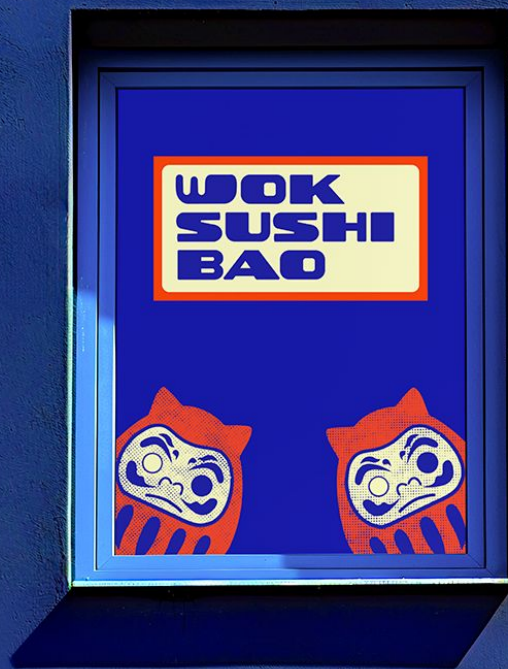
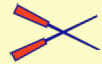




BRAND

SYSTEM

TABLE OF CONTENT:

 Communication

 Values

 Identity

 Brand System

A decorative border surrounds the central text. It consists of a thick blue rectangular frame. Just inside this frame, there are horizontal bars of various colors (red, yellow, green, blue, pink, orange) at the top and bottom edges, and a thin blue line just inside the thick blue frame.

BRAND COMMUNICATION

ABOUT US

Pan-Asian perfection out of reach? Think again! Wok Sushi Bao delivers bold, true-to-origin flavors with fresh ingredients to everyone, blending craveable comfort into every effortless bite.

From cloud kitchen origins to a go-to fast-casual QSR, where bold and irresistible Pan-Asian flavours, guaranteed for the Indian palate, meet everyday hustle.

No gatekeeping: our live kitchens bring never-go-wrong twists that feel familiar yet excitingly bold.

Spicy, savory, satisfying: every dish hits that sweet spot of accessibility, consistency, and craving, turning quick meals into craveable staple comfort foods.

Make quick meals your new obsession: Wok Sushi Bao brings unwavering, flavor-forward comfort that you crave for, satisfaction after satisfaction.



Positioning Statement

Wok Sushi Bao is a fast casual Pan-Asian restaurant built for urban diners who want authentic Asians flavors with a familiar Indian touch; delivering bold, reliable and comforting meals for everyday cravings.

A decorative border surrounds the central text. It consists of a thick blue outer frame and a thinner blue inner frame. Between these frames, at the top and bottom, are horizontal bars composed of various colored segments: orange, yellow, pink, green, red, blue, and white.

BRAND STRATEGY

PROMISE #1

We serve bold, never-boring Pan-Asian dishes that deliver satisfying comfort every time. From steaming dim sums to spicy sushi rolls, every bite is crafted to hit the spot.

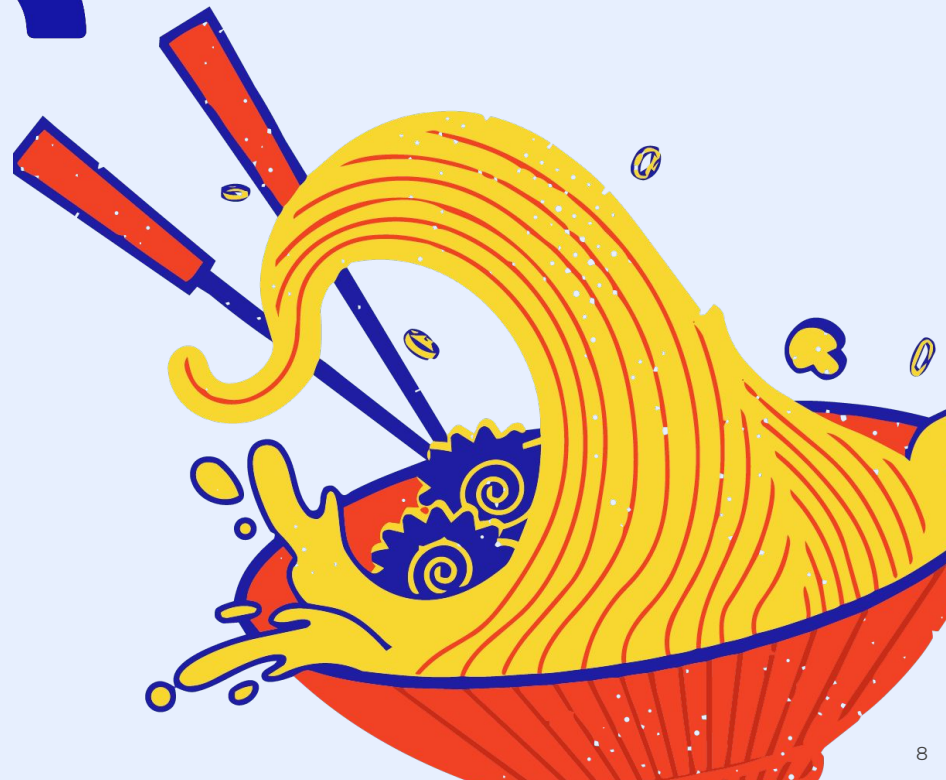


FLAVOUR YOU CAN FEEL

AUTHENTIC BUT OUR WAY

PROMISE #2

We respect classic Asian techniques while re-crafting every recipe to match India's love for spice, depth, and warmth. So every bite feels both exciting and comfortably yours.

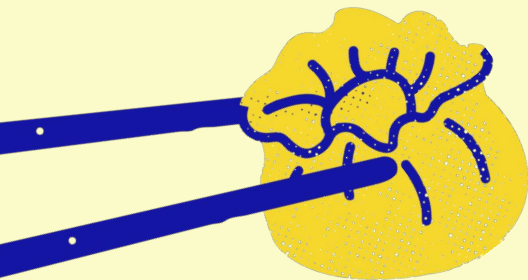
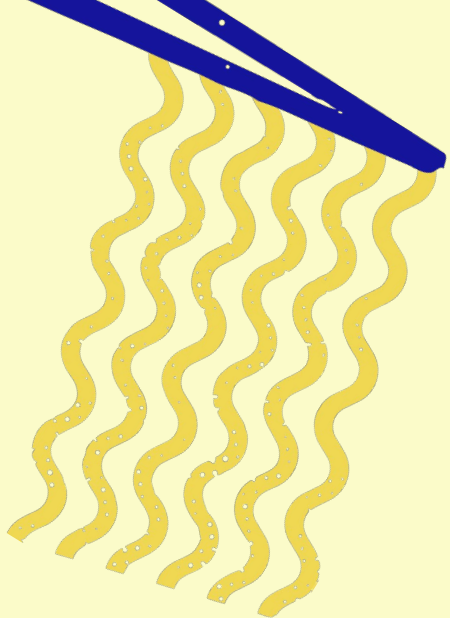


PROMISE #3

Built for speed without shortcuts. Our disciplined kitchens deliver perfectly cooked, consistent meals in under 10 minutes, even in the rush.



