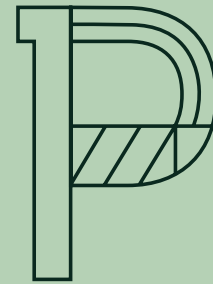


K O R E A N

PERILLAS

K I T C H E N



# Welcome! This is the Perillas brand standards guide.

At the end of the day, just like our food, we care about how others experience our brand. We've developed a carefully crafted identity that reflects the path we set for our future. This is a living guide that can grow along with us to ensure we make visual and strategic decisions that are cohesive across all of our brand applications.

## WE BELIEVE

We believe in treating people with dignity and respect. We believe focusing on people ultimately creates more value than focusing primarily on profits. We believe in sharing the joy of delicious and healthy Korean food in a fast, convenient and affordable way.

## OUR GOALS/VALUES

We always serve food that is fresh and consistently good, hand-delivered by a friendly staff that meets others wherever they're at in their food journey. No matter what. We have a set of values that we always live by:

RELIABILITY

INTEGRITY

HONESTY

TRUST

WHAT WE ARE

**Mindful**  
**Real**  
**Open-minded**  
**Inspiring**  
**Devoted**  
**Honest**  
**Accessible**

WHAT WE AREN'T

**Overcautious**  
**Contrived**  
**Trendy**  
**Status quo**  
**Obsessed**  
**Blunt**  
**Complicated**

## Brand attributes

Brand attributes are the qualities we want employees and customers to associate with Perillas. They are the foundation we can use to evaluate everything we do from our tone of voice, our visual design, and through the experience.

### Genuinely Personal

We are motivated by the interactions we have with our customers and work hard to anticipate their needs. At the end of the day, we are people and will always bring humility, warmth, and honesty into everything we do, even if that means righting a wrong.

- MAKE PEOPLE FEEL HEARD**
- BE YOURSELF**
- BE HELPFUL**

### Distinctly Independent

We are inspired to create better ways of making our food, paying no mind to the status quo. We guide others in their journey to new, delicious (and sometimes surprising) tastes and experiences.

- TRY NEW THINGS**
- BE COMFORTBLE WITH DISCOMFORT**
- CREATE A NARRATIVE**

### Carefully Crafted

We make our food from scratch because we believe the beauty is in the details. From preparation to a customer’s table, we consider every micro-moment because good food should feel like it was made with love.

- RELISH IN THE PROCESS**
- MAKE IT TANGIBLE**
- BE PURPOSEFUL**

### Intently Simple

We prioritize our experience to be uncluttered and easy within a complex world. Through our reduced physical footprint and curated menu, we want our customers to feel nourished by simple ingredients, and ready to face the world head-on.

- BE EFFICIENT**
- MAKE IT ACCESSIBLE**
- SIMPLIFY THE COMPLEXITY**

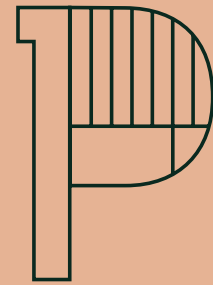
## Messaging samples

When writing communications, consider how you would want to speak with your customers. Because our brand takes a more simplified visual approach, we aim to make our communications as direct and to-the-point as possible so that anyone can interpret it, quickly. Our goal is to focus less on the presence of our tone and more on the enjoyment and organic experience of the food/servicing itself.

**Made from scratch. Made with love.**

**We'll make it right, no matter what.**

**Order up, to-go style.**



# Brand identity



# The simplified kitchen.

Our visual concept highlights the simplicity and efficient nature of Perillas. It ties together a reduced, intentional color palette with highly legible fonts, icons, and photography intent that emphasizes the warmth of our staff and the freshness/uniqueness of our food.

