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IKI HOSPITALITY®

米丸

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— IKI HOSPITALITY®)

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IKI HOSPITALITY® LOGOS

(PAGES 03 - 05)

COVER
VARIATIONS
SAFE ZONES



IKI HOSPITALITY® LOGOS VARIATIONS

THIS SLIDE INTRODUCES THE COMBO-MARK — THE PRIMARY LOGO FORMAT FOR BOTH IKI NORI® AND IKI RAMEN® UNDER THE IKI HOSPITALITY® UMBRELLA. THE COMBO-MARK INTEGRATES THE ICON-MARK DIRECTLY WITHIN THE WORDMARK, SITTING BETWEEN "IKI" AND THE BRAND NAME TO CREATE A SINGLE UNIFIED LOCKUP. THIS FORMAT IS THE MOST VERSATILE AND MOST FREQUENTLY USED VARIATION, CARRYING BOTH SYMBOLIC IDENTITY AND BRAND NAME IN ONE COHESIVE FORM.

EACH SUB-BRAND USES THE SAME ICON-MARK, REINFORCING THE SHARED IKI HOSPITALITY® FAMILY WHILE THE NAME DIFFERENTIATES THE CONCEPT. THE COMBO-MARK IS THE PREFERRED LOGO FOR SIGNAGE, MENUS, PACKAGING, MARKETING MATERIALS, AND ANY CONTEXT WHERE THE BRAND IS BEING INTRODUCED OR PROMINENTLY REPRESENTED. IT SHOULD BE REPRODUCED AT SUFFICIENT SCALE TO ENSURE THE ICON-MARK REMAINS LEGIBLE WITHIN THE LOCKUP.