ON TIME, EVERY TIME



PROMISE #4

WORTH EVERY BITE

We serve bold, never-boring Pan-Asian dishes that deliver satisfying comfort every time. From steaming dim sums to spicy sushi rolls, every bite is crafted to hit the spot.



Tone of Voice

→ Humble, yet Unapologetic

Confident without arrogance. We standing firm in quality and authenticity while staying approachable and real.

E.g.: *"Your chopstick skills don't need to be perfect, our food is."*, *"No Fishy Business."*

→ Sensory-driven & Immersive

Our tone immerses readers in the food experience through evocative details of taste, aroma, and sensation.

E.g.: *"Hot, steamy and ready for a slurp"*, *"Fluffy, Juicy, Fully Loaded."*

→ Cheeky and Playful

We bring a playful energy and sparking excitement through upbeat rhythm & cheeky questions that make food feel like a party.

E.g.: *"We let the heat do its thang!"*, *"I'm a total catch, don't let me get away."*

→ Comforting and Indulgent

Our flavors stir past familiar Indo-Chinese into vibrant Pan-Asian depths with mellow heat and lingering savour.

E.g.: *"Light, Tender and packed for satisfaction"*, *"Hot, Saucy and better than your ex."*

Brand Key Words

Craving

Comforting

Convenience

Indian Flavour

Reliable

Bold

Go-To/Staple

Fast Casual

Accessible

A decorative border surrounds the central text. It consists of a thick blue rectangular frame. Just inside this frame, there are horizontal bars of various colors: orange, yellow, pink, green, red, blue, and purple, arranged in a sequence that repeats along the top and bottom edges.