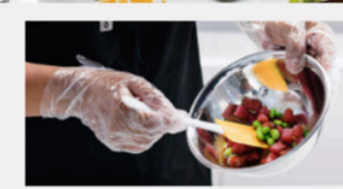
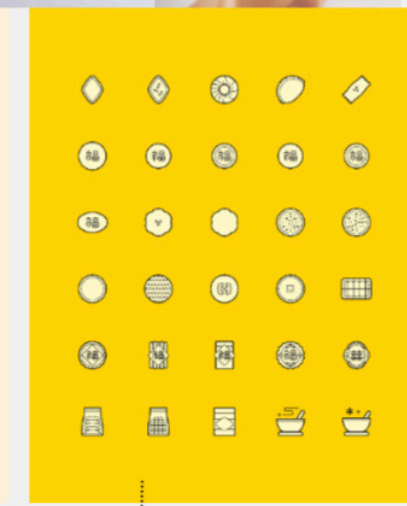
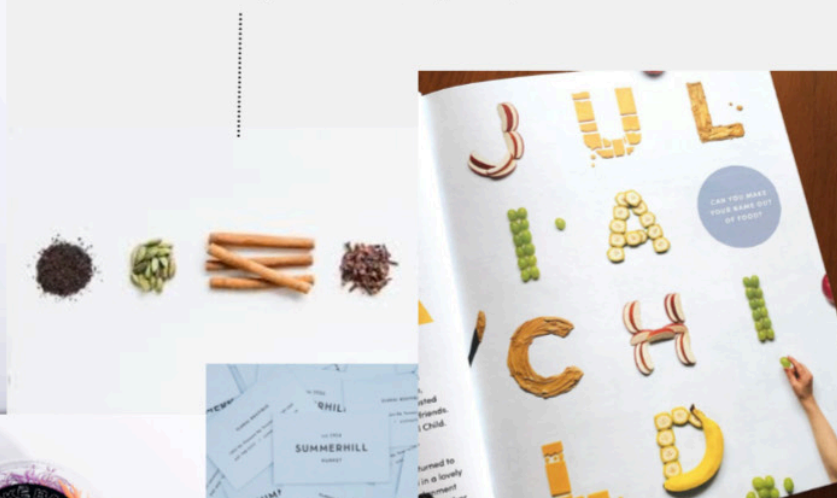
The next few pages document how to use our designed assets.

# Visual inspiration

**Color:**  
A hyper-minimalist palette (black and white) with limited accent colors.



**Photography:**  
Straight-on, naturally lit food that showcases ingredients in an organized, intentional way. Emphasis on efficiency/delivery.



**Typography:**  
Legible, sans-serif typefaces with subtle quirks and personality.

**Iconography:**  
Simple, vector illustrations that have line work and slight texture.

K O R E A N

PERILLAS

K I T C H E N



Letters are customized to give the logo a slightly friendlier, legible and unique presence

Use of 'Korean Kitchen' as a descriptor is direct and creates a casual, colloquial tone

Typography with wider spacing to give the mark a sophisticated yet established look. Its simplicity emulates the Perillas store space.

Descriptor type is positioned along a circular path, emulating the shape of a top-down view of a bibimbap bowl

