



PREPARED BY C&I

BRAND GUIDELINES

Foreword

This is the language we will use to communicate the values outlined for Buddha Bowl. Our language is crafted to reach the necessary audiences, and transform their interest into action. All published content will adhere to these standards in order to support brand pillars and core values. By sticking to these guidelines, we will ensure all internal and external communications remain consistent with Buddha Bowl's standards and persona.

Mission Statement

Our mission is to reconnect people with their food. We will show our audience how to rethink the way they approach eating. We infuse original recipes, natural ingredients, and creative culinary action to fuel lifestyle in the form of delicious food. We believe that food should propel people, not slow them down.





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BRAND PILLARS

01.

01. Brand Pillars

Ingredients

The ingredients we use at Buddha Bowl are indicative of the lifestyle we are defining. Our brand is a recipe for healthy, clean living. Every recipe is a strategic combination and timely application of individual ingredients. Our ingredients will highlight our brand and reinforce our position on healthy living via delicious food. We can pivot our attention on ingredients in a number of directions in order to keep the content fresh. We will talk about the quality of our products, the local farms we source them from, the way we prep our ingredients, and our kitchen as a whole. This is Buddha Bowl's primary brand pillar. The majority of content will revolve around the transformation of raw ingredients. Our recipes are visions of how different foods can come together to build original flavor. Our menu, and our philosophy on food, is what makes Buddha Bowl unique. Our dining experience is a journey from soil, to kitchen, to taste buds and tummy.



**Preparation. Healthy.
Flavorful. Local.
Treatment. Fresh.
Preparation.**

01. Brand Pillars

Healthy Living

The idea that food should promote equilibrium and healthy living is one of our guiding philosophies. Buddha Bowl is dining for modern living. It prompts our chefs to source natural ingredients and derive fresh, uplifting recipes from them. With that said, Buddha Bowl stands to reinforce the concept that food should fuel lifestyle, not slow it down. We will cater to healthy living via uplifting content and active speech. Our express dining experience reinforces this mindset. Our system is designed to eliminate wait-time so our guests can savor every bite of their meal without having to scarf their food, waste their food, or take it to-go. Stress-free dining equals healthy dining. We believe that mind, body, and spirit are all connected and therefore affect one another. Physical health determines a person's state of mind and state of being. Physical health is measured by how well we treat our bodies. A good diet, purposed from fresh ingredients, and served in a calm atmosphere is our idea of healthy living via food. Not only is Buddha Bowl the healthier alternative to fast food, it is customized based off our guests' dietary needs. Our brand exists to fuel the consumers day, their way.



**Foodies. Active.
Fuel. Mind-Body.
Equilibrium.
Modern.**

01. Brand Pillars

Dining Experience

Experiencing food is a primary function of our brand. We are taking food beyond necessity. In a world that is constantly and rapidly moving, it is important to pause and savor the good times— Buddha Bowl is full of these pause-worthy moments. We need to convey the importance of our audience experiencing their food. We designed our dining experience to enhance ideas of what healthy eating actually is. We empower the consumer with an affordable, customizable menu, so they can act on their cravings. In our kitchen, we prepare our ingredients so every meal can be personally tailored. Customization enhances the consumer experience, because it invites them into our kitchen alongside our chefs. Empowering the consumer is a key component of our brand. We want our guests to feel personally involved in the making of their meal. We believe that personalized dining experiences should revolve primarily around the food and how people enjoy what they are eating, which is why our dining experience is affordable (we want our guests to be able to try anything they'd like).

**Natural.
Customizable.
Express.
Affordable.
Personal.**



That is also why our ordering scheme is expedited. We want to provide our guests quick access to their food (even during the dinner / lunch rushes) so they can spend more time enjoying it. Our express-oriented ordering scheme is a highlight of this brand pillar.



TONE OF VOICE

02.

02. Tone Of Voice

Modest

Modest language is a hallmark of Buddha Bowl. Modest language application will be most focused around media captioning. We're calm, let the food (in some instances) speak for itself. We do not want to diminish the value of our media content with oversaturated language. We know our food is good, and we know it looks delicious. That is why we are relaxed when we talk about our menu items. Modest language will pique our audience's curiosity.