BRAND IDENTITY

LOGO





**WOK
SUSHI
BAO**

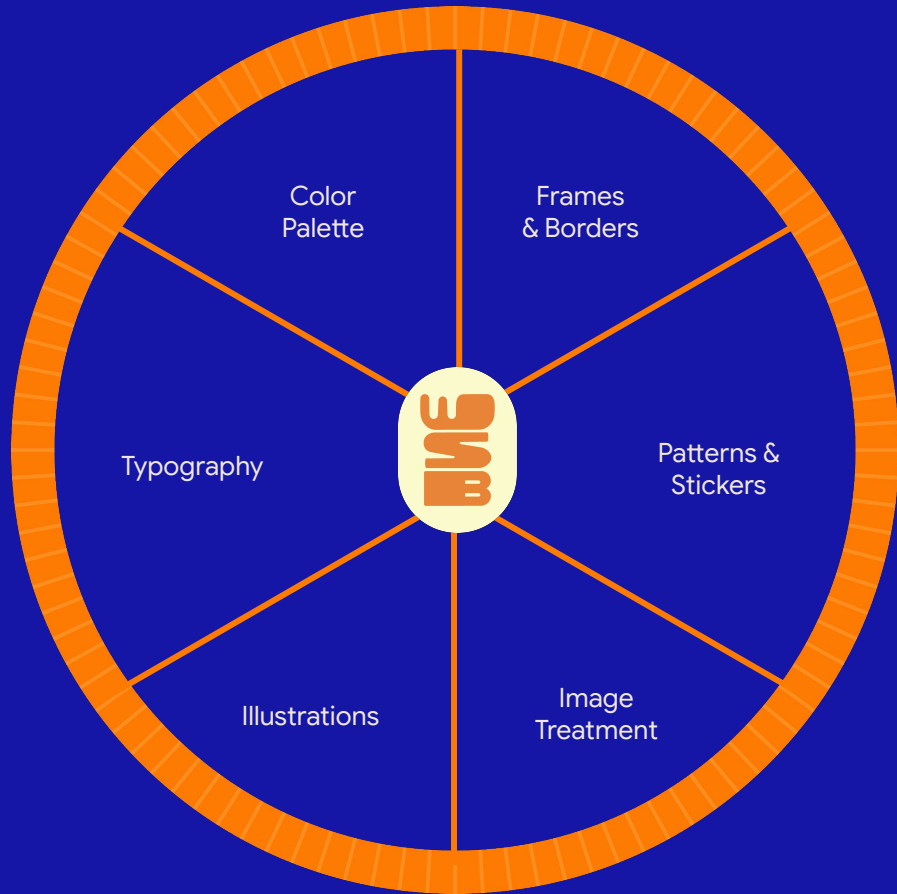
WOK SUSHI BAO

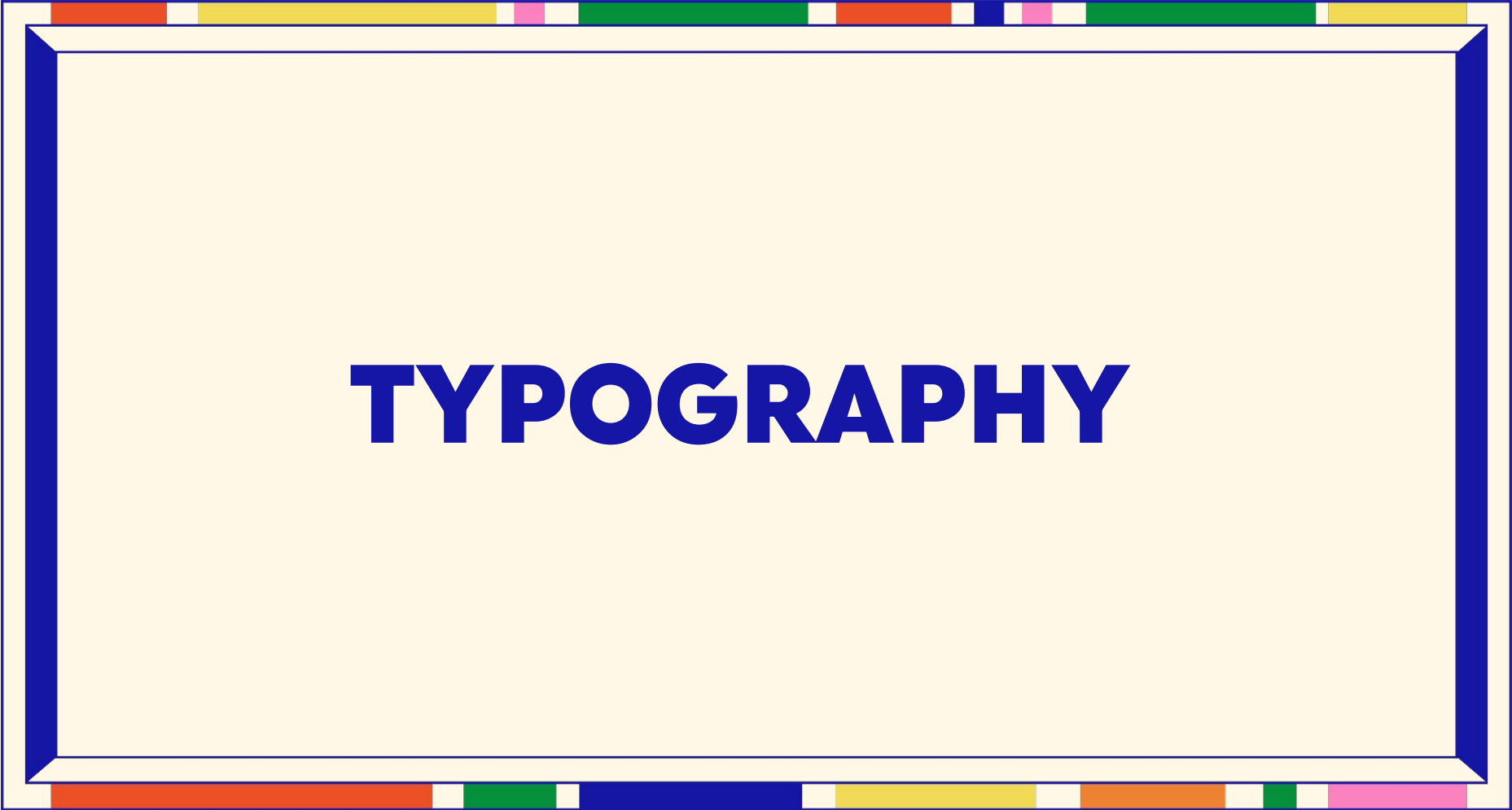
WSB



BRAND SYSTEM

WHAT IS BRAND SYSTEM?





TYPOGRAPHY

KITORA

**0123456789
!@#\$%^&*(){}?**

Aa Bb Cc Dd

Kk Ll Mm Nn

Ww Xx Yy Zz

Primary Typeface

Kitora is a bold sans typeface with rounded and compact shapes that highlight a playful and modern impression. Its smooth yet solid character gives a look that is both strong and warm, making it perfect for headlines, brand identities, and designs that aim to stand out with a friendly and confident personality.

KITORA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

!@#\$%^&*(){}?



Google Sans Flex

Secondary Font

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

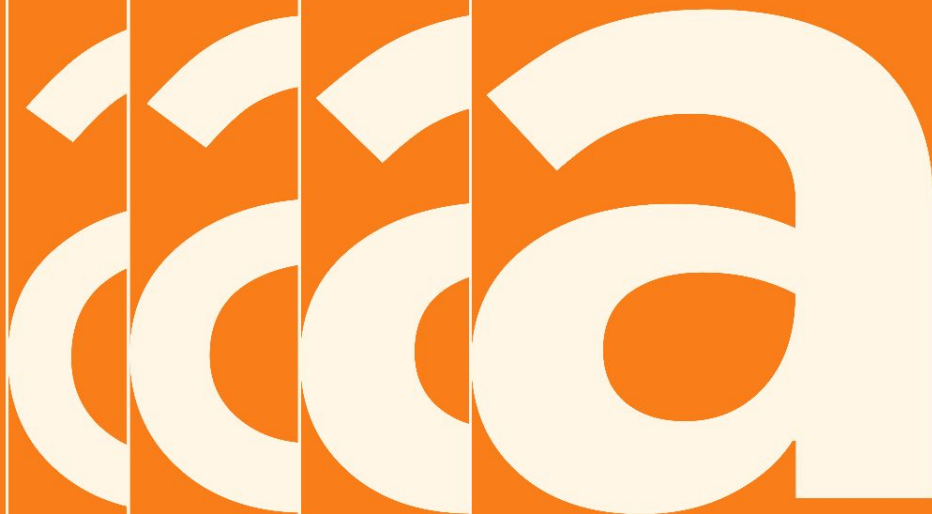
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@#\$%^&*()?

