SIP SIP WOK

HOT WOK • COLD BEER • LUCKY YOU

BRAND GUIDE & ASSETS

01.

LOGO SYSTEM

SIP SIP WOK

HOT WOK • COLD BEER • LUCKY YOU

LOGO COLOR

RED BACKGROUND

MAIN LOGO



HORIZONTAL LOGO



VERTICAL LOGO



LINK TO ASSET

LOGO COLOR

GREEN
YELLOW
BACKGROUND

MAIN LOGO



HORIZONTAL LOGO



VERTICAL LOGO



LOGO MONO COLOR

BLACK

MAIN LOGO



HORIZONTAL LOGO



VERTICAL LOGO



LOGO MONO COLOR

WHITE

MAIN LOGO



HORIZONTAL LOGO



VERTICAL LOGO

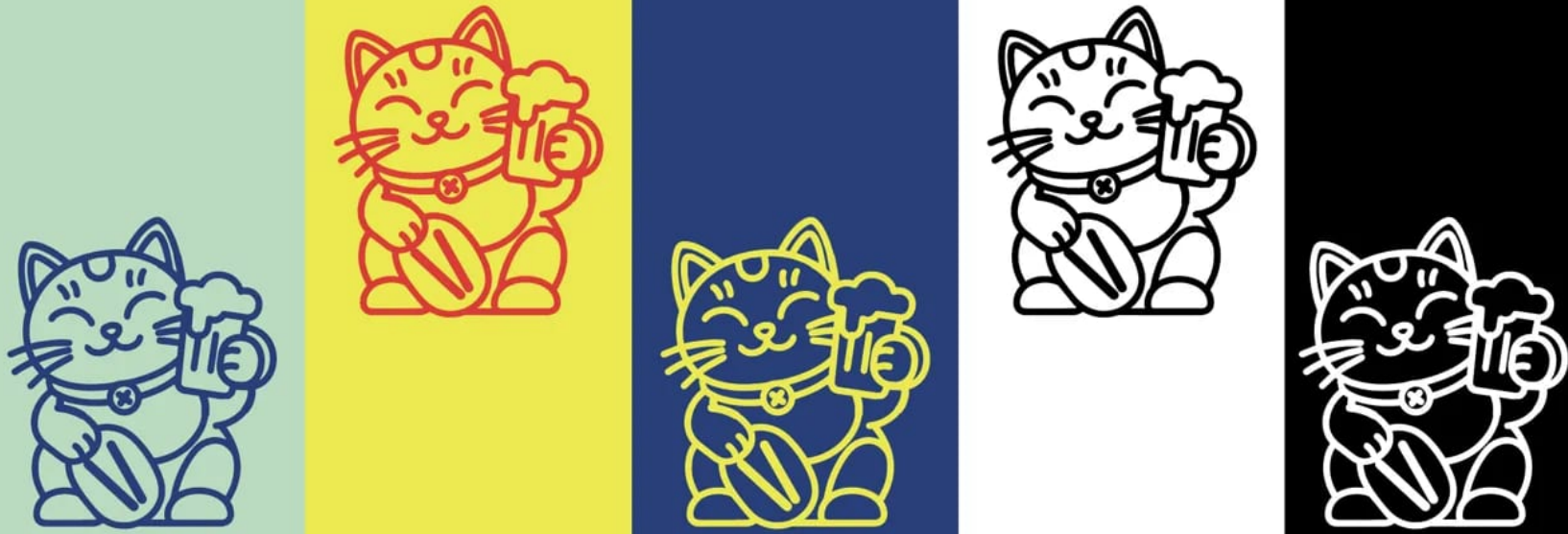


02.

LUCKY CAT ICON



CAT LOGO DESIGN



LINK TO ASSET

CAT ICON

FLAT





OUTLINE











LINK TO ASSET

CAT +BEER +COOKIE ICON

FLAT





OUTLINE











LINK TO ASSET



03.

COLORS







COLORS

RGB	219, 60, 56	RGB	235, 233, 80	RGB	40, 63, 121	RGB	188, 218, 192
HEX	#DB3C38	HEX	#EBE950	HEX	#283F79	HEX	#BCDAC0
CMYK	3, 86, 74, 5	CMYK	13, 0, 78, 0	CMYK	89, 72, 10, 26	CMYK	32, 2, 31, 0

04.

FONT SYSTEM



LOGO & TITLING FONT

OPTIC HEAVY

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

LINK TO ASSET

SYSTEM FONT

POPPINS

LINK TO ASSET

TITLING

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmno
pqrstuvwxyz

POPPINS BOLD
200 PT KERNING

BODY

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accu-msan et iusto odio dignissim qui blandit praesent luptatum

POPPINS REGULAR

05.

ILLUSTRATIONS

LINK TO ASSETS



ILLUSTRATIONS

RED MAIN ELEMENTS



LINK TO ASSET

ILLUSTRATIONS

BLUE MAIN ELEMENTS



LINK TO ASSET

COASTERS





LINK TO ASSET

MAIN PATTERN

SEAMLESS

MODULE



LINK TO ASSET



SECONDARY PATTERN 1

SEAMLESS

MODULE



LINK TO ASSET



SECONDARY PATTERN 2

SEAMLESS

MODULE



LINK TO ASSET




SIP
SIP
WOK
HOT WOK + COLD BEER + LUCKY YOU
THANK YOU