K O R E A N

PERILLAS

K I T C H E N

PERILLAS

K O R E A N

PERILLAS

K I T C H E N

PERILLAS

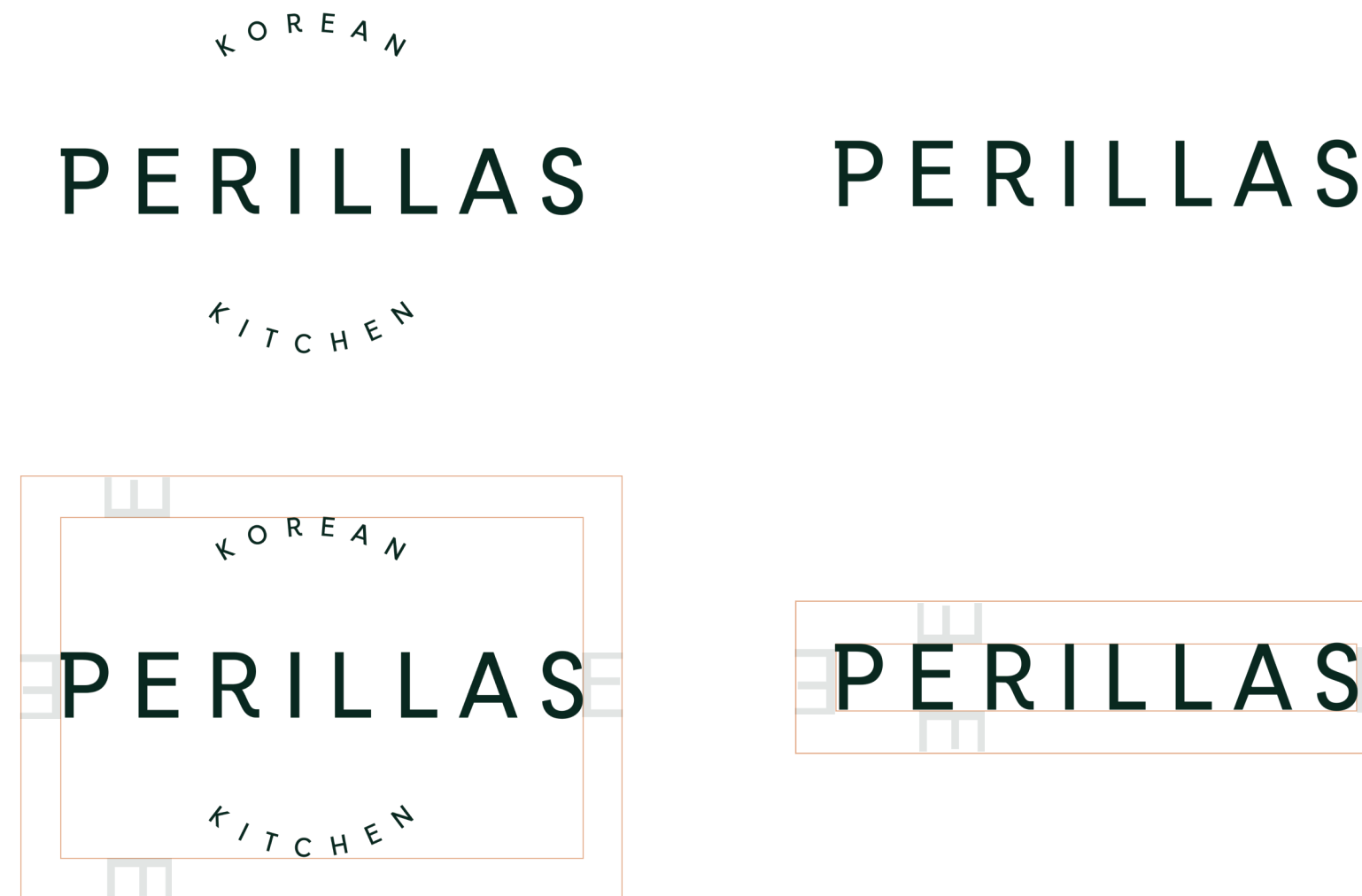
Full lockup with descriptor

Without descriptor

## Primary logotype

Our primary logo lockup can be scaled across a variety of touchpoints. There are two versions of this lockup, one with and without “Korean Kitchen” included. The full lockup (with descriptor), should be used in places where the cuisine type should be communicated.

When using our identity, it must consider the clear space (breathing space) around it, to command attention. The clear space leverages the width of the “E” around all sides of the logotype and is already built into the artwork files.



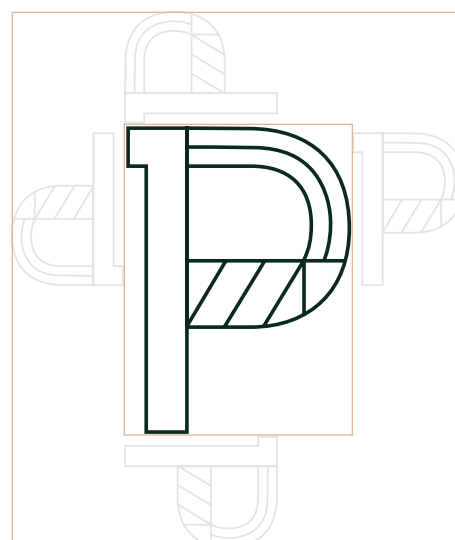
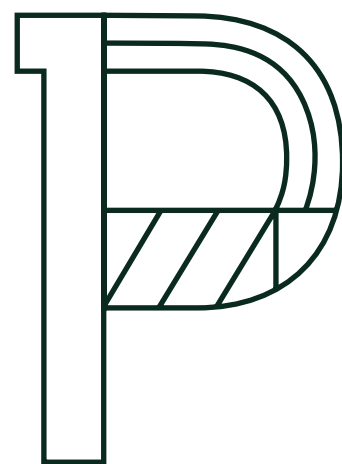
Note: RGB & CMYK logo files have been created for print/digital use.