Light

Regular

SemiBold

Bold



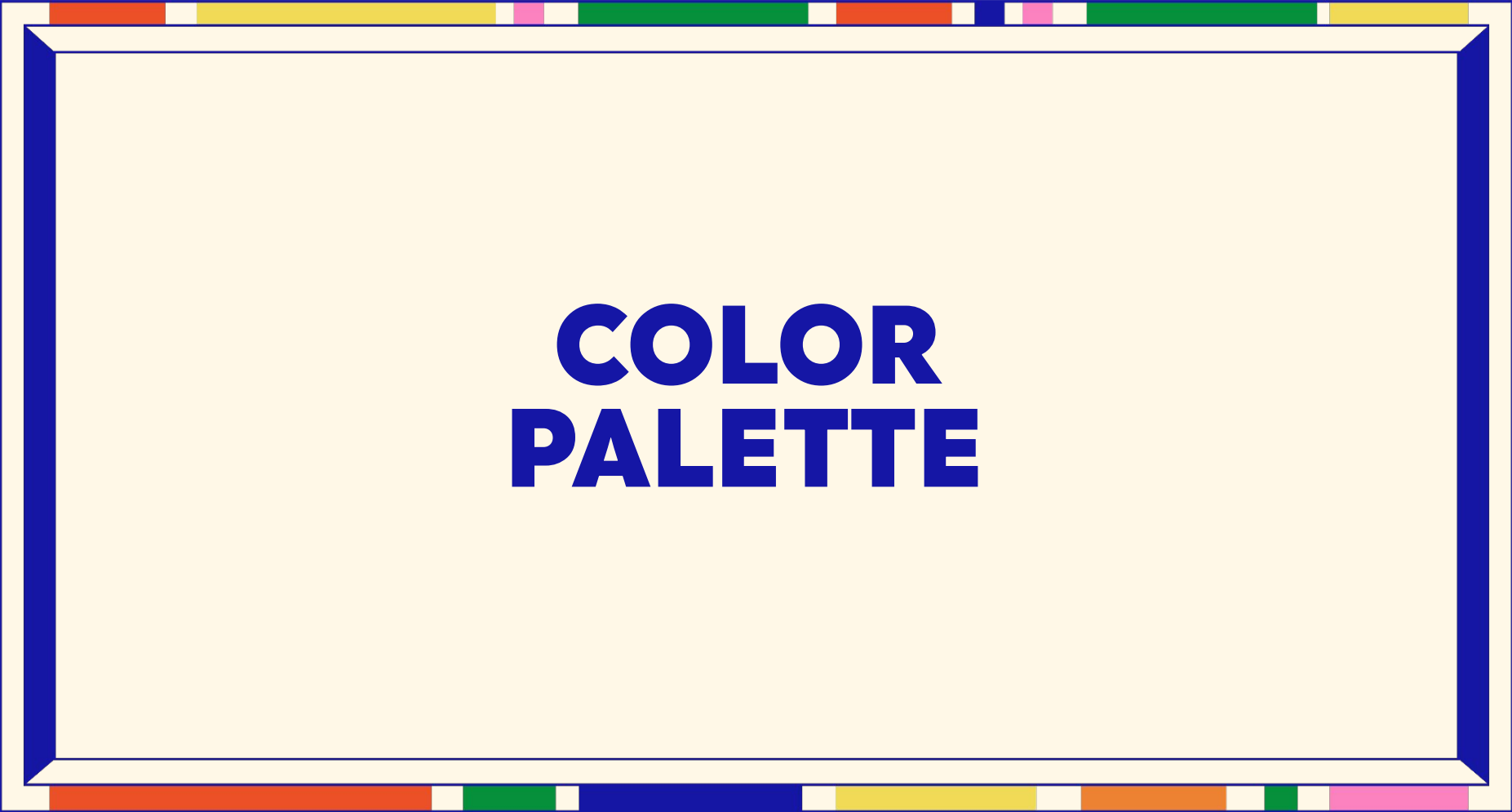
VDL ムガ G-pop

SHADOW LINE

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled.

あいうえおかきくけこさしす
せそたちつてとにぬねの
ほひふへほまみむめもやゆ
よらりるれろわをん
アイウエオカキクケコサシス
セツタチツテトナニノハ
ヒフヘホマミムメモヤユヨ
リルレロワヲン

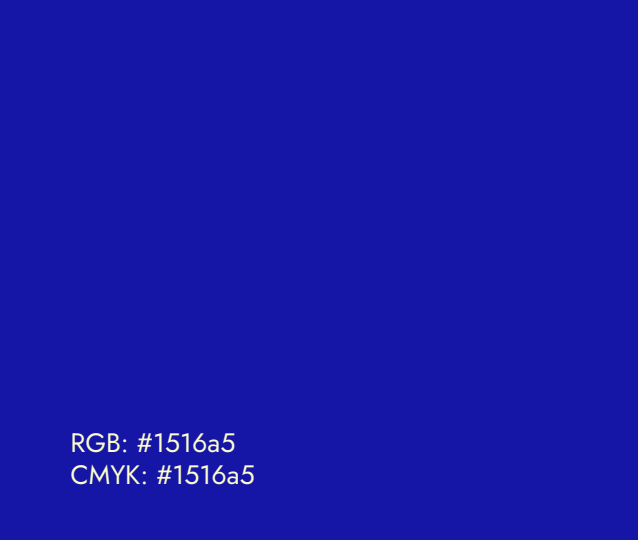
中華鍋
寿司
バイ



COLOR PALETTE



RGB: #fbfbc8
CMYK: #faf7ca



RGB: #1516a5
CMYK: #1516a5



RGB: #f24022
CMYK: #ef4125

RGB: #1516a5

RGB: #fbfbc8

RGB: #f24022

RGB: #fff6e6

RGB: #1a2549

RGB: #f99bc8

RGB: #f8da2e

RGB: #f97e19

RGB: #c2dbff

(Secondary)

CMYK: #2a3693

CMYK: #faf7ca

CMYK: #ef4125

CMYK: #fff6e7

CMYK: #000000

CMYK: #f49bc2

CMYK: #f8da2f

CMYK: #f57e20

CMYK: #c5daf1

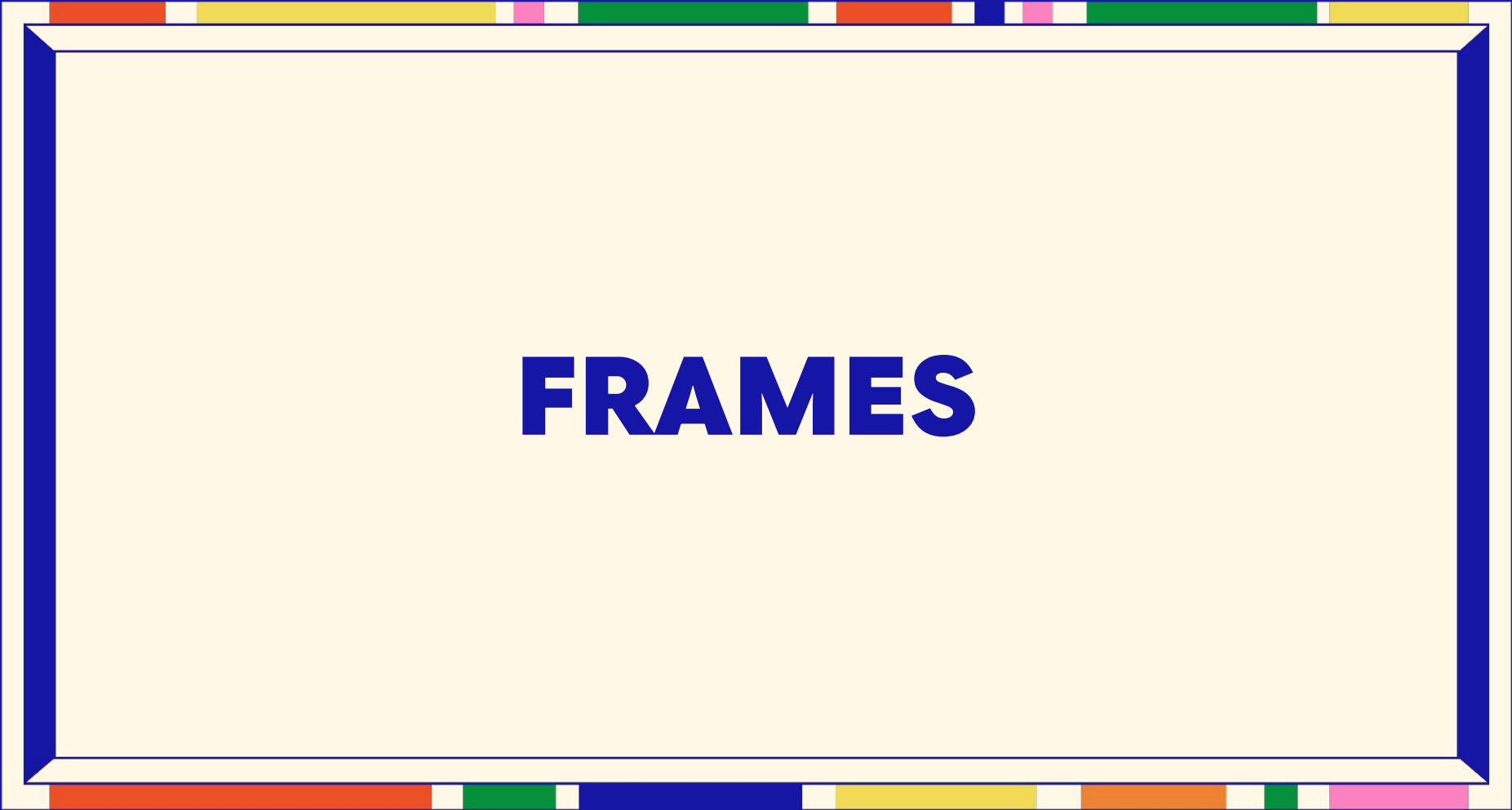
(CMYK Palette)



