



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**<sup>®</sup>

AVAILABLE IN POKE SPOT NOW

BEST SAUCE IN TOWN

AMERICAN SOY SAUCE 100%

**PO**

TRADITION BORN AME

*Poke*

IN

THE POKESPOT

1 SAUCE EVERYWHERE ON 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**

**THEPOKESPOT**

YOU CAN NOW BUY  
POKESPOT'S SAUCES

**poke spot**



## Logo Orgins

Logo concept



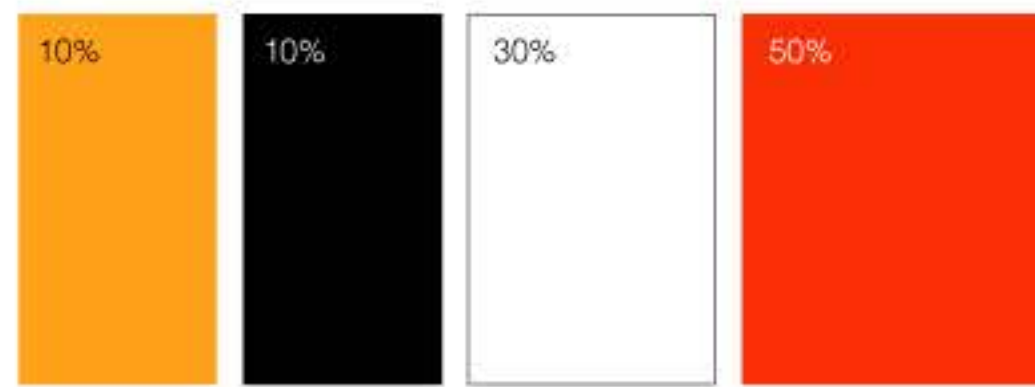
Logo Mark



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







**poke spot**


SOY SAUCE IN TOWN  | AMERICAN BOY SAUCE 100% 

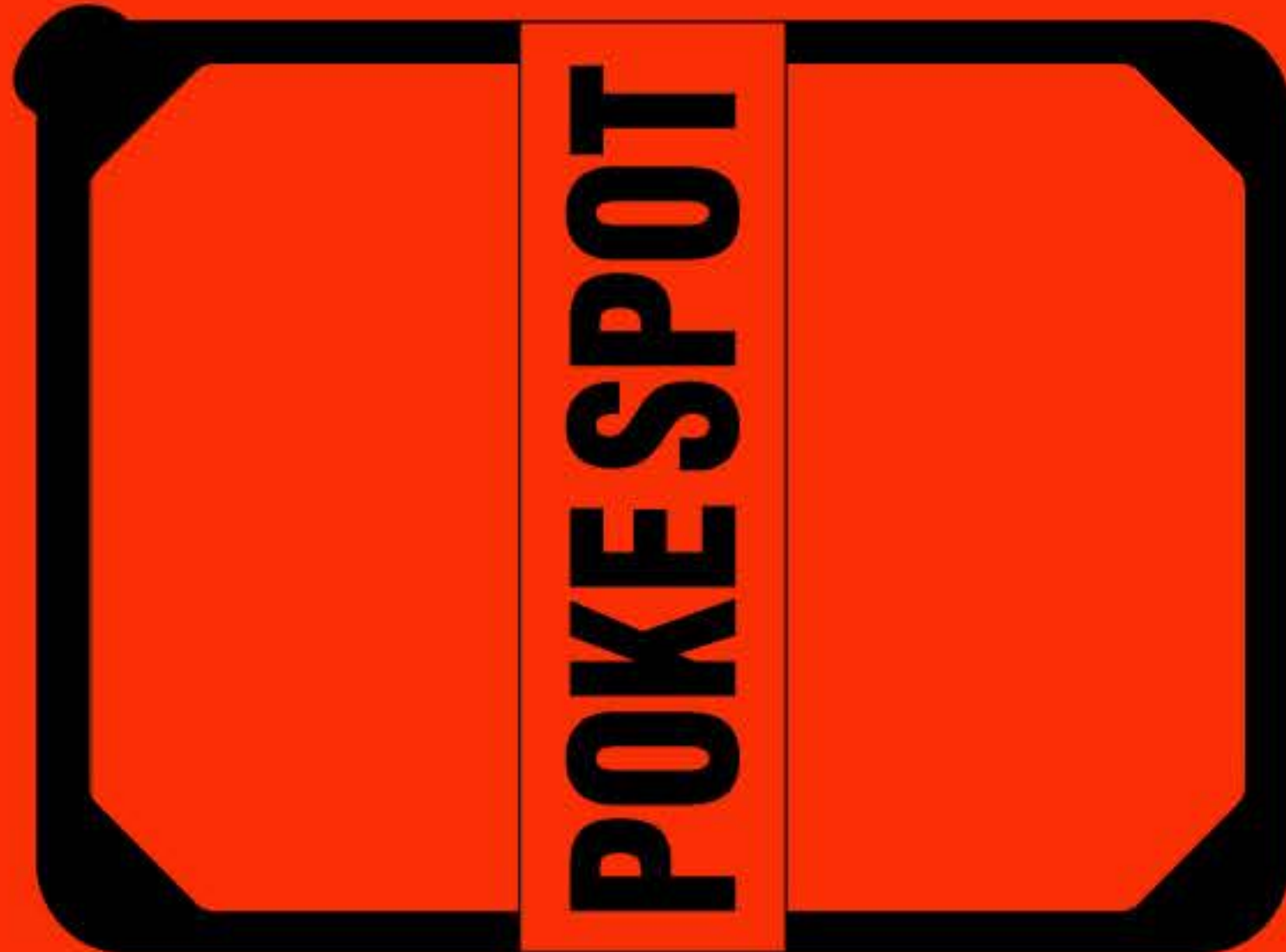
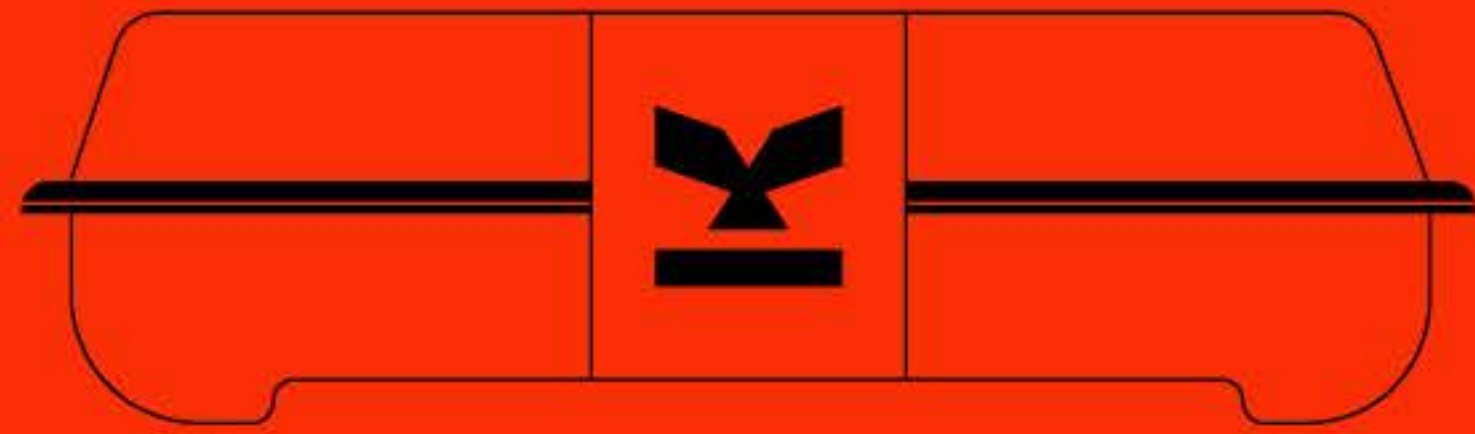


**POKE SPOT**



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  8ALL 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<sup>®</sup> SAUCE

