



Creating brands that **inspire.**

يسعدنا أن نشارك أحدث مشاريعنا في مجال العلامات التجارية مع **The Poke Spot** في كاليفورنيا، الولايات المتحدة الأمريكية!

ركزنا في هذا المشروع على تحويل **The Poke Spot** إلى وجهة طهي متميزة، مع إعادة تعريف معايير التجربة الغذائية من خلال هوية علامة تجارية فريدة تناسب مشهد الطعام الحيوي في كاليفورنيا. صمم فريقنا هوية متكاملة تتضمن شعاراً مستوحى من ذيل السلمون بألوان نابضة بالحياة تشمل البرتقالي الساطع والأسود والأصفر، مما يعكس حيوية وجودة تجربة البوكي.

تم تصميم أجواء **The Poke Spot** بطريقة جاذبة، حيث ينغمس الزوار في تجربة حسية ديناميكية. من خلال الرسائل الإبداعية والتصميم الاستراتيجي، ساعدنا في تحويل **The Poke Spot** إلى وجهة تقدم رحلة طهي فريدة، تجذب كل من عشاق البوكي الجدد والمتمرسين.

We're thrilled to share our latest branding project with **The Poke Spot** in California, USA!

This branding journey focused on making **The Poke Spot** a standout culinary destination, redefining dining standards with a memorable brand identity that speaks to California's vibrant food scene. Our team crafted a cohesive brand identity featuring a sleek salmon tail logo and an energetic color scheme of bright orange, black, and yellow to capture the freshness and excitement of poke.

AN

SOY SAUCE[®]

AVAILABLE IN POKE SPOT NOW

BEST SAUCE IN TOWN

AMERICAN SOY SAUCE 100%

PO

TRADITION BORN AME

Poke

IN

THE POKESPOT

1 SAUCE EVERYWHERE OR ALL THINGS POKE

poke spot

POKE SPOT

POKE SPOT **IK**

all just in pokespot

poke spot

TERIYAKI
NATURALLY BREWED

SOY SAUCE
NATURALLY BREWED

THEPOKESPOT 220626

THEPOKESPOT

POKED YOU *all just in pokespot*

poke spot

poke spot

YOU CAN NOW BUY
POKESPOT'S SOY SAUCE

poke spot



Logo Orgins

Logo concept



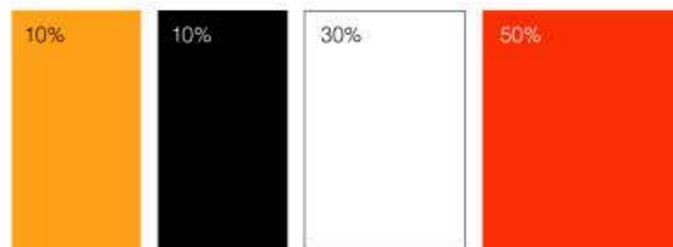
Logo Mark



Logo Constructions



Color palette



poke spot

poke spot



**CUSTOMIZE YOUR
POKE BOWL**



POKESPOT  POKESPOT  POKESPOT 



**YOU CAN ADD ANY
INGREDIENTS YOU LIKE**

all just in pokespot



POKESPOT  POKESPOT  POKESPOT 



**POKE YOUR WAY
TO HAPPINESS**





**WE'RE NOT YOUR
AVERAGE BOWL FOOD**



XI THEPOKESPOT



POKED YOU

all just in pokespot

TERIYAKI
NATURALLY BREWED




SOY SAUCE
NATURALLY BREWED




PRODUCT NAME :
POKE SPOT TERIYAKI SAUCE  

INGREDIENTS: SOY SAUCE (WATER, SOYBEANS, WHEAT, SALT), WINE, SUGAR, WATER, SALT, VINEGAR, SODIUM BENZOATE (LESS THAN 1/10 OF 1% AS A PRESERVATIVE), ONION POWDER, NATURAL FLAVORS, SUCCINIC ACID, GARLIC POWDER.