## Secondary mark

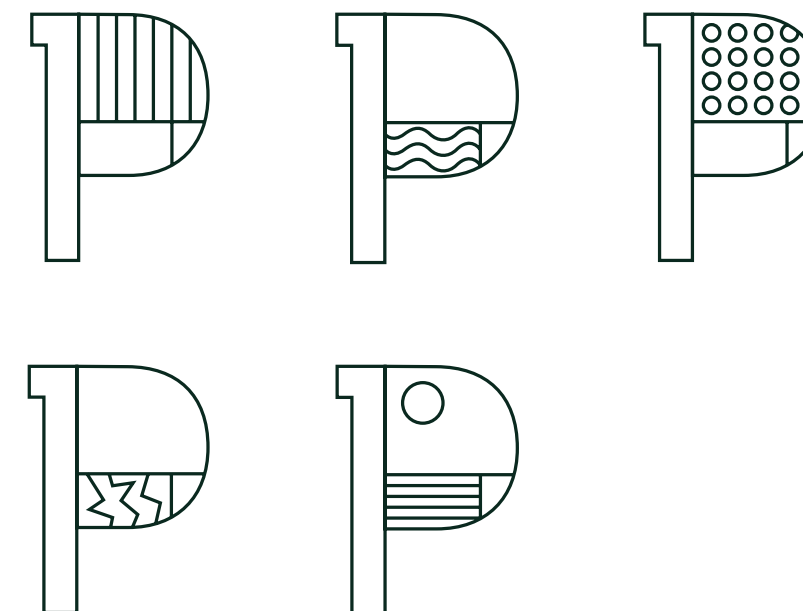
The secondary mark was created as an alternative visual device that can be used in applications that are more abstract or playful. The intent of this mark is to utilize the space within the Perillas "P" as a container grid that swaps out different line textures/shapes, similar to how bibimbap bowls are organized and made.

The "P" mark utilizes a half scale (50% smaller) of the P's width to create its surrounding clear space.

### Default mark



### Interchangeable marks



Note: RGB & CMYK logo files have been created for print/digital use.

## Logo mark scaling

When using our P mark at different sizes, it's important to be mindful of how the artwork appears at smaller sizes. This linework can become too small or light to stay visible.

In order to avoid this, we reduced and spread out the amount of linework within the P so that there is more breathing room to read the mark at smaller scales.

### LARGE

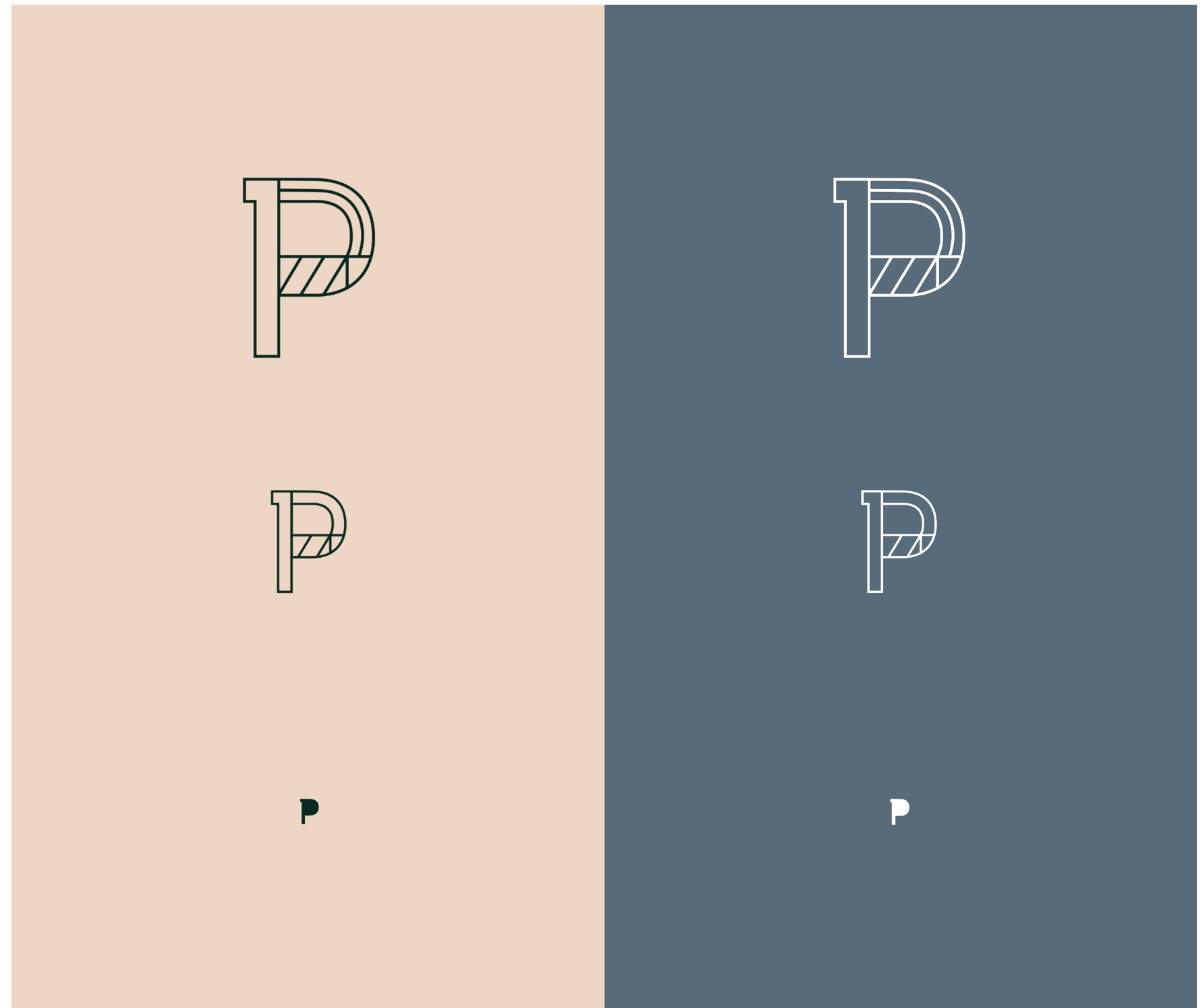
When using our mark at sizes above 120 pixels in height, we use this more detailed version.