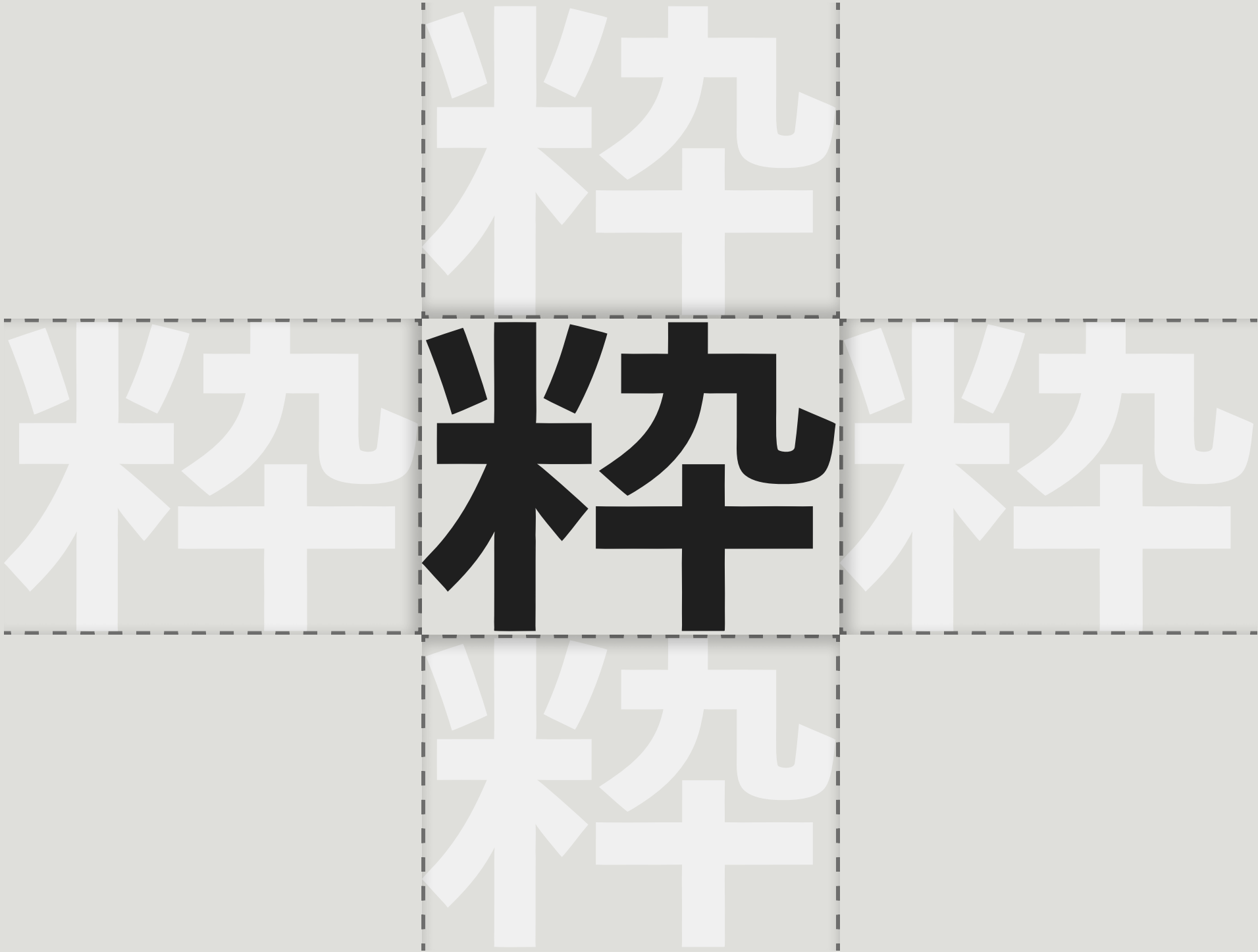
IKI HOSPITALITY® LOGOS

SAFE ZONES

THE IKI RAMEN® SAFE ZONE DEFINES THE MINIMUM AMOUNT OF CLEAR SPACE THAT MUST SURROUND THE ICON-MARK AT ALL TIMES. THIS PROTECTED AREA IS MEASURED USING THE ICON-MARK ITSELF AS THE UNIT OF REFERENCE — ONE FULL ICON-WIDTH OF WHITE SPACE IS REQUIRED ON ALL FOUR SIDES: TOP, BOTTOM, LEFT, AND RIGHT. THIS ENSURES THE MARK IS NEVER CROWDED BY SURROUNDING ELEMENTS, TYPOGRAPHY, IMAGERY, OR THE EDGES OF ANY SURFACE IT APPEARS ON.

RESPECTING THE SAFE ZONE IS NON-NEGOTIABLE ACROSS EVERY APPLICATION, WHETHER DIGITAL OR PRINT. IT PRESERVES THE VISUAL INTEGRITY AND BREATHING ROOM THE MARK NEEDS TO READ CLEARLY AND CARRY ITS INTENDED WEIGHT. NO OTHER GRAPHIC ELEMENTS, TEXT, OR DECORATIVE CONTENT SHOULD EVER ENCROACH WITHIN THIS BOUNDARY. WHEN IN DOUBT, GIVE THE MARK MORE SPACE — THE IDENTITY IS ALWAYS STRONGER WITH ROOM TO STAND ON ITS OWN.

WHITE SPACE ON THE LEFT MATCHING
1X-1.5X THE MARK SIZE USED FROM THE
IKI HOSPITALITY® LOGO SUITE



WHITE SPACE ON THE BOTTOM MATCHING
1X-1.5X THE MARK SIZE USED FROM THE
IKI HOSPITALITY® LOGO SUITE

WHITE SPACE ON THE RIGHT MATCHING
1X-1.5X THE MARK SIZE USED FROM THE
IKI HOSPITALITY® LOGO SUITE

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IKI HOSPITALITY® COLORS

(PAGES 06 - 09)

COVER
PALETTE
CONTRASTS
UI SHADES



IKI HOSPITALITY® COLORS

PALETTE

THE IKI HOSPITALITY® COLOR PALETTE CONSISTS OF FOUR PRIMARY COLORS — CREAM, GOLD, GRAY, AND BLACK. EACH IS SELECTED TO REFLECT THE BRAND'S WARMTH, CRAFT, AND RESTRAINT, WORKING TOGETHER TO CREATE A SYSTEM THAT FEELS BOTH CULTURALLY GROUNDED AND VISUALLY REFINED.

