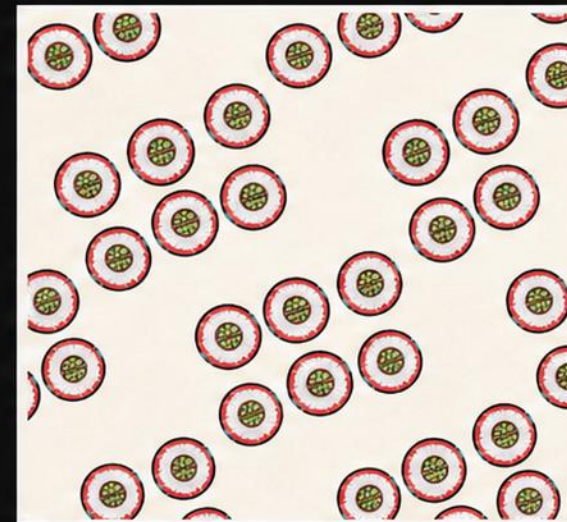
06 — PATTERN & MOTIF

A LIBRARY OF SMALL SIGNALS

Patterns carry the brand where the logo cannot — box interiors, sleeves, menu backs, wall graphics.



SEIGAIHA — WAVE REPEAT



NETA — SUSHI REPEAT



MEN — NOODLE ICON



TORII — HERO ILLUSTRATION

07 — TAKE-OUT MENU

BUILT TO BE
TAKEN HOME

TRI-FOLD — 11.25 × 8.75 IN FLAT
4/4 CMYK ON UNCOATED 100# COVER
OUTSIDE + INSIDE SHOWN



08 — À LA CARTE MENU

THE DINING ROOM VOICE

SINGLE SHEET — 11 × 18 IN
2-COLOR ON WARM UNCOATED STOCK
SEASONAL INSERT COMPATIBLE

ITEM #	ITEM	DESCRIPTION	PRICE	SUSHI	SASHIMI
1	Maguro	Tuna	5		
2	Fresh Sake	Fresh Salmon	4.5		
3	Smoked Sake	Salmon	4.5		
4	Hamachi	Yellow Tail	5		
5	Madai	Japanese Red Snapper	7.5		
6	Suzuki	Striped Bass	5		
7	Izumidai	Reggie	4		
8	Saba	Mackerel	4.5		
9	Tako	Squid	5		
10	Ika	Squid	5		
11	Bibi	Octopus	6		
12	Amorita	Shrimp	4		
13	Hokidai	Seaweed Shrimp	4		
14	Ikura	Salmon Roe	4		
15	Uni	Sea Urchin	4		
16	Aji	Jack Mackerel	4		
17	Matate (a)	Swift Fish	7		
18	Matate (b)	Swift Fish	7.5		
19	Bincho	Spicy Tuna	7		
20	Super White (a)	Albacore Tuna	5		
21	Super White (b)	Albacore	5		
22	Unagi	Broiled Eel	6		
23	Tamago	Egg	0.5		
24	Kani Kama	Crab Stick	0.5		

ITEM #	ITEM	DESCRIPTION	PRICE	SUSHI	SASHIMI
25	Tokiko	Tuna	4		
26	Kagura	Octopus	4		
27	Spicy Tuna	Tuna with spicy sauce	4.5		
28	Spicy Hamachi	Yellow Tail & scallops	4.5		
29	Spicy Salmon	Yellow Tail with spicy sauce	4.5		
30	Spicy Salmon	Salmon, cucumber, spicy sauce	6		
31	Marumaki	Spicy Tuna, cucumber, salmon, tempura shrimp, seaweed and soybean sprouts	9		
32	Sake Kana	ABC Lemon juice, cucumber, radish, shrimp	7		
33	Miso Kana	Cucumber, shrimp, miso sauce	6		
34	California	Crab, shrimp, cucumber, avocado, tomato, soybean sprouts, spicy sauce and rice	6.5		
35	Tampico	Tuna, cucumber, shrimp, avocado, miso sauce	7		
36	Crunchy Shrimp	Shrimp, cucumber, avocado, miso sauce	7		
37	Spicy Mexican	Spicy Tuna, cucumber, shrimp, avocado, miso sauce	11		
38	Dragon	Spicy Tuna, cucumber, shrimp, avocado, miso sauce	11		
39	Spider Roll	Spicy Tuna, cucumber, shrimp, avocado, miso sauce	11		
40	Philly	Spicy Tuna, cucumber, shrimp, avocado, miso sauce	11		
41	Fire	Spicy Tuna, cucumber, shrimp, avocado, miso sauce	11		
42	Canadian	Spicy Tuna, cucumber, shrimp, avocado, miso sauce	11		
43	Bibi	Spicy Tuna, cucumber, shrimp, avocado, miso sauce	11		
44	Kalifornia	Spicy Tuna, cucumber, shrimp, avocado, miso sauce	11		
45	Bibi Tuna	Spicy Tuna, cucumber, shrimp, avocado, miso sauce	11		
46	Tako Crazy	Spicy Tuna, cucumber, shrimp, avocado, miso sauce	11		

ITEM #	ITEM	DESCRIPTION	PRICE	SUSHI	SASHIMI
47	Triple Tuna Roll	Three Tuna rolls with spicy sauce	12		
48	Crunchy Dragon	Dragon roll with spicy sauce	12		
49	Charger Five Roll	Five rolls with spicy sauce	12		
50	Black Mocha Roll	Black Mocha roll with spicy sauce	12		
51	Beetle Roll	Beetle roll with spicy sauce	12		
52	Wine Barrel Roll	Wine Barrel roll with spicy sauce	12		
53	Crabilla Roll	Crab roll with spicy sauce	12		
54	Spicy Dragon Roll	Spicy Dragon roll with spicy sauce	12		
55	Wheat California Roll	Wheat California roll with spicy sauce	12		

www.takasushi.biz
630.308.1842
Open 11:00am - 10:00pm
Tues 11:00am - 10:00pm
Fri Sat 11:00am - 10:00pm

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6	Suzuki	Striped Bass	5		
7	Izumidai	Reggie	4		
8	Saba	Mackerel	4.5		

09 — TAKE-OUT PACKAGING

THE BRAND TRAVELS WELL

KRAFT CLAMSHELL



NOODLE PAIL



HANDLED BAG



RICE BOWL + BAND



10 — TABLE & SERVICE

DETAIL AT ARM'S REACH

TRAY + SLEEVE



NAPKIN



CHOPSTICK SLEEVE



SAUCE CUPS



COASTERS



11 — DIGITAL & OUTCOME

ONE BRAND, EVERY SCREEN



THE OUTCOME

Taka Sushi was repositioned as a modern Japanese dining destination without losing the authenticity behind Chef Tsutsumi's thirty-year craft. A stronger market presence, an elevated visual identity, and one consistent experience across print, packaging and digital.



DESIGN & BRAND STRATEGY
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