

AKAMI®

赤身 AKAMI

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AKAMI®
LOGOS

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COVER
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AKAMI

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AKAMI® LOGOS

VARIATIONS

THIS SLIDE INTRODUCES THE COMBO-MARK — THE PRIMARY LOGO FORMAT FOR BOTH IKI NORI® AND IKI RAMEN® UNDER THE AKAMI® 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 AKAMI® 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.



AKAMI® LOGOS

SAFE ZONES

THE AKAMI® 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
AKAMI® LOGO SUITE



WHITE SPACE ON THE TOP MATCHING
1X-1.5X THE MARK SIZE USED FROM THE
AKAMI® LOGO SUITE

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

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

AKAMI®
COLORS

(PAGES 06 - 09)

- COVER
- PALETTE
- CONTRASTS
- UI SHADES

AKAMI

SUSHI

AKAMI® COLORS

PALETTE

THE AKAMI® 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.

AKAMI®

CREAM

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

AKAMI®

GOLD

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

AKAMI®

GRAY

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

AKAMI®

BLACK

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

AKAMI® COLORS

CONTRASTS

THIS SLIDE DOCUMENTS THE APPROVED COLOR PAIRINGS WITHIN THE AKAMI® 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>AKAMI</div>		<div>AKAMI</div>		<div>AKAMI</div>		<div>AKAMI</div>	
CONTRAST	14.76	CONTRAST	8.52	CONTRAST	5.44	CONTRAST	3.14
FILL	BLACK	FILL	BLACK	FILL	GRAY	FILL	GRAY
TEXT	CREAM	TEXT	GOLD	TEXT	CREAM	TEXT	GOLD

<div>AKAMI</div>		<div>AKAMI</div>		<div>AKAMI</div>		<div>AKAMI</div>	
CONTRAST	8.52	CONTRAST	3.14	CONTRAST	14.76	CONTRAST	5.44
FILL	GOLD	FILL	GOLD	FILL	CREAM	FILL	CREAM
TEXT	CREAM	TEXT	GRAY	TEXT	BLACK	TEXT	GRAY

AKAMI® COLORS

UI SHADES

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

AKAMI®
TYPE

(PAGES 10 - 13)

COVER
SUITE
TRACKING
UI SCALE

AKAMI

SUSHI

AKAMI® TYPOGRAPHY

SUITE

THE AKAMI® 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

`~!@#\$%^&*()-
_+=+[{]}\|;:’”,<.>/?

AKAMI® TYPOGRAPHY

TRACKING

TRACKING — OR LETTER SPACING — IS A DEFINING CHARACTERISTIC OF THE AKAMI® 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

4% LETTER SPACING (TRACKING)

40 LETTER SPACING (TRACKING)

AKAMI®

BODY

2% LETTER SPACING (TRACKING)

20 LETTER SPACING (TRACKING)

AKAMI®

AKAMI® TYPOGRAPHY

UI SCALE

THIS SLIDE DEFINES THE AKAMI® 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.

54PX

120% LH

AKAMI® (MMMM)

POST GROTESK
BOLD

45PX

120% LH

AKAMI® (MMMM)

POST GROTESK
BOLD

37PX

120% LH

AKAMI® (MMMM)

POST GROTESK
BOLD

31PX

120% LH

AKAMI® (MMMM)

POST GROTESK
MEDIUM

26PX

120% LH

AKAMI® (MMMM)

POST GROTESK
MEDIUM

22PX

120% LH

AKAMI® (MMMM)

POST GROTESK
MEDIUM

18PX

140% LH

AKAMI® (MMMM)

GUTON
MEDIUM

15PX

140% LH

AKAMI® (MMMM)

GUTON
REGULAR

12PX

140% LH

AKAMI® (MMMM)

GUTON
REGULAR

10PX

140% LH

AKAMI® (MMMM)

GUTON
REGULAR

AKAMI®
MOCKUPS

(PAGES 14 - 15)

COVER
FAVICON

AKAMI

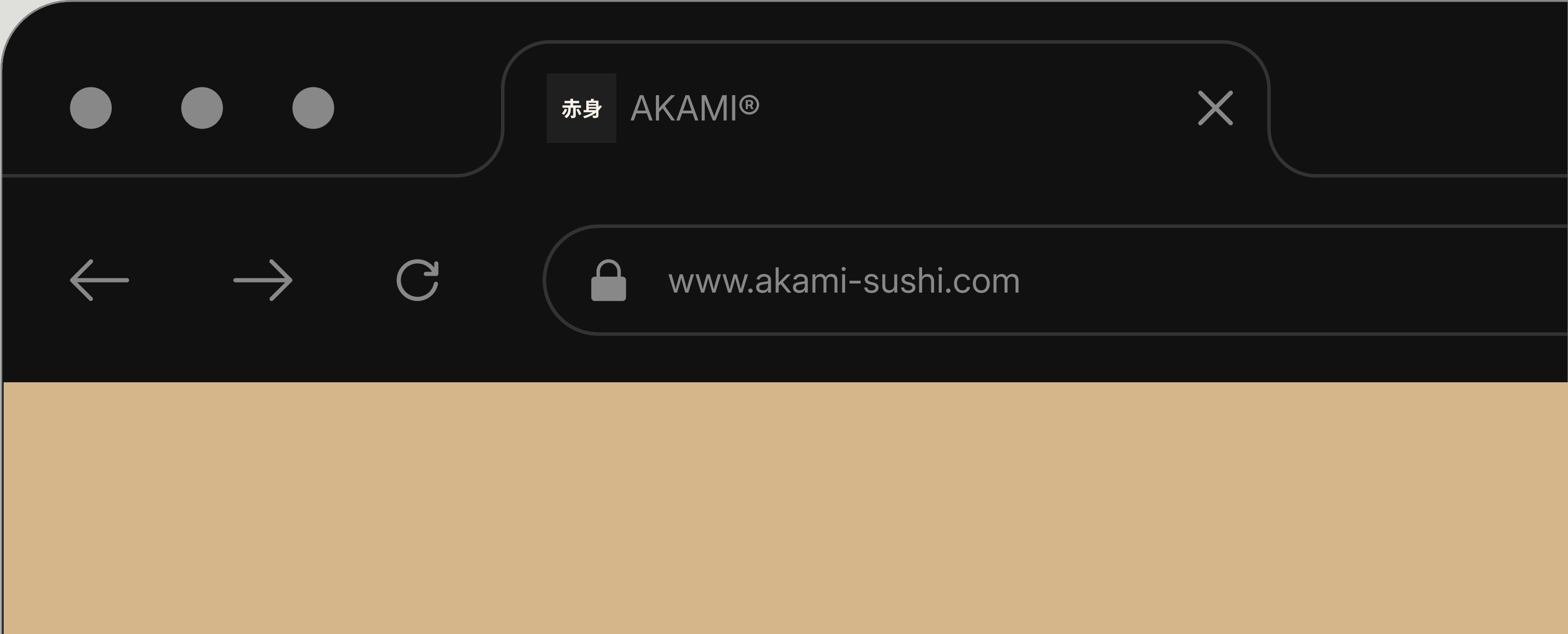
SUSHI

AKAMI® MOCKUPS

FAVICON

THE AKAMI® 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.



AKAMI®

赤身 AKAMI