Genuine

We do not hype up our food with lofty language. Remember, we are modest. We embody enlightenment and empathy, and therefore respect all walks of life and forms of taste buds. Our brand is rooted in a natural mindset. Our language must be calm if we are going to truly represent a genuine brand image. Genuine language comes from the heart. We love food so much we built a restaurant to share it with everyone.



02. Tone Of Voice

Vibrant

Our kitchen is vibrant. Every dish we serve is proof of that. We spotlight every ingredient, which makes each dish unique. Using vibrant language does not endanger genuine speech. Food is fun. Food is life. We design our recipes for people to enjoy. Our ingredients come from all over the world. Food, as culture, should have a certain flair about it, especially meals derived from Asian flavors, which are bold and distinct. We can't be afraid to show that.

Knowledgeable

Since our brand is positioned to encourage healthy eating, we must be knowledgeable. We absolutely cannot make false or over-emphasized statements about what our food (and the ingredients we use) can do to benefit the body. We can, however, give credence to the fact that our ingredients are healthy and they do promote certain nutritional values that are directly correlated to good health. In this respect, when talking about our food, we need to be knowledgeable and educated. We must know and properly express the underlying nutritional value in each ingredient and how that enhances healthy living.



02. Tone Of Voice

Confident

Modest language is a hallmark of Buddha Bowl. Modest language application will be most focused around media captioning. We're calm, let the food (in some instances) speak for itself. We do not want to diminish the value of our media content with oversaturated language. We know our food is good, and we know it looks delicious. That is why we are relaxed when we talk about our menu items. Modest language will pique our audience's curiosity.

Enlightened

Enlightened language serves to educate our audience on the mindset of Buddha Bowl. We are a brand that prizes equilibrium in mind, body, and spirit. The food we serve and the way we prepare it is meant to align those states of being. The way we feed our bodies determines how our mind feels. We are enlightened to the importance of food — not only as an avenue to physical health but as a vessel of culture and family-togetherness. People gather around food. They express themselves through food. Enlightened language will translate in the way we address foodies from every walk of life.



This is where we say,
**"Food is delicious.
Food should be healthy.
Great dining is something
worth celebrating."**



CORE VALUES

03.

03. Core Values



Discipline

Food is our craft. We exercise discipline and intention in our work. This is how we uphold our standards of better, tastier food. This applies to formulating new recipes, preparing the food, serving the food, and even talking about food. We are focused on providing a better experience for our guests. We listen to our audience and value their considerations. We will present ourselves as professionals, because that is who we are.

Health

We do not create ordinary food. Our intention is to provide delicious tasting food that is derived from natural, fresh ingredients and served in a convenient fashion for our guests. We do not compromise the integrity of our food with artificial flavors. We prepared our ingredients in-house everyday. We know every ingredient that goes into the making of our food, because our customers deserve to know every ingredient that is in their food. We cook to satisfy both taste buds and tummy.

03. Core Values



Convenience

Quality does not need to be altered for the sake of convenience. Our specialized dining experience is designed to incorporate both. Good food should not be an obstacle in our day. It should revolve around our way of living. That is why we offer express quality convenience. Less time waiting means more time for customers to enjoy their day.

Cleanliness

Fail in cleanliness and our brand will fail to attract. This core value follows closely to discipline. We do not allow one function to suffer at the benefit of another. We find time to achieve both. Reinforcing this core value will strengthen the perception of our kitchen.



LOGO SPECIFICATIONS

05. Logo Specifications | Logo Variations

Buddha Bowl's brand has 4 logo variants. The primary and secondary logomarks should be prioritized on all large applications (such as printed material). In the event that the legibility of the logomark is comprised, the wordmark may be used in digital formats. The black and white variation should only be used when primary and secondary logos do not offer sufficient contrast.

Primary Logomark



Black and White Variation



Secondary Logomark



Wordmark Variation



05. Logo Specifications | Primary Logo

The primary logo placement on white or lightly colored printed materials should be prioritized. These are examples of appropriate primary logo applications.



05. Logo Specifications | Secondary Logo

The secondary logo is used for instances wherein the logo is placed over an image or richly colored background, because the primary logo would not supply sufficient contrast. These are examples of appropriate secondary logo applications. Avoid placing the secondary logo on light backgrounds that hinder its legibility.