EACH COLOR IS DOCUMENTED WITH ITS FULL TECHNICAL VALUES — HEX, RGB, CMYK, HSB, AND HSL — FOR CONSISTENT REPRODUCTION ACROSS ALL MEDIA. THESE ARE THE ONLY APPROVED COLOR REFERENCES. ALWAYS PULL DIRECTLY FROM THESE VALUES RATHER THAN SAMPLING FROM EXISTING FILES.

IKI HOSPITALITY® CREAM

HEX	F8F3EC
RGB	248, 243, 236
CMYK	0, 2, 5, 3
HSB	35, 5, 97
HSL	35, 46, 95

IKI HOSPITALITY® GOLD

HEX	D5B78B
RGB	213, 183, 139
CMYK	0, 14, 35, 16
HSB	36, 35, 84
HSL	36, 47, 69

IKI HOSPITALITY® GRAY

HEX	636363
RGB	99, 99, 99
CMYK	0, 0, 0, 61
HSB	0, 0, 39
HSL	0, 0, 39

IKI HOSPITALITY® BLACK

HEX	202020
RGB	32, 32, 32
CMYK	0, 0, 0, 87
HSB	0, 0, 13
HSL	0, 0, 13

IKI HOSPITALITY® COLORS

CONTRASTS

THIS SLIDE DOCUMENTS THE APPROVED COLOR PAIRINGS WITHIN THE IKI HOSPITALITY® PALETTE AND THEIR CORRESPONDING CONTRAST RATIOS. EACH COMBINATION IS SHOWN WITH ITS FILL COLOR, TEXT COLOR, AND A NUMERICAL CONTRAST SCORE — THE HIGHER THE NUMBER, THE STRONGER THE LEGIBILITY. PAIRINGS LIKE BLACK/CREAM (14.76) AND CREAM/BLACK (14.76) REPRESENT THE HIGHEST-CONTRAST OPTIONS AND ARE PREFERRED FOR BODY TEXT AND CRITICAL BRAND COMMUNICATION.

LOWER-CONTRAST PAIRINGS SUCH AS GRAY/GOLD (3.14) SHOULD BE USED WITH INTENTION — RESERVED FOR DECORATIVE OR LARGE-SCALE TYPE WHERE LEGIBILITY DEMANDS ARE REDUCED. WHEN CHOOSING A COLOR COMBINATION FOR ANY APPLICATION, ALWAYS REFERENCE THIS PAGE TO CONFIRM THE PAIRING MEETS THE NEEDS OF ITS CONTEXT. ACCESSIBILITY AND VISUAL CLARITY ARE AS MUCH A PART OF THE BRAND AS AESTHETICS.

<div>IKI HOSPITALITY®</div>	14.76	<div>IKI HOSPITALITY®</div>	8.52	<div>IKI HOSPITALITY®</div>	5.44	<div>IKI HOSPITALITY®</div>	3.14
CONTRAST FILL TEXT	BLACK CREAM	CONTRAST FILL TEXT	BLACK GOLD	CONTRAST FILL TEXT	GRAY CREAM	CONTRAST FILL TEXT	GRAY GOLD
<div>IKI HOSPITALITY®</div>	8.52	<div>IKI HOSPITALITY®</div>	3.14	<div>IKI HOSPITALITY®</div>	14.76	<div>IKI HOSPITALITY®</div>	5.44
CONTRAST FILL TEXT	GOLD CREAM	CONTRAST FILL TEXT	GOLD GRAY	CONTRAST FILL TEXT	CREAM BLACK	CONTRAST FILL TEXT	CREAM GRAY