ILLUSTRATIONS

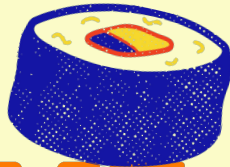
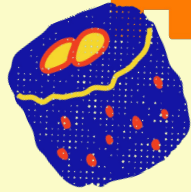


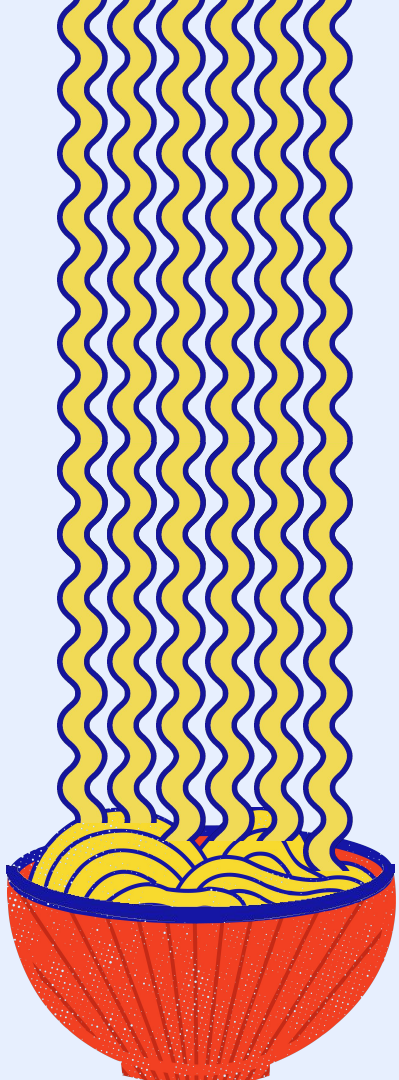


A decorative border surrounds the central text. It consists of a thick blue rectangular frame. Inside this frame, at the top and bottom edges, are horizontal bars composed of various colored segments: red, yellow, pink, green, orange, blue, and white.

FRAMES

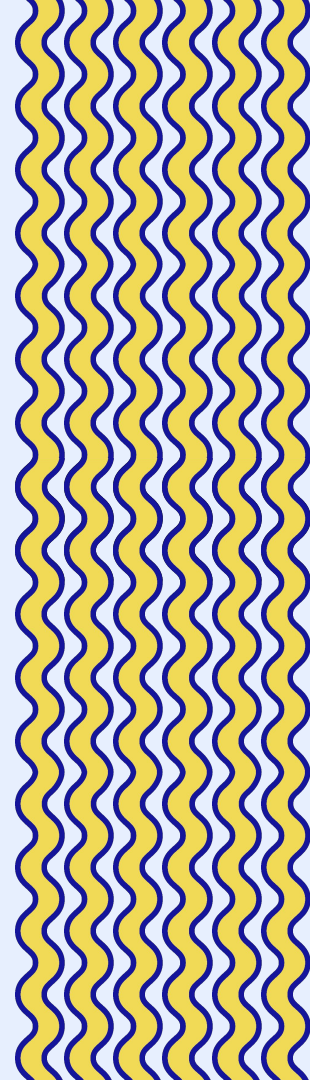
**WHATEVER
HAPPENS,
JUST KEEP
ROLLING
WITH ME.**