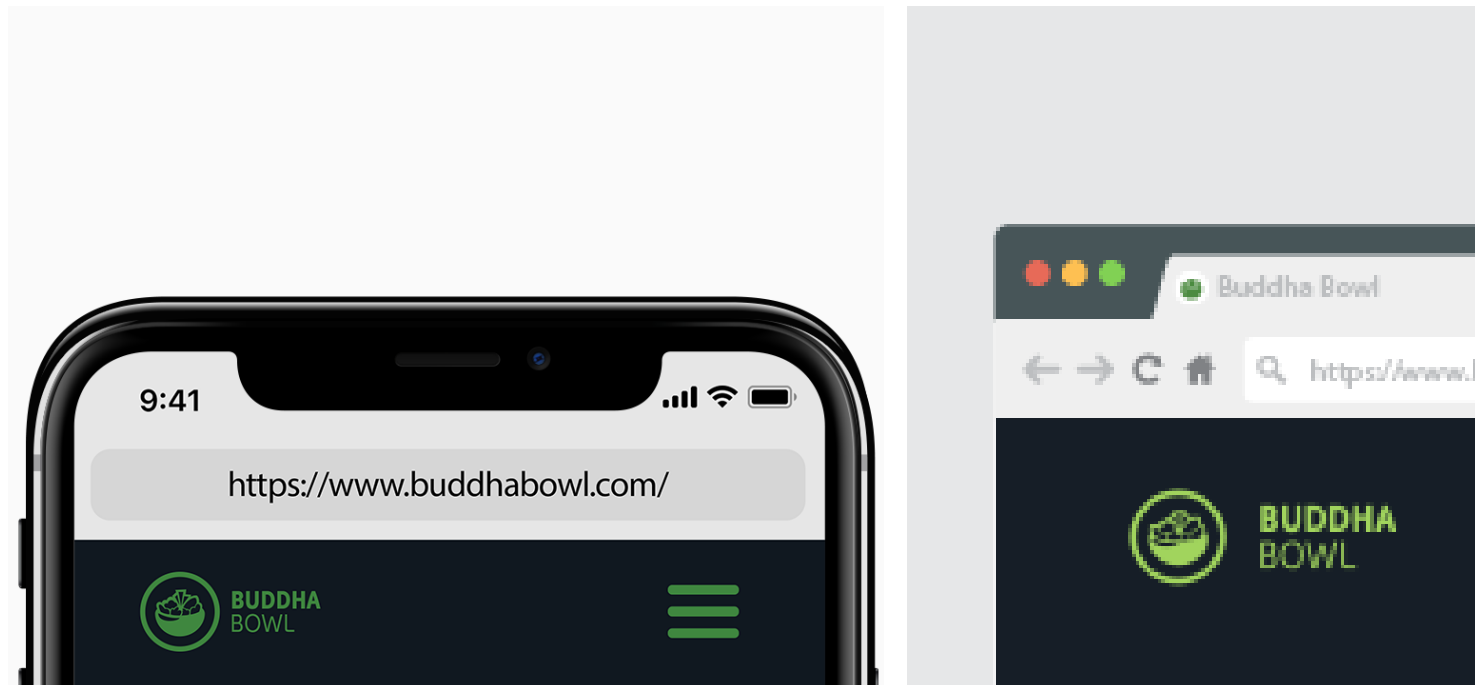
05. Logo Specifications | Black & White Logo

The black & white logo may be placed on white or one-color printed materials, such as vinyl or textured material. The back and white logo should be avoided in instances where the primary or secondary logo could be used, to preserve brand recognition. These are examples of appropriate primary logo applications. Avoid placing the black and white logo on colored or dark backgrounds. This logo variation may not be used outside of printed applications.



05. Logo Specifications | Horizontal Variation

The horizontal variation may be used in small applications, where the logo might need to be at a smaller scale than the minimum 1 inch height, such as web or mobile applications. This variation is reserved only for digital contexts and should not be used on printed material to preserve brand recognition of the primary and secondary logomarks.



05. Logo Specifications | Logo Clear Space



x = The bowl within the logomark.

Safe Zone

The gray area indicates the safe zone. Other graphical and visual elements can be safely positioned up to the adjoining dotted area.



For legibility purposes,
Buddha Bowl's logo
minimum size is 1 inch height.

