

SUKI

BY MARIN PROVISIONS

BRAND GUIDELINES

LOGO

PRIMARY LOCKUP

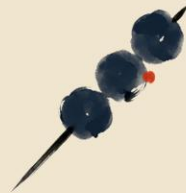
The sumi-e skewer mark beside the SUKI wordmark. Default for headers, signage, and anywhere there is room to breathe.



WORDMARK

SUKI

SUMI MARK



USAGE

- Keep clear space around the mark equal to the height of the S.
- Never recolor the marks outside the three brand colors.
- Never remove or straighten the hand-stamped letter tilt.
- Never stretch, skew, or add effects to the wordmark.
- On dark surfaces, use the cream marks; on light, the navy.

PALETTE

PAPER

#FOE6D0

RGB 240 230 208

Backgrounds and light surfaces. The default canvas.

INK

#1D2B3A

RGB 29 43 58

Primary text, dark blocks, the navy panel.

FIRE

#D42B1A

RGB 212 43 26

Accents, prices, calls to action. Use sparingly.

TYPOGRAPHY

WINGMAN

Display. Headlines, the SUKI mark, section titles. Always set in all caps with a slight hand-stamped tilt on each letter.

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

SPECIAL ELITE

Body. Descriptions, captions, market details, interface text. A typewriter face — keeps the brand grounded and hand-made.

abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789 & \$. , —

PAIRING

Wingman sets the loud word. Special Elite carries everything that explains it. Never use Wingman for long body copy.

THE FEEL

VOICE

- Declarative and plain-spoken. Say what the thing is.
 - Customer-first — describe the experience, not the process.
 - No theater, no purple prose. "Tokyo street food in Marin."
 - Lowercase for warmth, all-caps for the loud moments.
-

VISUAL LANGUAGE

- Hand-stamped tilt — every headline letter rotates a touch.
- Sumi-e brush — the skewer mark, dividers, ink gestures.
- Paper grain — a soft texture over photos and dark blocks.
- Woodblock influence — bold, flat, confident shapes.
- Hand-drawn icons — chicken, pig, cow, mushroom silhouettes.
- Real photography — fire, smoke, skewers. Never stock.



SUKI · BY MARIN PROVISIONS