### MEDIUM

When we scale our mark below 120 pixels in height, the linework is reduced.

### FAVICON

In the case of our favicon, we switch to a slightly altered version of this mark.





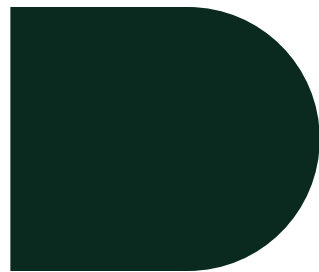


# Color palette

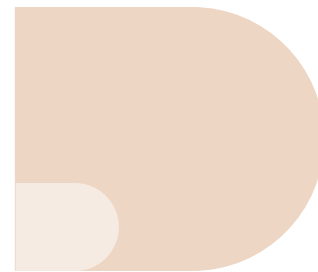
Our palette utilizes values that emulate the natural tones of our ingredients. It combines warmer earth tones with cooler, dark tones to provide contrast to our simple palette.



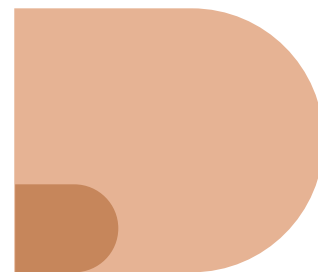
**LIGHT GREEN**  
R:182 G:209 B:182  
C:30 M:7 Y:33 K:0  
#B5D1B5



**DEEP GREEN**  
R:9 G:40 B:31  
C:84 M:56 Y:74 K:72  
#0A291F



**BEIGE**  
R:236 G:213 B:196  
C:6 M:16 Y:20 K:0  
#EDD6C4  
  
\*Inner color is a 50% tint



**TAN**  
R:229 G:178 B:147  
C:9 M:32 Y:41 K:0  
#E5B294

\*Inner color (#c6865b) is a darker value that can be added for contrast



**GRAY**  
R:87 G:107 B:122  
C:70 M:50 Y:40 K:13  
#576B7A



**WHITE**  
R:255 G:255 B:255  
C:0 M:0 Y:0 K:0  
#FFFFFF

# Color usage

This is overall percentage of how each color is used in our system. It isn't exact but helps understand how color should be balanced across branded applications.



## Color pairings

The following color pairings have been tested to provide contrast-considerate legibility.