Clear Space

The dotted area indicates the clear space, which is defined by the height of Buddha Bowl's bowl logomark (sans the enclosing circle). This area must be kept free of all visual elements.

05. Logo Specifications | Incorrect Usage

These are examples of incorrect logo usage and elements. Please do not do apply any of the following treatments to any Buddha Bowl brand applications.

DO NOT Reposition any elements within the logo.



DO NOT change the word mark into another font.



DO NOT change the logo into unspecified colors.



DO NOT alter any elements within the logo.



DO NOT add drop shadow or effects to the logo.



DO NOT outline any elements within the logo.



DO NOT stretch the logo, hold shift while scaling.



DO NOT place primary logo on a busy background.

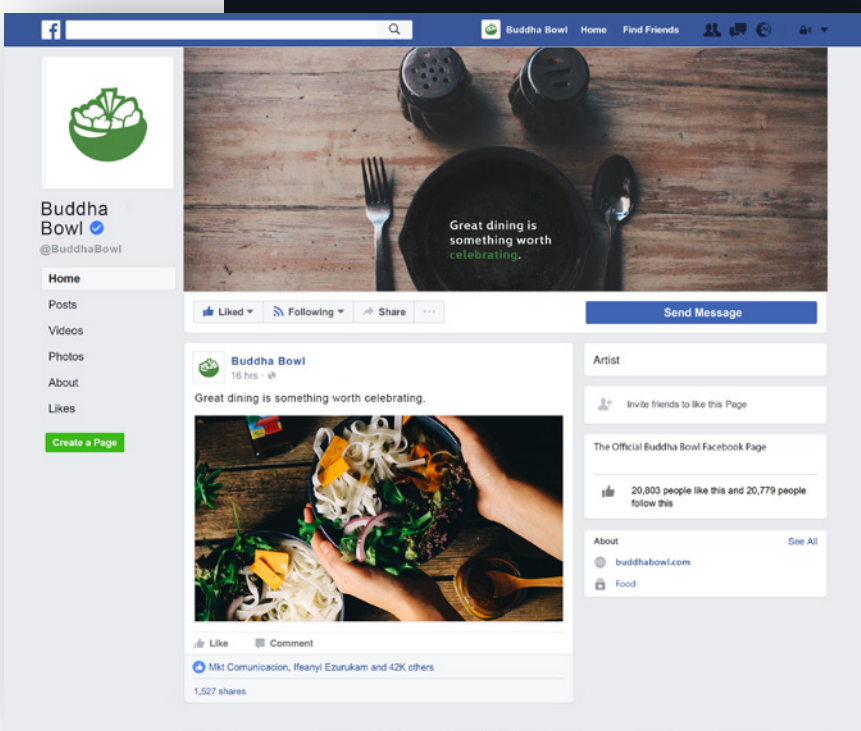
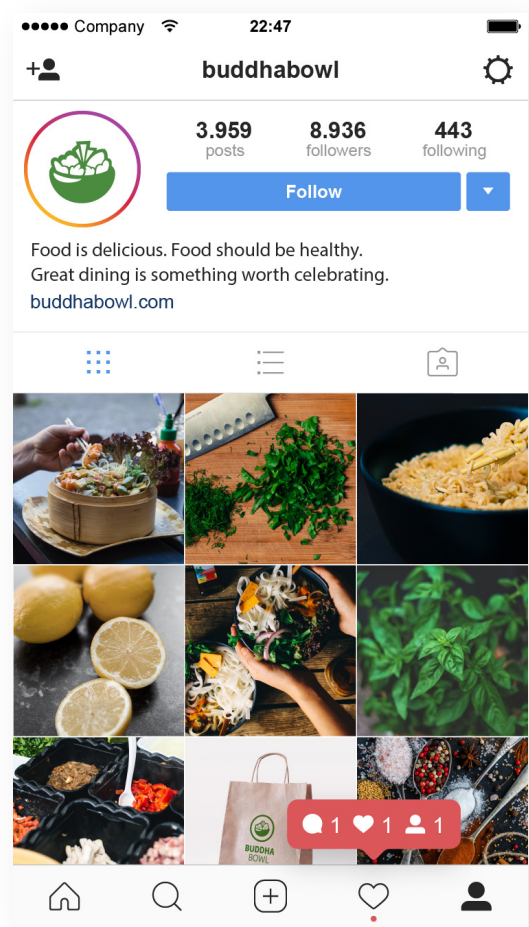


DO NOT resize any elements within the logo.



