



明石鯛

AKASHI-TAI
JAPANESE SAKE

BRANDBOOK





AKASHI-TAI

1. BRAND FUNDAMENTALS *Who we are*

Manifesto

WE COME FROM THE EAST

Our origins lie in Hyogo, on the shores of Osaka Bay.
The birthplace of sake, steeped in its art and traditions.
Akashi-Tai is a journey of discovery.

WE CELEBRATE THE GENUINE

From locally grown and carefully selected rice varieties,
Our artisan sake is handmade in small batches by our master brewer.
Akashi-Tai is the fruit of authentic craftsmanship.

WE CHAMPION THE EXPERIMENTAL

Like our emblem the Sea Bream, we swim against the current.
A spirit of exploration inspires us; facing challenges makes us strong.
Akashi-Tai is uniquely unconventional.

WE BELIEVE IN STRENGTH OF CHARACTER

Only with patience and precision can the depth and nuance
of our ingredients be revealed. Only with honor and integrity
can excellence be attained. Akashi-Tai is the symbol of our values.

EXUBERANT, GENEROUS, AND OPEN-HEARTED

Akashi-Tai is an invitation to look closer, to reach deeper, and to step
into a world in which the character of hidden details is at last revealed.



Target audience

- Men and women in their 30's with children.
- Educated.
- (Upper) Middle-class.
- Enjoy to integrate different cultural elements to their everyday lives.
- Not heavy Sake drinkers nor experts, wine lovers.
- They buy Sake on an impulse to enjoy it at home with friends.
- They drink Sake in Japanese restaurant as a treat.
- They like to be in the know.



Brand values

Values are principles and beliefs we stand for. They are ingrained in brand truths. They are a source of deep identification, and influence actions and behaviour.

GENUINE

Genuine is about possessing a claimed or attributed quality, or origin.

Akashi-Tai is made in the art and traditions of sake. Real, free from pretence or hypocrisy. Rooted in time, since 1856.



AKASHI-TAI

Brand values

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EXPERIMENTAL

This is the process of trying out new ideas, methods, or activities.

Akashi-Tai shows a fertile and imaginative personality. A constant willingness to question and to adjust traditions.



Brand values

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CHARACTER

Character is the mental and moral qualities, distinctive to an individual.

Akashi-Tai is about acting with integrity and being expressive. The flavours we look to develop and invent. Our attachment to the sea bream.



AKASHI-TAI

Brand personality

KNOWLEDGEABLE



FERTILE



TIMELESS



REFINED



IMAGINATIVE



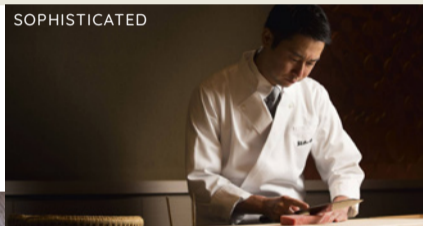
WITH INTEGRITY



EXPRESSIVE



Brand tone and manner



Brand mission

AKASHI-TAI
JAPANESE SAKE

Reveal the character within



AKASHI-TAI



AKASHI-TAI

2. BRAND UNIVERSE

Brand logo

The full brand block is built as a combination of the brand's Japanese 'kanji' expression, our brand icon (the sea bream), a romanized name, and a product descriptor.

The Japanese 'kanji' expression and the sea bream icon should always be combined together, with or without the brand in Roman alphabet.

The romanized logotype and product descriptor can live together separately from the other elements.

Exercise caution when using files from the brand toolkit. Do not create or amend any of the brand elements supplied. No other combinations, size ratios or colors are accepted, other than those supplied.

FULL
BRAND BLOCK



JAPANESE
BRAND BLOCK



ROMAN ALPHABET
BRAND BLOCK

AKASHI-TAI
JAPANESE SAKE



AKASHI-TAI

Colors and fonts

OUR COLOUR PALETTE



C100 M69 J8 N62
PANTONE 295 C



C15 M100 J100 N0
PANTONE 200 C



C0 M0 J0 N100
PANTONE Black C



C7 M5 J12 N0
PANTONE 663 C

PRINCIPAL FONT

Quicksand (Regular)

abcdefghijklmnopqrstuvwxy z

ABCDEFGHIJKLMN O P Q R S T U V W X Y Z

123456789

SECONDARY FONT

Dancing script (Regular)

abcdefghijklmnopqrstuvwxy z

ABCDEFGHIJKLMN O P Q R S T U V W X Y Z

123456789



Textures

The brand's visual territory is made from blue watercolor textures and illustrations.

The watercolor treatment is an artistic interpretation derived from the hand-drawn « tai » pattern at the core of the brand's identity, albeit with a much softer tone. The blue color is derived from the range's core product, Junmai Daiginjo Genshu.

This specific artistic approach enables the brand to own a bespoke visual expression that comes to life in a set of key visuals.



Key visual

A key brand visual has been developed to support the brand communication.

It is a highlight on sake usage, in a European style wine bar, and portrays consumption in wine glasses.

This visual in high resolution is part of the Brand Assets toolkit.



AKASHI-TAI



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3. BRINGING IT TO LIFE

Stand

The following stand design serves as an inspiration for locally creating your own stand when required for trade or consumer events. It provides a 'look & feel' to be respected, and adapted to the final configuration of your stand.

Files with the background illustrations are part of the Brand Assets toolkit made available to you.



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Invitation

The following design serves as a template for locally creating your own invitations. It fully respects the brand visual territory, and should be the inspiration for adaptations for your local events and into your language.

An InDesign file is part of the Brand Assets toolkit made available to you.





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