### Headlines

(any type that is over 24pt)

<b>This is a headline</b>	<b>This is a headline</b>	<b>This is a headline</b>	<b>This is a headline</b>	<b>This is a headline</b>
DEEP GREEN ON BEIGE	DEEP GREEN ON TAN	WHITE ON GRAY	DEEP GREEN ON LIGHT GREEN	DEEP GREEN ON WHITE

### Body copy

(any type that is under 20pt)

Body copy I'm baby bushwick plaid truffaut green juice blog man braid wolf small batch prism street art distillery vexillologist aesthetic. PBR&B deep v.	Body copy I'm baby bushwick plaid truffaut green juice blog man braid wolf small batch prism street art distillery vexillologist aesthetic. PBR&B deep v.	Body copy I'm baby bushwick plaid truffaut green juice blog man braid wolf small batch prism street art distillery vexillologist aesthetic. PBR&B deep v.	Body copy I'm baby bushwick plaid truffaut green juice blog man braid wolf small batch prism street art distillery vexillologist aesthetic. PBR&B deep v.	Body copy I'm baby bushwick plaid truffaut green juice blog man braid wolf small batch prism street art distillery vexillologist aesthetic. PBR&B deep v.
DEEP GREEN ON BEIGE	DEEP GREEN ON LIGHT GREEN	WHITE ON GRAY	DEEP GREEN ON WHITE	DEEP GREEN ON TAN

## Identity colorways

There are only a few color combinations that have increased legibility. Any other color combinations outside these on the right should be avoided. Use the Perillas Dark Green color when using lighter backgrounds. Use Perillas beige or white when placing on a darker background.



Sharper angles and edges feel modern and improve legibility at various scales

This font family has 4 weights and a condensed vs. uncondensed version for more flexibility in use

**OUR TYPEFACE IS**  
**NEUZEIT GROTESK**

A geometric sans-serif typeface that has a more condensed, timeless look

## Primary typography

For most of our communications, we use **Neuzeit Grotesk** in various weights. This font was chosen for its readability and slim, geometric forms that give the brand a sophisticated, clean edge.

Here are some type samples below.

**Neuzeit Grotesk headlines Black**  
**Neuzeit Grotesk headlines Bold**  
 Neuzeit Grotesk headlines Regular  
 Neuzeit Grotesk headlines Light

**Made from scratch.**  
**Made with love.**

**We're making Korean food more  
 accessible and convenient.**

### OUR PROMISE

Hi there! My name is James and I started Perillas based on the belief that all people should be treated with dignity and respect. One way we try to uphold that value is to provide fresh, delicious Korean food that's made from scratch. Another way is to make sure we provide an exceptional experience for our customers. If we fall short in any way, we would love to make it right.

## System typography

In rare scenarios where you might need to leverage a desktop system font (e.g. when developing a Powerpoint document you'd like to send to a client who doesn't have Neuzet Grotesk downloaded), use a similar font such as **Century Gothic**, **Avante Garde**, or **Helvetica** to maintain a similar look and feel.

**Century Gothic headlines Bold**  
***Century Gothic headlines Bold Italic***  
 Century Gothic headlines Regular  
*Century Gothic headlines Regular Italic*

**Made from scratch.  
 Made with love.**

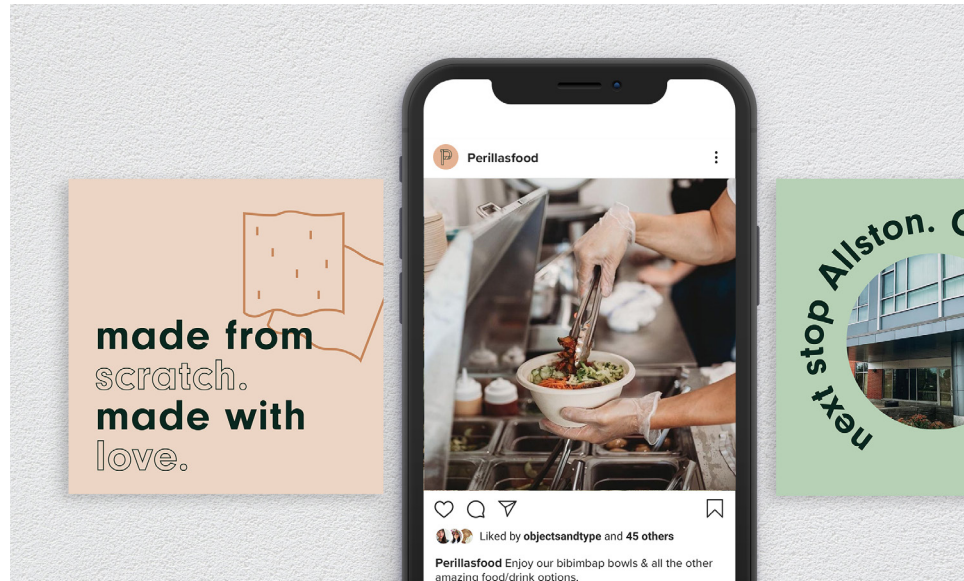
**We're making Korean food more  
 accessible and convenient.**

### OUR PROMISE

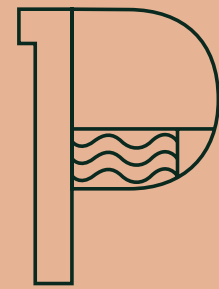
Hi there! My name is James and I started Perillas based on the belief that all people should be treated with dignity and respect. One way we try to uphold that value is to provide fresh, delicious Korean food that's made from scratch. Another way is to make sure we provide an exceptional experience for our customers. If we fall short in any way, we would love to make it right.