IKI HOSPITALITY® COLORS

UI SHADES

THIS SLIDE EXPANDS EACH OF THE FOUR PRIMARY IKI HOSPITALITY® COLORS INTO A FULL 11-STEP SHADE SCALE, RANGING FROM 50 (LIGHTEST) TO 950 (DARKEST). EACH STEP IS LABELED WITH ITS HEX VALUE AND THE PRIMARY COLOR IS MARKED WITHIN THE SCALE, SERVING AS THE ANCHOR POINT FROM WHICH ALL LIGHTER AND DARKER VARIATIONS ARE DERIVED. THIS SYSTEM GIVES DESIGNERS A STRUCTURED RANGE OF TONES TO DRAW FROM WHEN BUILDING INTERFACES, LAYOUTS, OR ANY APPLICATION REQUIRING DEPTH AND HIERARCHY.

THESE SHADES ARE INTENDED FOR UI AND DIGITAL USE — BACKGROUNDS, HOVER STATES, BORDERS, SURFACE LAYERS, AND TYPOGRAPHIC HIERARCHY. ALWAYS BUILD OUTWARD FROM THE PRIMARY VALUE AND USE SHADES CONSISTENTLY WITHIN THEIR RESPECTIVE COLOR FAMILIES. MIXING SHADE STEPS ACROSS DIFFERENT COLOR FAMILIES WITHOUT INTENTION CAN DISRUPT THE VISUAL COHESION OF THE SYSTEM.

IKI RAMEN® CREAM	<div>PRIMARY</div> <div>50</div> <div>F8F3EC</div>	<div></div> <div>100</div> <div>F0E4D2</div>	<div></div> <div>200</div> <div>DEC69F</div>	<div></div> <div>300</div> <div>C0AB89</div>	<div></div> <div>400</div> <div>A39173</div>	<div></div> <div>500</div> <div>87785F</div>	<div></div> <div>600</div> <div>695D49</div>	<div></div> <div>700</div> <div>4F4536</div>	<div></div> <div>800</div> <div>362F24</div>	<div></div> <div>900</div> <div>1F1B13</div>	<div></div> <div>950</div> <div>14100B</div>
IKI RAMEN® GOLD	<div></div> <div>50</div> <div>FCF9F5</div>	<div></div> <div>100</div> <div>F7F0E7</div>	<div></div> <div>200</div> <div>F0E0CC</div>	<div></div> <div>300</div> <div>EBD4B5</div>	<div></div> <div>400</div> <div>E5C495</div>	<div>PRIMARY</div> <div>500</div> <div>D5B78B</div>	<div></div> <div>600</div> <div>A8906C</div>	<div></div> <div>700</div> <div>7D6A4F</div>	<div></div> <div>800</div> <div>514532</div>	<div></div> <div>900</div> <div>2C2519</div>	<div></div> <div>950</div> <div>1C170F</div>
IKI RAMEN® GRAY	<div></div> <div>50</div> <div>EEEEEE</div>	<div></div> <div>100</div> <div>DDDDDD</div>	<div></div> <div>200</div> <div>BEBEBE</div>	<div></div> <div>300</div> <div>9E9E9E</div>	<div></div> <div>400</div> <div>818181</div>	<div>PRIMARY</div> <div>500</div> <div>636363</div>	<div></div> <div>600</div> <div>505050</div>	<div></div> <div>700</div> <div>3B3B3B</div>	<div></div> <div>800</div> <div>2A2A2A</div>	<div></div> <div>900</div> <div>181818</div>	<div></div> <div>950</div> <div>0E0E0E</div>
IKI RAMEN® BLACK	<div></div> <div>50</div> <div>F1F1F1</div>	<div></div> <div>100</div> <div>E5E5E5</div>	<div></div> <div>200</div> <div>CCCCCC</div>	<div></div> <div>300</div> <div>B0B0B0</div>	<div></div> <div>400</div> <div>989898</div>	<div></div> <div>500</div> <div>818181</div>	<div></div> <div>600</div> <div>6A6A6A</div>	<div></div> <div>700</div> <div>525252</div>	<div></div> <div>800</div> <div>3E3E3E</div>	<div></div> <div>900</div> <div>2A2A2A</div>	<div>PRIMARY</div> <div>950</div> <div>202020</div>

