



# Brand Guidelines

By Vaishnavi Taware  
Prof.Mandar Kulkarni



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# Design Brief

# Design Brief

## Project Overview

Create a Japanese bakery brand in India that introduces authentic Japanese breads and desserts with a playful, kawaii-inspired identity. The focus is on blending cultural authenticity with modern café aesthetics while keeping the experience warm, joyful, and Instagram-worthy.

## Target Audience

- Young professionals (22–35)
- Students and café explorers
- Families seeking authentic global flavors
- Foodies, bloggers, and culture enthusiasts

## Design Problems

### Cultural Representation

Blending Japanese design elements with modern, playful café aesthetics without leaning into stereotypes.

### Market Education

Introducing Indian customers to lesser-known Japanese bakery products (Shokupan, Melon Pan, Anpan).

## Design Solutions

- Positive Customer Experience
- Distinctive Mascot-driven Branding
- Seasonal & Festival-Themed Collections
- Cultural Storytelling through Products
- Interactive Engagement (loyalty cards, social campaigns)
- Trust through Authentic Quality



**Brand Heart**

## About Us

Neko Pan brings the heart of Japanese bakeries to India. The name Neko Pan – meaning 'Cat Bread' – represents warmth, authenticity, and everyday comfort. Every bun, loaf, and dessert served is crafted with care, bringing together Japanese flavors, modern yet authentic design, and a touch of playfulness.

## Mission

To bring authentic Japanese bakery to India by offering artisanal breads, cakes, and desserts crafted with love, care, and creativity.

## Vision

To be India's most loved Japanese bakery brand, known for its authentic taste, playful identity, and joyful experiences.

## Brand Promise

To deliver authentic Japanese taste wrapped in warmth, playfulness, and modern comfort.

## Brand Values

- Authentic recipes inspired by Japan's baking culture
- Premium quality with fresh, carefully chosen ingredients
- Innovation through seasonal and festive collections
- Simplicity in design, taste, and experience

## Brand Offering

Neko Pan offers a range of authentic Japanese breads, desserts, and beverages — from soft Shokupan and Melon Pan to Matcha Roll Cakes and Sakura-themed treats. Beyond food, Neko Pan offers a cozy café experience that blends Japanese minimalism with playful design.

## Brand Positioning

Positioned as India's first authentic Japanese bakery with a kawaii (cute) twist, Neko Pan stands apart by merging cultural authenticity with cozy modern aesthetics — offering a taste of Japan that's warm, minimal, and delightful.

## Brand Experience

It's a comforting experience. From the scent of fresh bread to the adorable cat-inspired branding, every touchpoint packaging, store design, or social media feels warm, friendly, and joyful, evoking a sense of calm and belonging.

## Brand Differentiation

- Authentic Japanese recipes crafted for Indian tastes
- Playful cat-themed design and mascot identity
- Seasonal limited editions (Sakura, Matcha, Festive drops)
- Focus on handcrafted quality and sustainability
- Community-driven experiences (loyalty paw points, café events)



# Brand Message

## Brand Equity

Neko Pan's brand equity lies in its emotional appeal and authenticity, it's a comforting ritual. Customers associate Neko Pan with quality, warmth, and a hint of playfulness, making it a brand worth revisiting and recommending.

- Cultural authenticity + unique product offering.
- Emotional connection (comfort, warmth, playfulness).
- Strong recall with its distinctive name, mascot, and aesthetics.
- Community of foodies, explorers, and culture enthusiasts.

## Brand Community

Neko Pan builds a community of foodies, café lovers, and culture enthusiasts who appreciate Japanese culture and cozy experiences. Through loyalty rewards (Paw Points), seasonal events, and social media engagement, customers become part of the Neko Family — sharing their meow-ments online and offline.

- Who: Young people, students, workers, café lovers, families
- Where: Instagram, Reels, food blogs, cultural events
- How: Seasonal campaigns, loyalty programs, café or cards

## Brand Story

Bread in Japan is more than food – it's a little piece of comfort. Inspired by this idea, Neko Pan set out to bring that same feeling to India. Our brand is named after the cat (Neko), a symbol of coziness, warmth, and joy. Just like a cat curling up in your lap, Neko Pan wants to give people comfort and delight – through soft Shokupan, sweet Anpan, and Japanese-inspired desserts.

## Brand Personality

If Neko Pan were a person...

It would be friendly, creative, and comforting.

Neko Pan is the warm friend who always knows how to make your day better soft-spoken, cheerful, and full of positive energy.

### Personality Traits:

Playful • Authentic • Cozy • Approachable • Wholesome

## Brand Language

Neko Pan speaks in a friendly, simple, and heartwarming manner.

The language blends Japanese charm with everyday warmth using words that make people smile, like “meow-ments,” “purr-fect,” and “freshly baked hugs.”

### Example:

Instead of “Buy Now,” Neko Pan says “Bring Home a Meow-ment!”