AVAILABLE IN POKE  
SPOT NOW

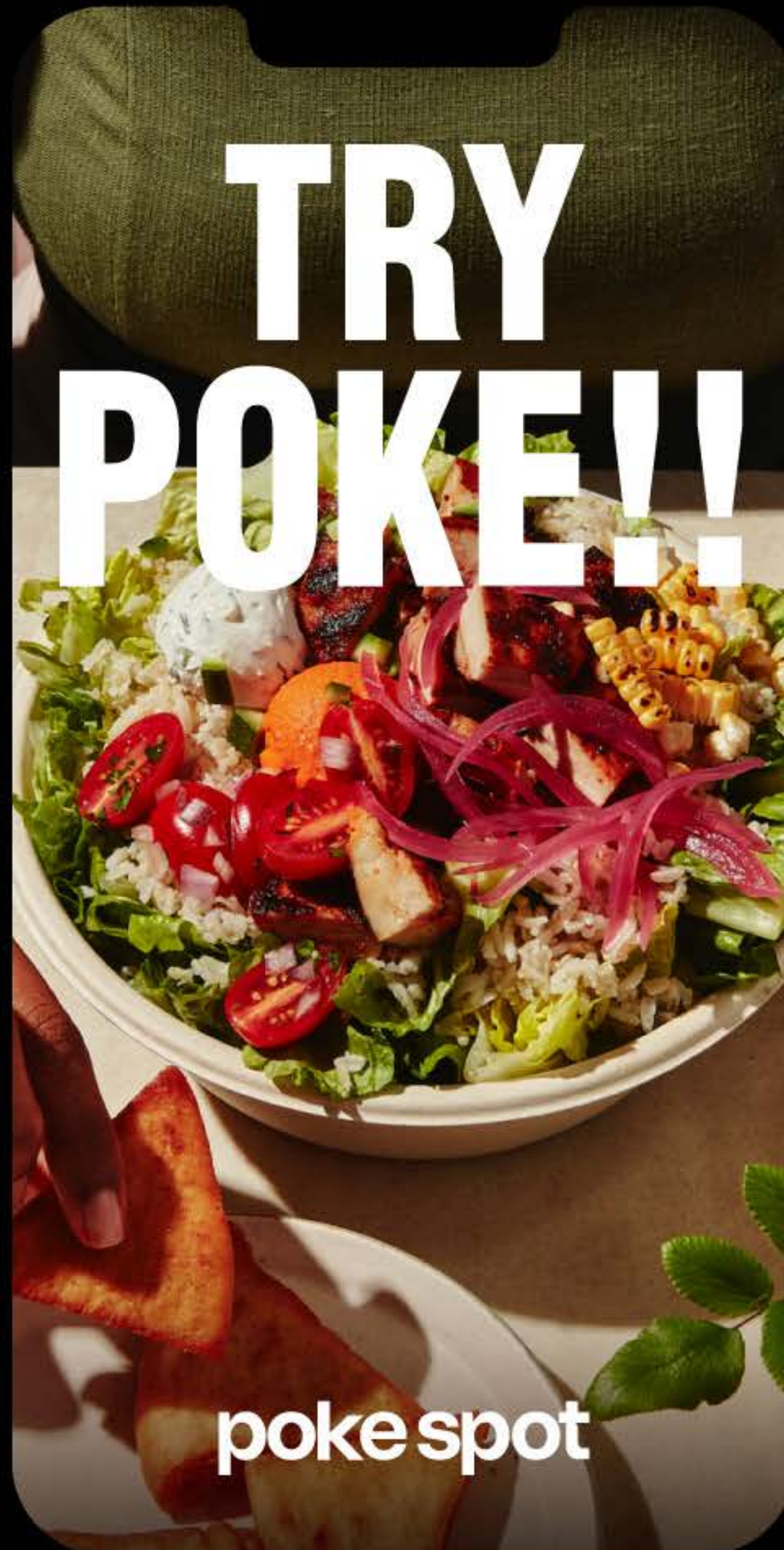
BEST SAUCE  
IN TOWN



AMERICAN SOY  
SAUCE 100%

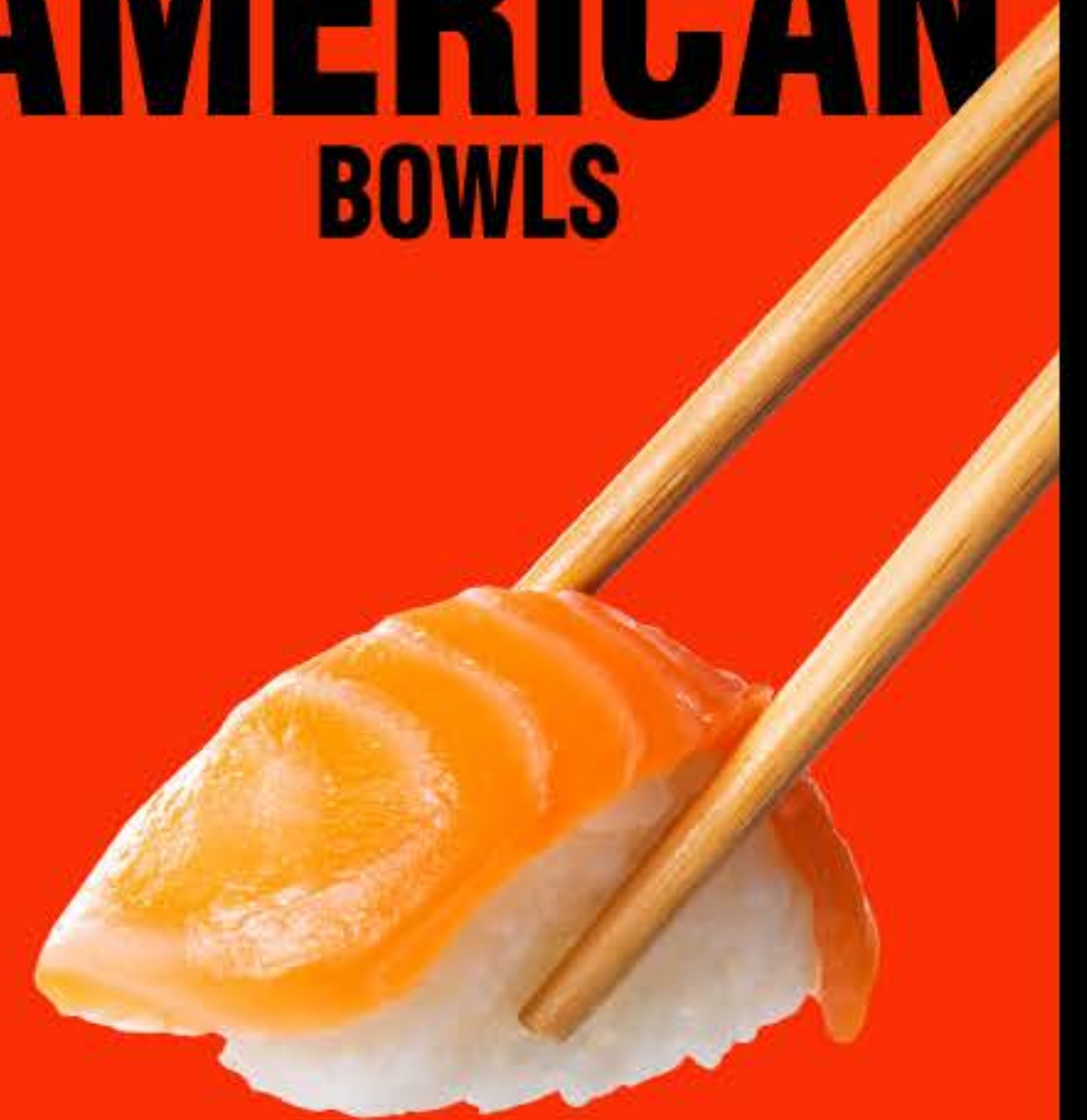


# TRY POKE!!



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

## Dubai

19th Floor, Binary Tower, Business Bay

+971 55 8723395

## Cairo

The Greek Campus, Bab EL Louk

+201020105032

hello@magentacreative.ae

www.magentacreative.ae