05. Logo Specifications | Social Media Icon

Buddha Bowl's social media icon consists of the secondary logo sans the wordmark. This minimal logo application will look clean in any enclosed square or circle across different platforms.





TYPEFACES

05.

05. Typefaces

These typefaces should be used in all of Buddha Bowl's communications to represent a consistent visual identity. This includes promotional materials, advertising, printed and digital collateral.

Primary Typeface

A large, bold, green lowercase letter 'ä' rendered in the Kyrial font family. The letter has a thick, rounded body and two distinct, circular dots above it.

KYRIAL FONT FAMILY

Secondary Typeface

A large, bold, green lowercase letter 'ä' rendered in the Hind font family. The letter has a thick, rounded body and two distinct, circular dots above it, appearing slightly more compact than the Kyrial version.

HIND FONT FAMILY

05. Typefaces | Primary Typeface

Kyrial Display Pro is the primary typeface and logotype. This is the preferred face for representing the brand and is available on Adobe Typekit. Kyrial provides a variety of weights for primary headlines and body copy.



KYRIAL FONT FAMILY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

05. Typefaces | Secondary Typeface

Hind is the secondary typeface. This face is accessible via Google fonts and is a web-safe font. This typeface is approved for usage on Buddha Bowl's website and any digital applications. However to preserve brand recognition, Kyrial should be used whenever possible over Hind.

ä

HIND FONT FAMILY

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz
0123456789

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OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz
0123456789

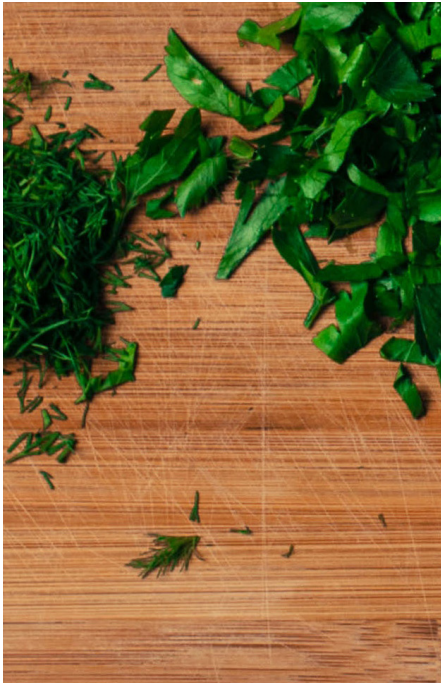
ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz
0123456789