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IKI HOSPITALITY®

TYPE

(PAGES 10 - 13)

COVER
SUITE
TRACKING
UI SCALE

IKI
HOSPITALITY®

IKI HOSPITALITY® TYPOGRAPHY

SUITE

THE IKI HOSPITALITY® TYPE SUITE IS BUILT ON TWO TYPEFACES: POST GROTESK FOR HEADINGS AND SUBHEADINGS, AND GUTON FOR BODY COPY. POST GROTESK BRINGS A BOLD, CONTEMPORARY GROTESQUE STRUCTURE TO TITLES AND DISPLAY TEXT, WHILE GUTON OFFERS A REFINED, READABLE COMPANION FOR LONGER-FORM CONTENT. TOGETHER THEY CREATE A TYPOGRAPHIC SYSTEM WITH CLEAR HIERARCHY AND TONAL RANGE.

EACH TYPEFACE IS SHOWN HERE WITH ITS FULL CHARACTER SET — ALPHABETICAL, NUMERIC, AND SPECIAL CHARACTERS — SO DESIGNERS CAN ASSESS THE COMPLETE GLYPH LIBRARY BEFORE USE. BOTH FAMILIES SHOULD BE USED EXCLUSIVELY WITHIN THEIR DESIGNATED ROLES. SUBSTITUTING OR SWAPPING TYPEFACES OUTSIDE OF THIS SYSTEM DISRUPTS THE VISUAL CONSISTENCY THAT DEFINES THE IKI RAMEN® BRAND.

HEADING+
SUBHEADING

FONT FAMILY

Post Grotesk

ALPHABETICAL CHARACTERS

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnO
oPpQqRrSsTtUuV
vWwXxYyZz

NUMERIC VALUES

0123456789

SPECIAL CHARACTERS

`~!@#\$%^&*()-
_+=+[{]}\|;:’”,<.>/?

BODY

FONT FAMILY

Guton

ALPHABETICAL CHARACTERS

AaBbCcDdEeFfGg
HhIiJjKkLlMmNnO
oPpQqRrSsTtUuVv
WwXxYyZz

NUMERIC VALUES

0123456789

SPECIAL CHARACTERS

`~!@#\$%^&*()-
_+=+[{]}\|;:’”,<.>/?

IKI HOSPITALITY® TYPOGRAPHY

TRACKING

TRACKING — OR LETTER SPACING — IS A DEFINING CHARACTERISTIC OF THE IKI HOSPITALITY® TYPOGRAPHIC VOICE. THE APPROVED TRACKING VALUE IS SET AT 4% (40 UNITS), APPLIED CONSISTENTLY ACROSS HEADINGS AND DISPLAY TEXT. THIS WIDER-THAN-DEFAULT SPACING GIVES THE TYPE AN OPEN, CONSIDERED QUALITY THAT ALIGNS WITH THE BRAND'S REFINED AND DELIBERATE AESTHETIC.

THIS VALUE SHOULD BE APPLIED WHENEVER BRAND TYPOGRAPHY IS SET IN ALL-CAPS OR AT DISPLAY SCALE. DO NOT RELY ON SOFTWARE DEFAULTS — ALWAYS SET TRACKING MANUALLY TO THE SPECIFIED VALUE. INCONSISTENT LETTER SPACING, EVEN SUBTLY, UNDERMINES THE TYPOGRAPHIC PRECISION THE BRAND IS BUILT ON.