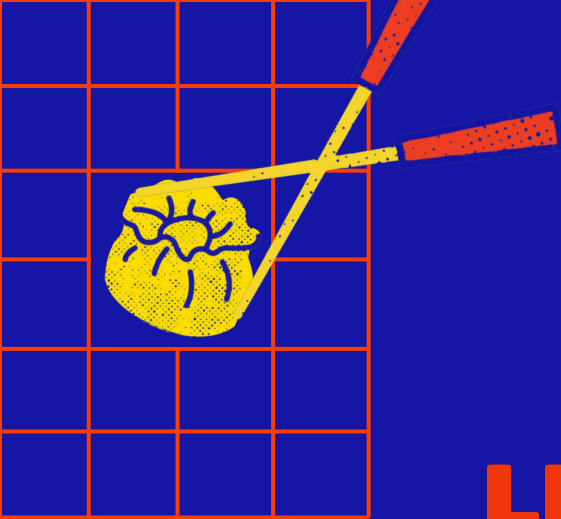




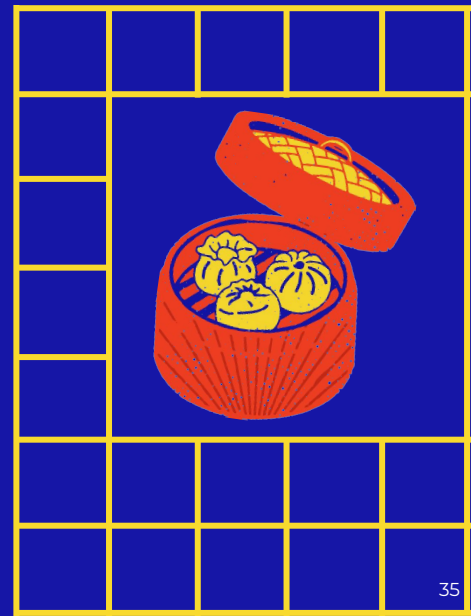
拉麵

**HOT, STEAMY,
READY FOR A
SLURRRRRRRP**





**THE PERFECT
LITTLE PACKAGE
YOU'VE BEEN
WAITING FOR.**

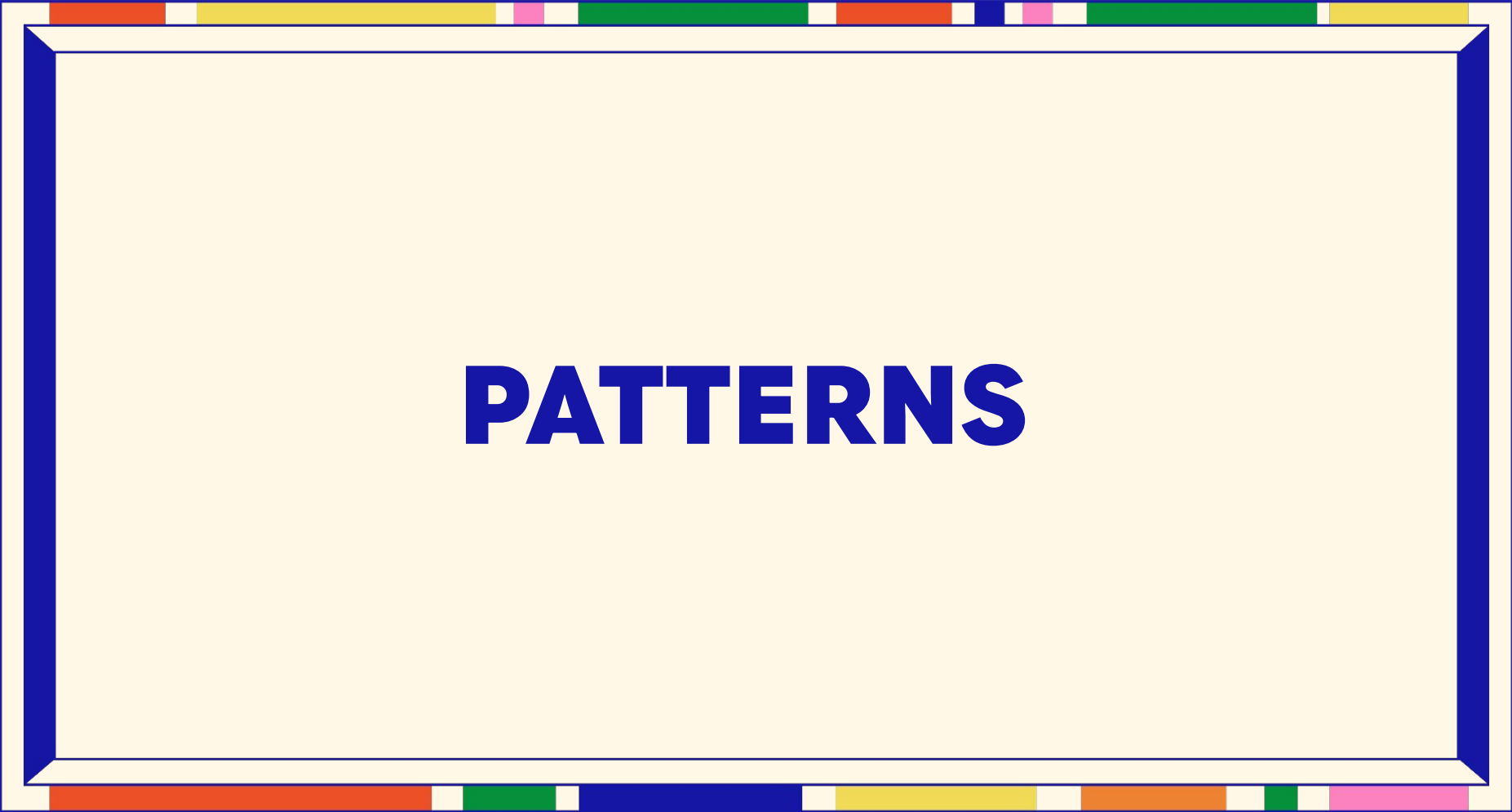


**SOFT ON THE
OUTSIDE, A
TOTAL 'HOTTIE'
ON THE INSIDE.**

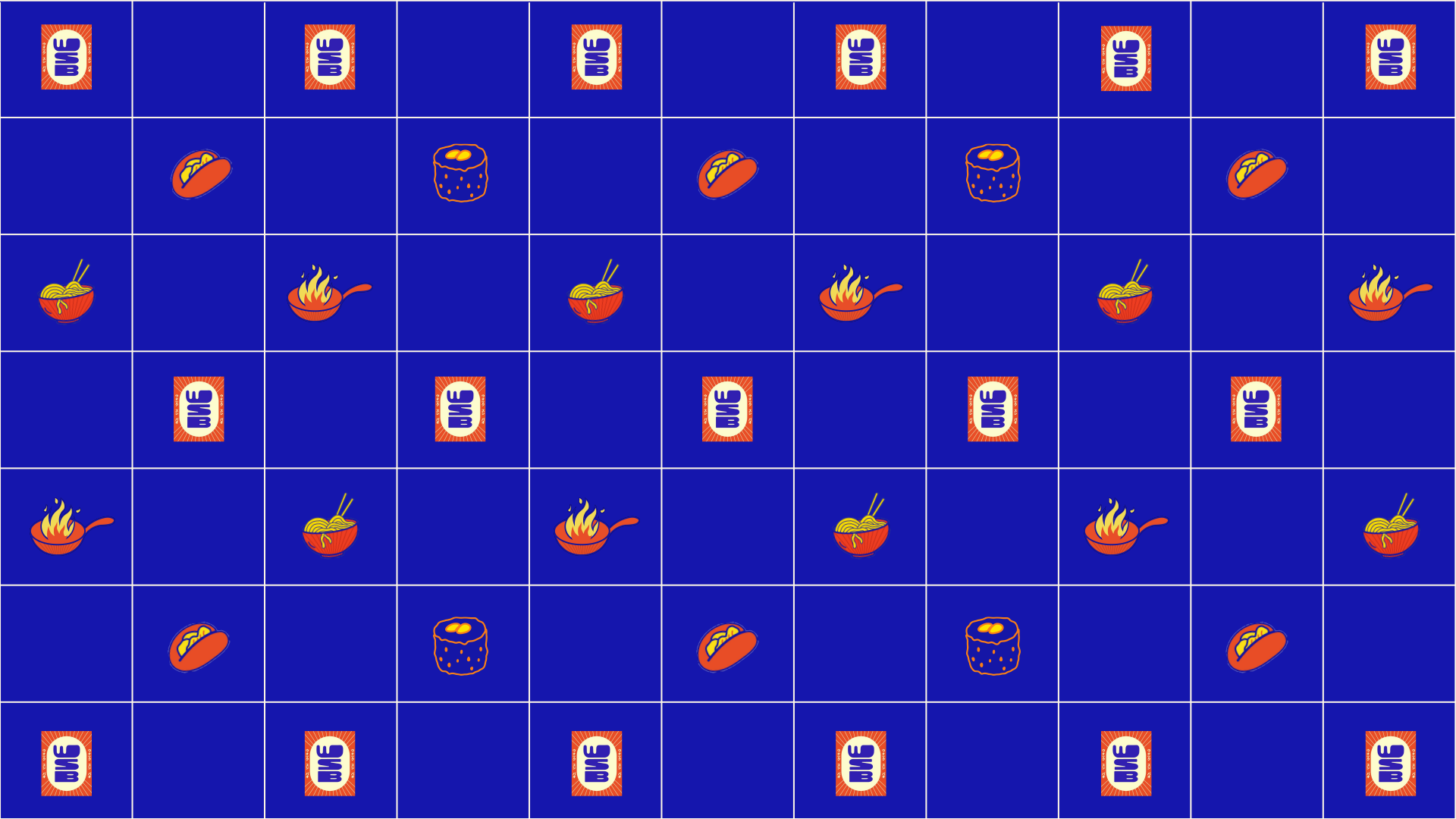




**I'M A TOTAL CATCH,
DON'T LET ME GET AWAY!**



PATTERNS







**WOK
SUSHI
BAO**

The image features a central white rectangular area enclosed by a thick blue border. Above and below this central area are horizontal bars composed of various colored segments: orange, yellow, pink, green, red, blue, and white. The word "STICKERS" is centered within the white area in a bold, blue, sans-serif font.