STORAGE: STORE IN A COOL, DRY PLACE, AVOIDING DIRECT SUNLIGHT AFTER OPENING. SEAL WELL AND STORE IN THE REFRIGERATOR (0°C-10°C). THE PRODUCT MAY CONTAIN PARTICLES OR NATURAL DEPOSITS. MAY CONTAIN TRACES OF SHELLFISH

THEPOKESPOT EXPIRATION DATE: **220626**

PRODUCT NAME :
POKE SPOT SOY SAUCE  

INGREDIENTS: WATER, SALT, HYDROLYZED SOY PROTEIN, GLUCOSE SOLIDS, BLACKSTRAP MOLASSES, CARAMEL COLOUR, SODIUM BENZOATE, POTASSIUM SORBATE CONTAINS STATEMENT: SOY.

STORAGE: STORE IN A COOL, DRY PLACE, AVOIDING DIRECT SUNLIGHT AFTER OPENING. SEAL WELL AND STORE IN THE REFRIGERATOR (0°C-10°C). THE PRODUCT MAY CONTAIN PARTICLES OR NATURAL DEPOSITS. MAY CONTAIN TRACES OF SHELLFISH

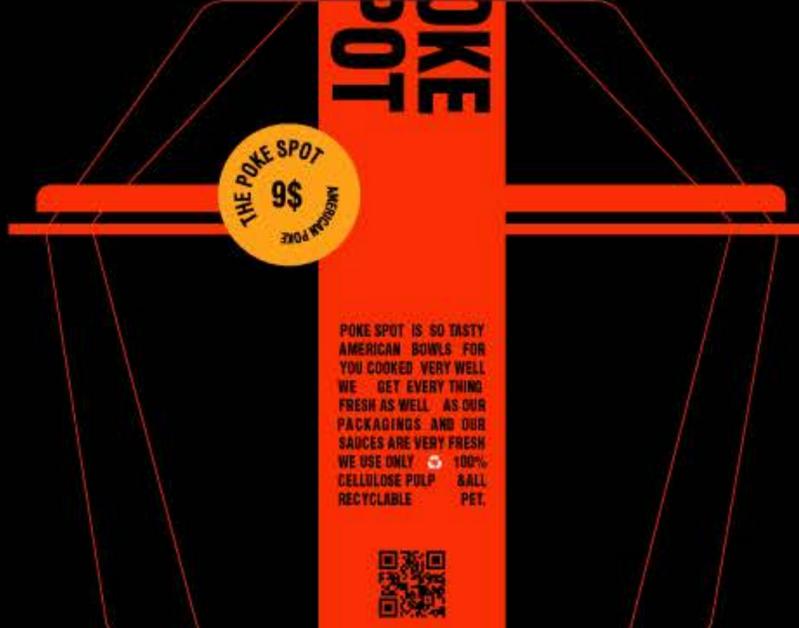
THEPOKESPOT EXPIRATION DATE: **220626**



THE POKE SPOT
8\$
AMERICAN BOWLS

poke spot

SOY SAUCE 100%
AMERICAN SOY SAUCE 100%

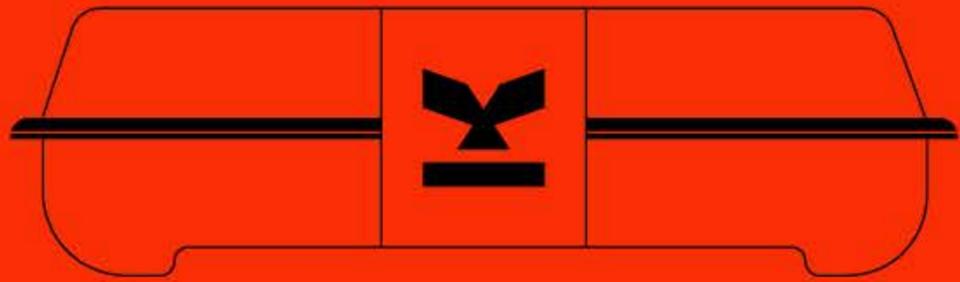


THE POKE SPOT
9\$
AMERICAN BOWLS

POKE SPOT

POKE SPOT IS SO TASTY AMERICAN BOWLS FOR YOU COOKED VERY WELL WE GET EVERY THING FRESH AS WELL AS OUR PACKAGINGS AND OUR SAUCES ARE VERY FRESH WE USE ONLY  100% CELULOSE PULP  100% RECYCLABLE  PET.