HEADING+
SUBHEADING

BODY

4% LETTER SPACING (TRACKING)

40 LETTER SPACING (TRACKING)

SUSHI + RAMEN

2% LETTER SPACING (TRACKING)

20 LETTER SPACING (TRACKING)

SUSHI + RAMEN

IKI HOSPITALITY® TYPOGRAPHY

UI SCALE

THIS SLIDE DEFINES THE IKI HOSPITALITY® TYPOGRAPHIC SCALE — TEN SIZE STEPS RANGING FROM 54PX DOWN TO 10PX, EACH PAIRED WITH ITS DESIGNATED FONT, WEIGHT, AND LINE HEIGHT. THE LARGER STEPS (54PX–37PX) USE POST GROTESK BOLD FOR DISPLAY AND HEADLINE USE, TRANSITIONING TO POST GROTESK MEDIUM THROUGH THE MID-RANGE, AND SHIFTING TO GUTON AT 18PX AND BELOW FOR BODY AND SUPPORTING TEXT.

THIS SCALE IS THE STANDARD REFERENCE FOR ALL DIGITAL INTERFACE DESIGN. SIZES AND WEIGHTS SHOULD NOT BE IMPROVISED — ALWAYS PULL FROM THESE DEFINED STEPS TO MAINTAIN CONSISTENT HIERARCHY ACROSS EVERY SCREEN AND LAYOUT. LINE HEIGHTS ARE FIXED PER SIZE TIER (120% FOR HEADINGS, 140% FOR BODY) AND SHOULD BE APPLIED EXACTLY AS SPECIFIED.

54PX120% LH

IKI HOSPITALITY® (MMMM)

POST GROTESK
BOLD

45PX120% LH

IKI HOSPITALITY® (MMMM)

POST GROTESK
BOLD

37PX120% LH

IKI HOSPITALITY® (MMMM)

POST GROTESK
BOLD

31PX120% LH

IKI HOSPITALITY® (MMMM)

POST GROTESK
MEDIUM

26PX120% LH

IKI HOSPITALITY® (MMMM)

POST GROTESK
MEDIUM

22PX120% LH

IKI HOSPITALITY® (MMMM)

POST GROTESK
MEDIUM

18PX140% LH

IKI HOSPITALITY® (MMMM)

GUTON
MEDIUM

15PX140% LH

IKI HOSPITALITY® (MMMM)

GUTON
REGULAR

12PX140% LH

IKI HOSPITALITY® (MMMM)

GUTON
REGULAR

10PX140% LH

IKI HOSPITALITY® (MMMM)

GUTON
REGULAR

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IKI HOSPITALITY® TEXTURE

(PAGES 14 - 15)