2021



VERSION 1



# Visual elements

## Icon library

An icon system provides an additional visual for areas of information that need further emphasis or organization.

Our icons have been designed with simplified geometric shapes and lines that overlap and break at intentional, stylized moments.

When scaling iconography, consider the line weight of the icon. If it looks too thin, use the .svg or .ai file to adjust the weight and/or re-export a transparent PNG.

### DIETARY PREFERENCES

These icons are used to indicate allergy/ dietary alerts for menu items



Soy



Gluten



Dairy



Nuts



Vegetarian/  
vegan

### INGREDIENTS

These icons represent various ingredients in their natural state



Scallion



Sauce bottle



Nori



Noodles



Leaf



Cabbage



Drink

### MENU CATEGORIES

These icons are used to create visual sections for each menu category



(Bibimbap)  
bowl



Meal kit



Sides

## Icon colorways

Our icons can be shown in a variety of colorways depending on the application the color you are placing the icon on. Here are a couple of recommended color combinations.

**DARKER TAN ON WHITE**



**DARK GREEN ON BEIGE**



**WHITE ON GRAY**



## Photography styling

Our photography should always emphasize a combination of ingredients, food preparation, and people making and/or enjoying our food. We put emphasis on the freshness and quality of our food so our photography should highlight these assets.

### FOOD/PRODUCT PHOTOGRAPHY

Our food should always appear to use quality, vibrant ingredients, shot with natural/directional lighting and in realistic environments.