NATURALLY BREWED

BEST POKE IN TOWN
AMERICAN BOWLS

THEPOKESPOT



NATURALLY BREWED

BEST POKE IN TOWN
AMERICAN BOWLS



NATURALLY BREWED

BEST POKE IN TOWN
AMERICAN BOWLS



Ahi Poke Musubi
Unit . 3 lb

− 2 +



Poke Tostadas
Unit . 2 lb

− 1 +

BOWL OF THE WEEK

TRADITIONAL SICILIAN POKE BOWL

2024

BORN AND BASED IN AMERICA

10294



8\$

Poke your Order now

AMERICAN MIX

INGREDIENTS: CUCMBER, EDAMAME, HERB MOX, HIJIKI,
RADISH, JALAPENO, SEA BEANS,
SWEET ONIONS, SALMON, AVOCADO, FRESH GINGER MOJO.

POKE SPOT



SOY[®] SAUCE

AVAILABLE IN POKE
SPOT NOW

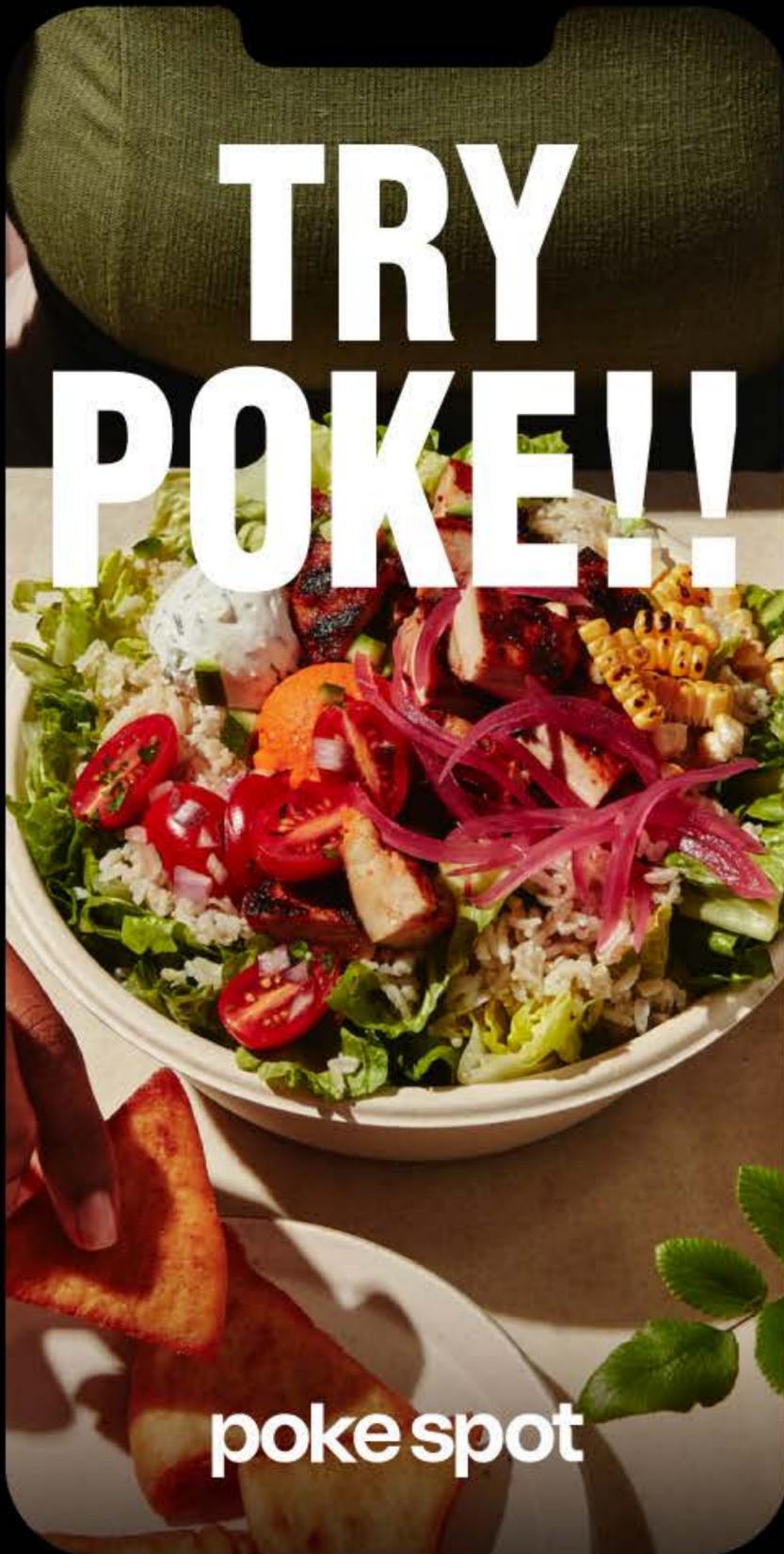
BEST SAUCE
IN TOWN



AMERICAN SOY
SAUCE 100%

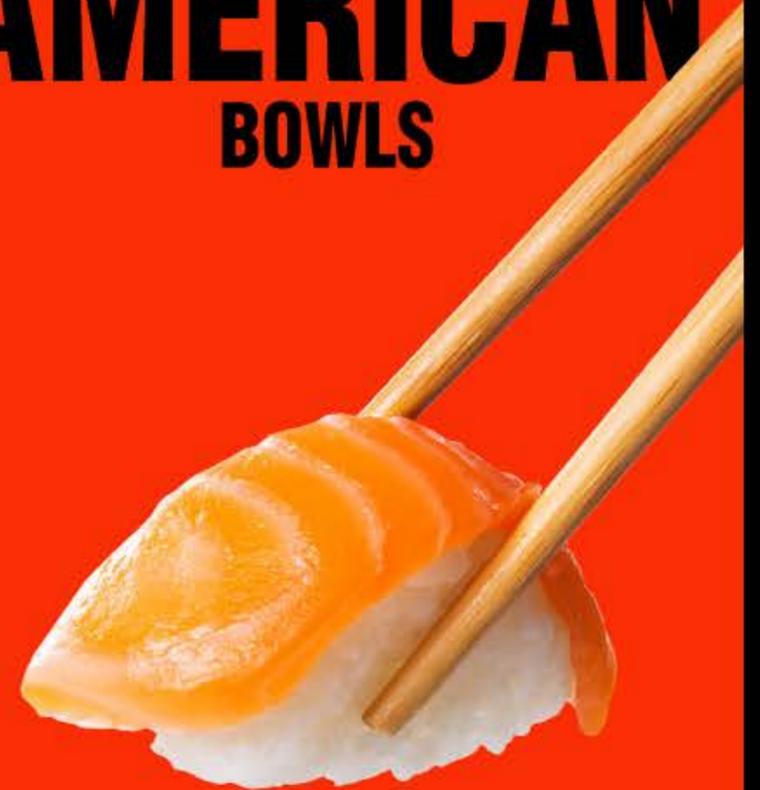


TRY POKE!!



poke spot

BEST POKE IN TOWN
**AMERICAN
BOWLS**



POKE CERTAINLY ISN'T A NEW CREATION,
BUT LATELY WE'VE BEEN SEEING VERSIONS OF THIS RAW SEAFOOD SALAD EVERYWHERE
NOREETUH CHEF DE CUISINE CHUNG CHOW GIVES US A PRIMER ON ALL THINGS POKE



شكراً Thank You شكراً

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