COVER
USAGE

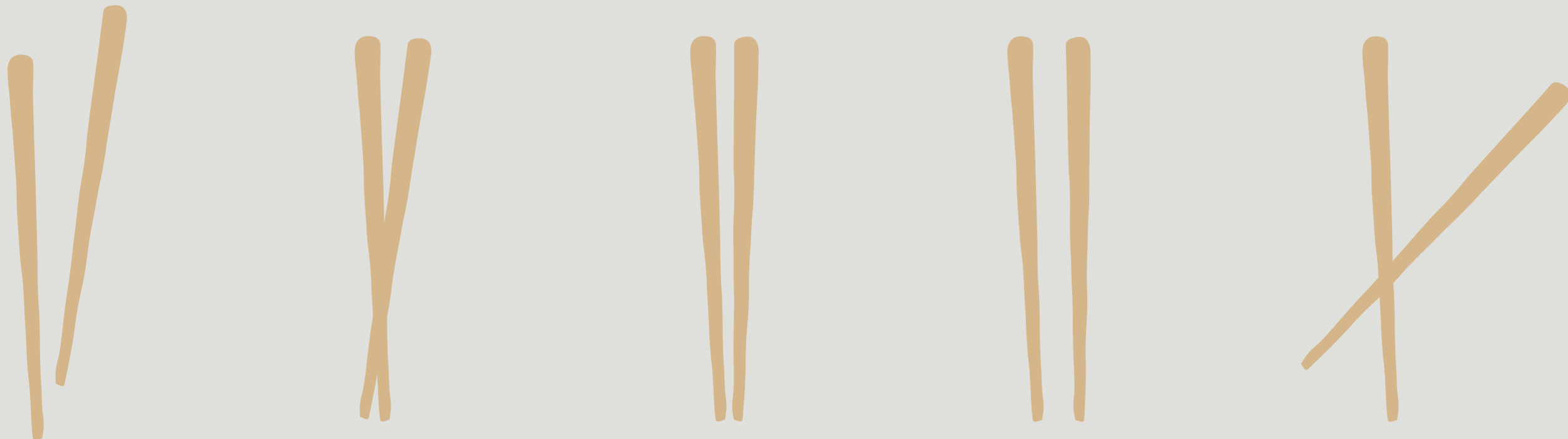


IKI
HOSPITALITY®

IKI HOSPITALITY® TEXTURE USAGE

THE IKI HOSPITALITY® TEXTURE LIBRARY IS BUILT FROM GRAPHIC ELEMENTS DRAWN DIRECTLY FROM THE DINING EXPERIENCE — CHOPSTICKS RENDERED AS BOLD, ILLUSTRATIVE MARKS ACROSS FIVE EXPRESSIVE POSITIONS. THESE AREN'T DECORATIVE AFTERTHOUGHTS; THEY'RE BRAND-NATIVE GRAPHIC DEVICES THAT ADD DEPTH, PERSONALITY, AND CULTURAL CONTEXT TO ANY LAYOUT THEY APPEAR IN. USED AT SCALE AS BACKGROUND TEXTURE, CROPPED AS COMPOSITIONAL ACCENTS, OR SCATTERED AS PATTERN FILLS, THEY BRING THE BRAND TO LIFE BEYOND THE LOGO.

THIS LIBRARY WILL EXPAND TO INCLUDE RAMEN NOODLE PATTERNS AND RICE GRAIN TEXTURES, BROADENING THE TOOLKIT FOR PACKAGING, MENUS, ENVIRONMENTAL DESIGN, AND DIGITAL CONTENT. WHEN APPLYING ANY TEXTURE ELEMENT, MAINTAIN CONSISTENCY WITH THE BRAND PALETTE AND AVOID OVERUSE — THESE ELEMENTS WORK BEST WHEN THEY ADD ATMOSPHERE WITHOUT COMPETING WITH THE PRIMARY CONTENT.



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IKI HOSPITALITY® MOCKUPS

(PAGES 16 - 18)