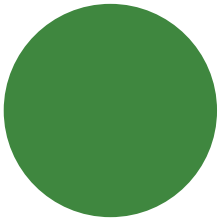
COLOR PALETTE

06. Color Palette



06. Color Palette

Primary Color Palette



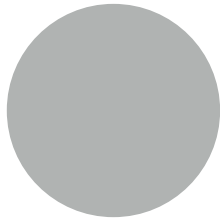
Chimi Green

Pantone 7741C

C 78, M 25, Y 100, K 10

R 63, G 135, B 63

#3f873f



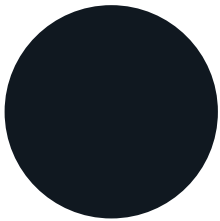
Mushroom Grey

Pantone 421C

C 32, M 24, Y 26, K 0

R 176, G 179, B 178

#B0B3B2



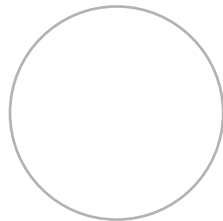
Black Rice

Pantone Black 6C

C 82, M 71, Y 59, K 75

R 16, G 24, B 32

#101820



Tofu White

C 0, M 0, Y 0, K 0

R 255, G 255, B 255

#ffffff

Secondary Color Palette



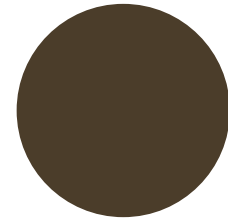
Avocado

Pantone 367C

C 41, M 0, Y 82, K 0

R 162, G 212, B 94

#a1d45d



Teriyaki

Pantone 7554C

C 54, M 60, Y 77, K 53

R 63, G 135, B 63

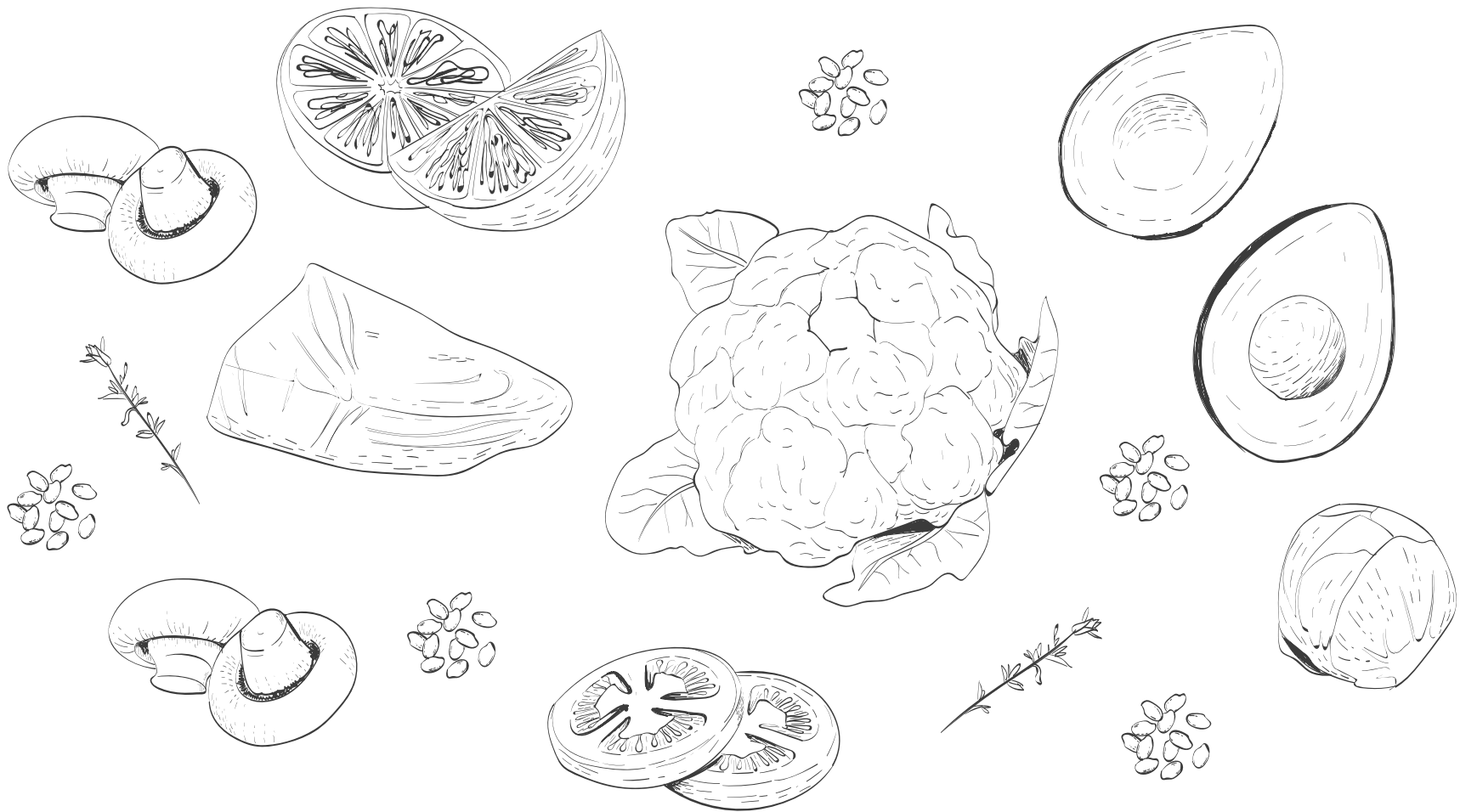
#4b3d2a



GRAPHIC ELEMENTS

07. Graphic Elements | Patterns & Illustrations

These sets of patterns can be used to further add more graphic appeal to any branded application. These can be used in printed or in digital context, in any format, opacity, and color treatment within Buddha Bowl's color palette.