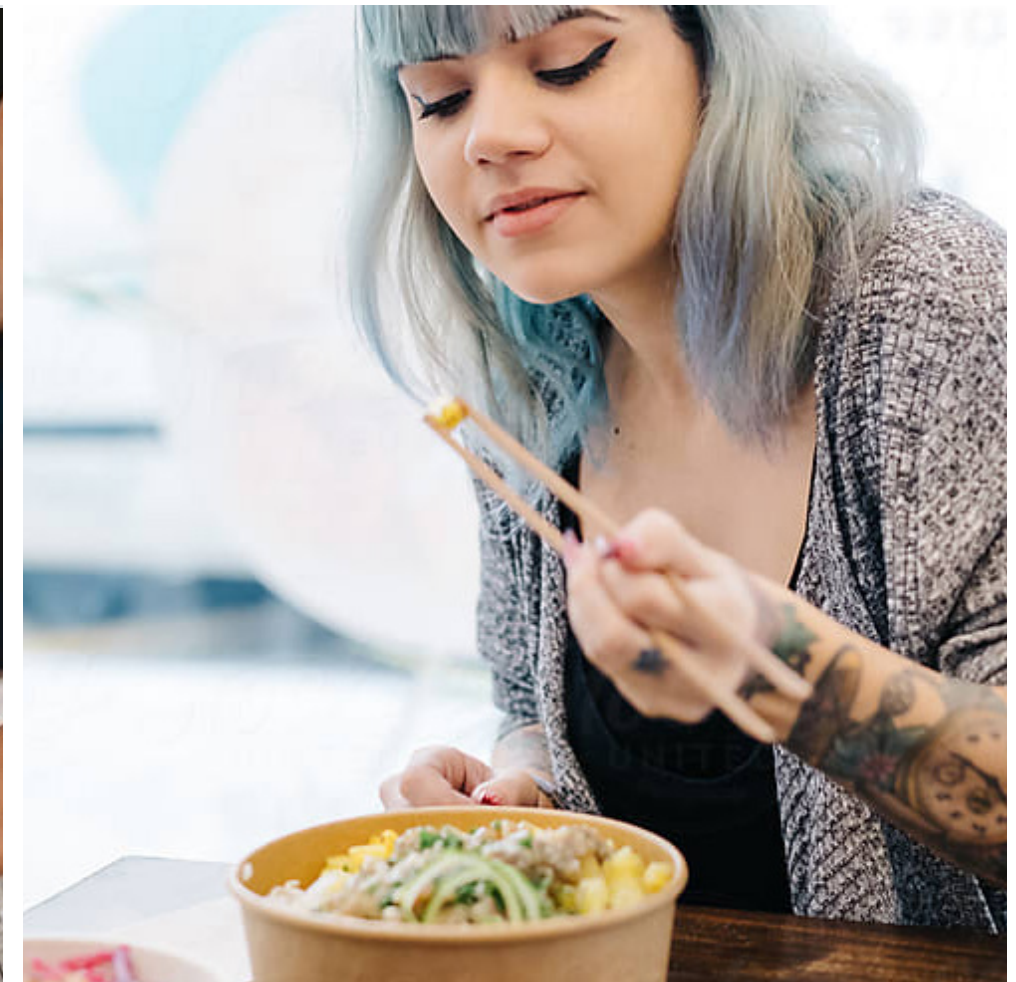
### STAFF/PREPARATION PHOTOGRAPHY

We are transparent about our process and the warmth of our staff. Our photography should celebrate these moments.



### SOCIAL/CUSTOMER PHOTOGRAPHY

This type of photography is most suited for social media, where we can capture candid moments of our customers enjoying our food.



## Food/Product Photography (how it feels)



### PHOTOGRAPHY ATTRIBUTES

Food should be represented to show the textures and layers within the food

Backgrounds should incorporate neutral/earth tones with a little bit of texture (e.g. a fabric, a less smooth surface)

Food should be the main source of color

Ingredients either prepared or sprinkled alongside the “end-product” communicates a less precise, organic process that shows what’s in the food

A human hand is always a nice touch!

Use 1-directional, soft or natural lighting so that food feels well-lit and not overly staged or overexposed

Explore shorter depth-of-field to create areas to focus on within the composition

## Staff/Preparation Photography (how it feels)



### PHOTOGRAPHY ATTRIBUTES

Showing hints of the food preparation space and setup within the store is a great way to be transparent about your process

Capture an employee candidly in-the moment. They can be working or enjoying the company of others.

Use mask imagery if you want to communicate safety procedures during a pandemic

Make sure lighting isn't too dark or "musty"

Do show imperfection and mistakes along the way

## Social/Customer Photography (how it feels)



### PHOTOGRAPHY ATTRIBUTES

Share a combination of food photography (you shot) and any customer/partnership photography. While it's hard to control consistent lighting, try to gather and share imagery that fits the overall brand vibe (e.g. a moody, dark photo will feel out of place).

Capture people sharing or enjoying our food (if they give permission to use)

Use shorter depth-of-field for close-up imagery





# Photography watchouts



Avoid food photography that uses environments/ backgrounds that feel too sterile



Avoid lighting that is too moody or overexposed



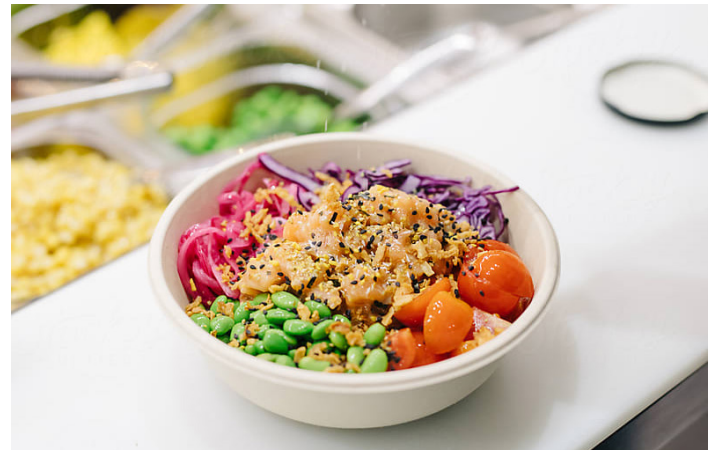
Avoid over-staging ingredients or food items



Avoid silhouetted/flat backgrounds, especially of people. This feels too staged



Avoid low contrast or blurry photos (or photography that in general feels "flat" in tone)



Avoid oversaturated styling/coloration



Avoid demonstrating foods that are disturbing (especially in their raw state, e.g. meat)



Avoid odd camera perspectives (aim for eye-level or top-down)



**Perillas Korean Kitchen**  
Branding 2021 by Marisa Bohlmann  
in collaboration with James Choi