STICKERS



A decorative border surrounds the central text. It consists of a thick blue rectangular frame. Inside this frame, at the top and bottom edges, are horizontal bars composed of various colored segments: orange, yellow, pink, green, red, blue, and white.

IMAGE TREATMENT







REAL FLAVOR NO FILLER

シェフサイ



シェフサイ



**BOWLS THAT
FEEL BOLD**



WOK SUSHI BAO

**ROLL WITH
BETTER
CHOICES**







A decorative border surrounds the central text. It consists of a thick blue outer frame and a thinner blue inner frame. Between these frames, at the top and bottom, are horizontal bars composed of various colored segments: orange, yellow, pink, green, red, blue, and white.

BRAND APPLICATIONS



Mocks are for illustrative purposes only*





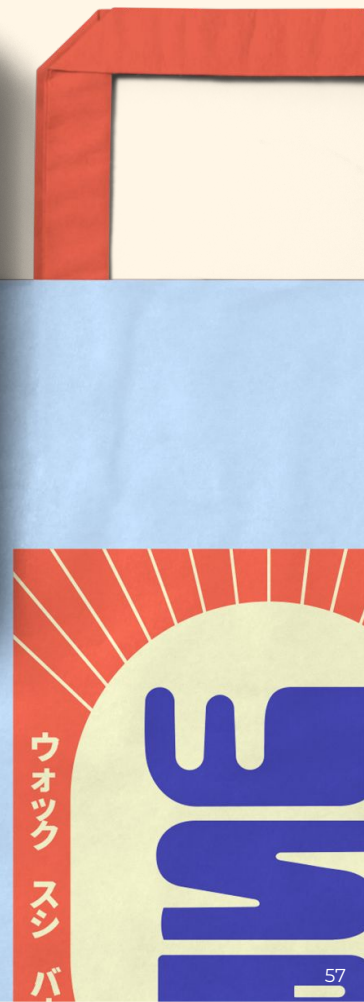
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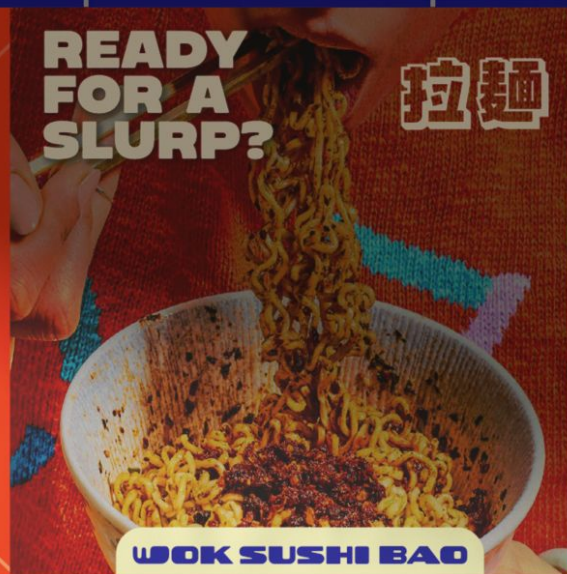




Mocks are for illustrative purposes only*

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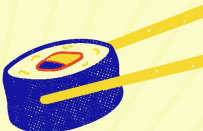
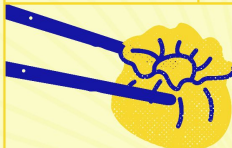






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APPETIZERS		BEVERAGES	DESSERTS
SUSHI CRISPY TEMPURA SUSHI 250 AVOCADO CUCUMBER & CREAMCHEESE SUSHI 295 SPICY JALAPENO AND SWEET POTATO SUSHI 310 FIERY MUSHROOM AND CHEESE SUSHI 275 ASSORTED SUSHI BOX (24 PCS) 1250			
		DIMSUM VEG CRYSTAL DUMPLING 180 BUTTER GARLIC PAN FRIED GYOZA 230 WATER CHESTNUT AND CHIVES DUMPLING 250 CHILLI MUSHROOM MEDLEY DUMPLING 280	
BAO CRISPY TEMPURA BAO 250 STICK LOTUS STEM BAO 295 SICHUAN CRACKER COTTAGE CHEESE BAO 310 PAN FRIED TERIYAKI COTTAGE CHEESE BAO 275 TERIYAKI CRUNCHY SHROOMS 1250			
		BOWL MEAL THE NEPALESE WAI WAI BOX 250 CHILLI GARLIC NOODLE BOX 295 NOODLES IN HOT MA LA BOX 325 KOREAN NOODLE BOX 350 CHEESY BULGOGI RAMYUN NOODLES BOX 375	
			





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Mocks are for illustrative purposes only*



SUSHI

CRISPY TEMPURA SUSHI	250
AVOCADO CUCUMBER & CREAMCHEESE SUSHI	295
SPICY JALAPENO AND SWEET POTATO SUSHI	310
FIERY MUSHROOM AND CHEESE SUSHI	275
ASSORTED SUSHI BOX (24 PCS)	1250



READY
FOR A
SLURP?



GRAB YOUR FAV
BOWL AT JUST
₹344!

WSB

DIMSUM

VEG CRYSTAL DUMPLING	180
BUTTER GARLIC PAN FRIED GYOZA	230
WATER CHESTNUT AND CHIVES DUMPLING	250
CHILLI MUSHROOM MEDLEY DUMPLING	280



HOTT,
SAUCCY,
FULLYYY
LOADED BOWL.