07. Graphic Elements | Patterns & Illustrations



05. Iconography

These icons can be used throughout print and digital materials to indicate whether a Buddha Bowl dish is vegetarian-friendly, vegan-friendly, or gluten-free.



Vegetarian



Gluten Free



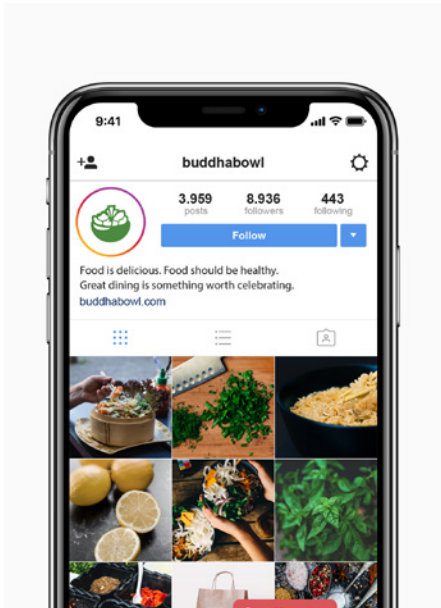
Vegan

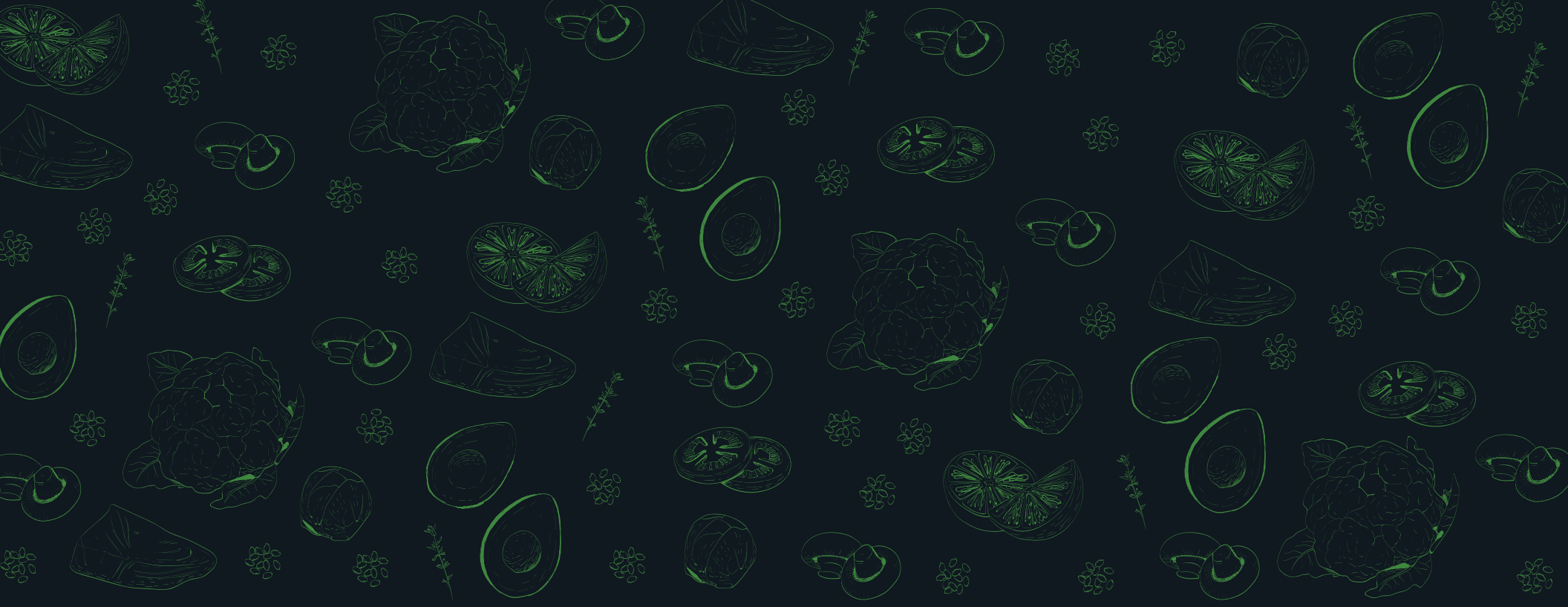


BRAND APPLICATION

08.

08. Brand Application





BUDDHA
BOWL