COVER
FAVICON
MENU

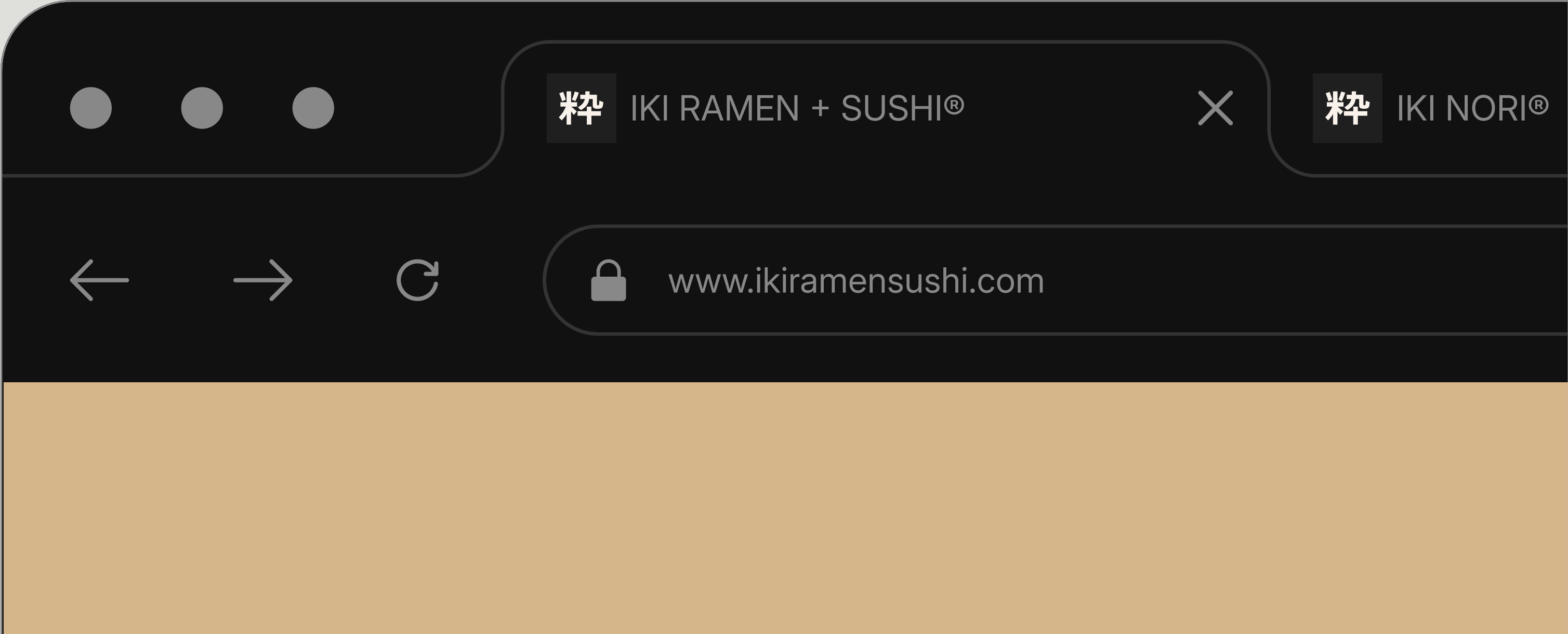
IKI
HOSPITALITY®

IKI HOSPITALITY® MOCKUPS

FAVICON

THE IKI HOSPITALITY® FAVICON PLACES THE ICON-MARK DIRECTLY IN THE BROWSER TAB, REPRESENTING THE BRAND AT ITS SMALLEST FUNCTIONAL SIZE. AS SHOWN HERE, THE MARK APPEARS ALONGSIDE THE BRAND NAME IN THE TAB BAR, SERVING AS THE FIRST VISUAL TOUCHPOINT WHEN A VISITOR LANDS ON IKIRAMENSUSHI.COM OR IKINORI.COM. AT THIS SCALE, CLARITY AND RECOGNIZABILITY ARE EVERYTHING — THE ICON-MARK'S BOLD, STRUCTURED FORM ENSURES IT READS DISTINCTLY EVEN AT 16×16PX.

THE FAVICON SHOULD ALWAYS USE THE ICON-MARK ON A NEUTRAL OR BRAND-APPROVED BACKGROUND — NEVER THE WORDMARK OR ANY LOCKUP VARIATION, AS THOSE DO NOT REDUCE LEGIBLY AT TAB SIZE. THIS MOCKUP REFLECTS THE APPROVED IMPLEMENTATION AND SHOULD BE USED AS THE REFERENCE FOR ANY WEB DEVELOPMENT HANDOFF.



IKI HOSPITALITY® MOCKUPS

MENU

THIS MOCKUP SHOWS THE IKI HOSPITALITY® BRAND SYSTEM APPLIED TO A PHYSICAL MENU. THE ICON-MARK ANCHORS THE TOP OF THE MENU CARD, WHILE THE TYPOGRAPHY, COLOR PALETTE, AND LAYOUT HIERARCHY ALL PULL DIRECTLY FROM THE BRAND STANDARDS — DEMONSTRATING HOW THE IDENTITY TRANSLATES TO A REAL, TACTILE GUEST-FACING TOUCHPOINT.

THE TWO-TONE LAYOUT — CREAM ON TOP, GOLD BELOW — REFLECTS THE BRAND PALETTE IN A FUNCTIONAL CONTEXT, SEPARATING MENU SECTIONS WHILE MAINTAINING VISUAL COHESION. THIS MOCKUP SERVES AS A REFERENCE FOR HOW THE BRAND SHOULD FEEL IN PRINT: CONSIDERED, CLEAN, AND CULTURALLY GROUNDED.



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