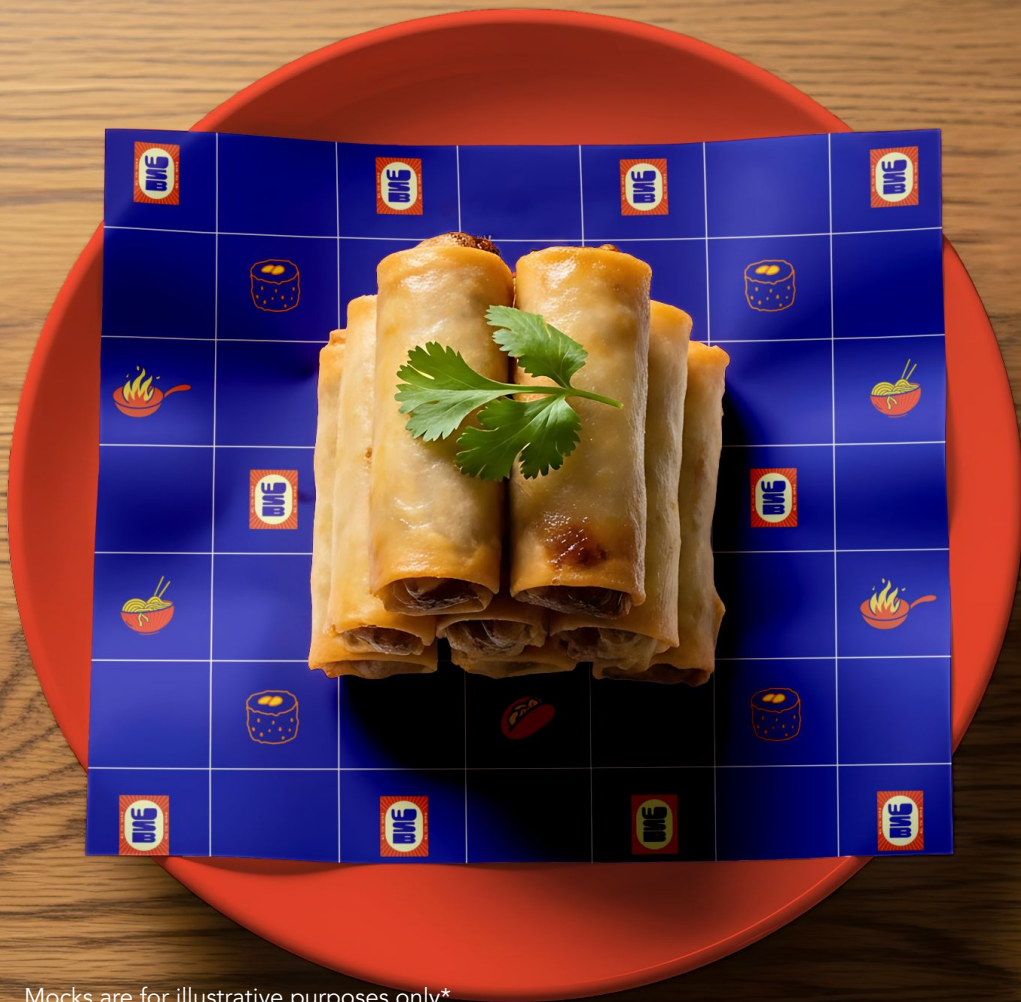


240
SMALL

340
MEDIUM

440
LARGE

WOK SUSHI BAO



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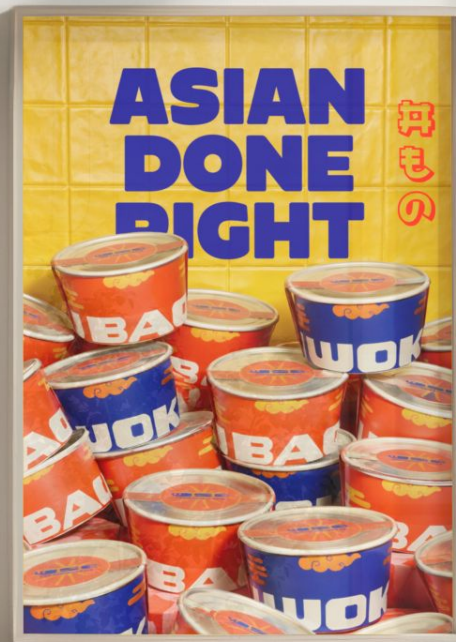
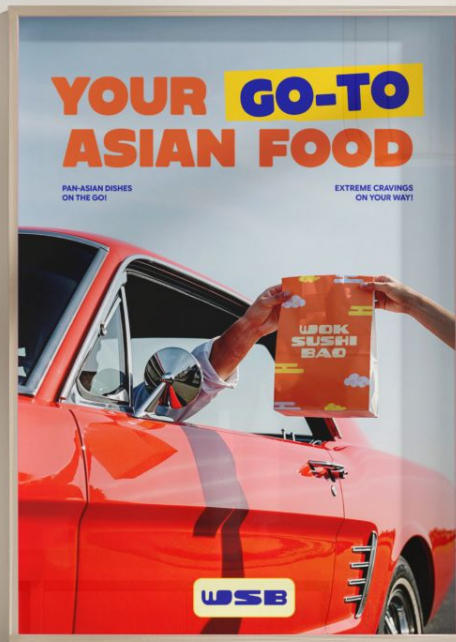


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Mocks are for illustrative purposes only*





Mocks are for illustrative purposes only*

**SCAN TO
UNLOCK**



**BOLD
FLAVORS**

**WOK
SUSHI
BAO**

RISHABH SINGH
(FOUNDER)

0123456789
www.woksushibao.com

中華
鍋
湯
司
包



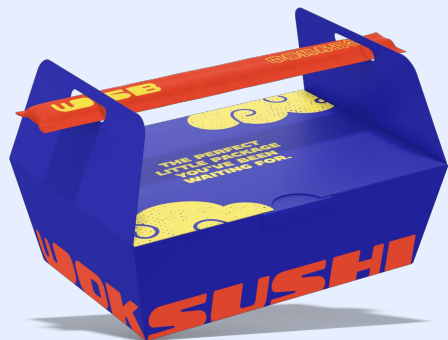
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WOK SUSHI BAO



ASIAN DONE RIGHT





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ST I
LLING
WITH ME.

PERFECT
PACKAGE

THE PERFECT
LITTLE PACKAGE
YOU'VE BEEN
WAITING FOR.

WHAT HAPPENS,
JUST KEEP
ROLLING
WITH ME.

WHATEVER
HAPPENS,
JUST KEEP
ROLLING
WITH ME.

WHATEVER
HAPPENS,
JUST KEEP
ROLLING
WITH ME.

PERFECT
PACKAGE
BEEN
FOR.

THE PERFECT
LITTLE PACKAGE
YOU'VE BEEN
WAITING FOR.

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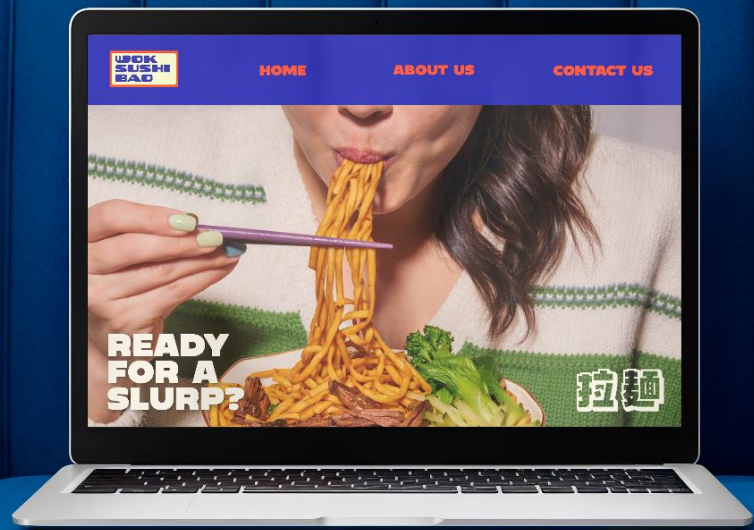
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aj

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