## Brand Voice & Tone

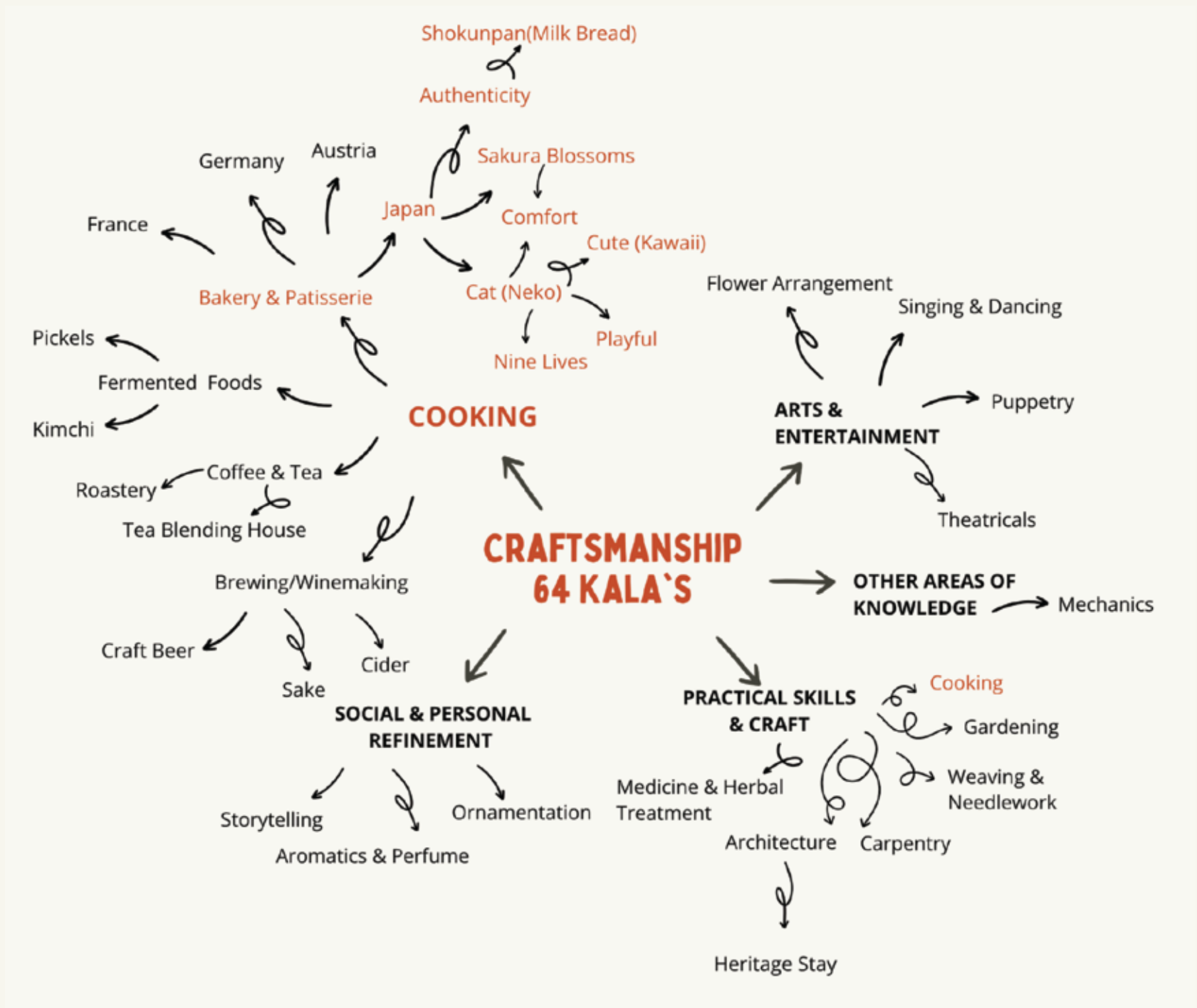
### Voice:

Warm, cheerful, and inviting — always authentic and comforting.

### Tone:

- On packaging → Playful & friendly
- On social media → Fun & engaging
- On website → Calm & sincere
- During festivals or special campaigns → Joyful & celebratory.

# Mindmap



## Nomenclature

- Sakura Loaf — Seasonal blossom.
- Shokunin Oven — Craftsperson's bake.
- Tsuki Pan — Moon bread.
- Kumo Pan — Cloud bread.
- Hokiado Bakery.
- Shokupan Bakey.
- Neko Pan — Cat Bread.
- Yudane House.
- Laminate — Layers done right.
- Kodawari Bakes.

## Tagline

- Soft & Sweet. Simply Japanese
- Soft. Sweet. Simple
- Comfort in every Crumb/Bite
- Happiness in Every Bun
- Purr-fectly Baked, Just for you
- The cat's secret to sweet comfort
- Meow-ments Made Delicious
- Nine Lives of Joy
- First Slice, Best Slice
- Nine Lives of Flavor
- The cat's way of Baking
- Meow-worthy Moments, Freshly Baked

## Final Name

NEKO PAN

Meow-ments Made Delicious



# Brand Identity

# Inspiration Board



M  
O  
O  
D  
B  
O  
A  
R  
D



# Logo Exploration

# Digital Logo Exploration



Neko Pan



Nekö Pan



Nekô Pan



# Typeface Exploration



# Color Exploration





**Primary Logo**



## Secondary Logo



## Brand Mark/Icon Logo



# Logo Minimum Size

## Print:

Minimum Width: 2.5 cm (1 inch)

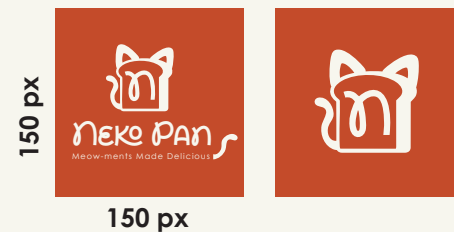
Below this size, the tagline “Meow-ments Made Delicious” becomes unreadable.

For very small print (like merchandise tags or labels), use the secondary logo (icon + wordmark without tagline).

## Digital:

Minimum Width: 150 px

Below this, switch to icon-only logo (cat-bread symbol) for clarity.



# Logo Maximum Size

## For Print Applications:

Posters / Signage: Up to 30 cm (12 inches) wide

Packaging (Boxes, Bags): Up to 15 cm (6 inches) wide

Storefront Signboard: Can extend proportionally up to 100 cm (40 inches)

## For Digital Applications:

Website Banner: Up to 600 px width

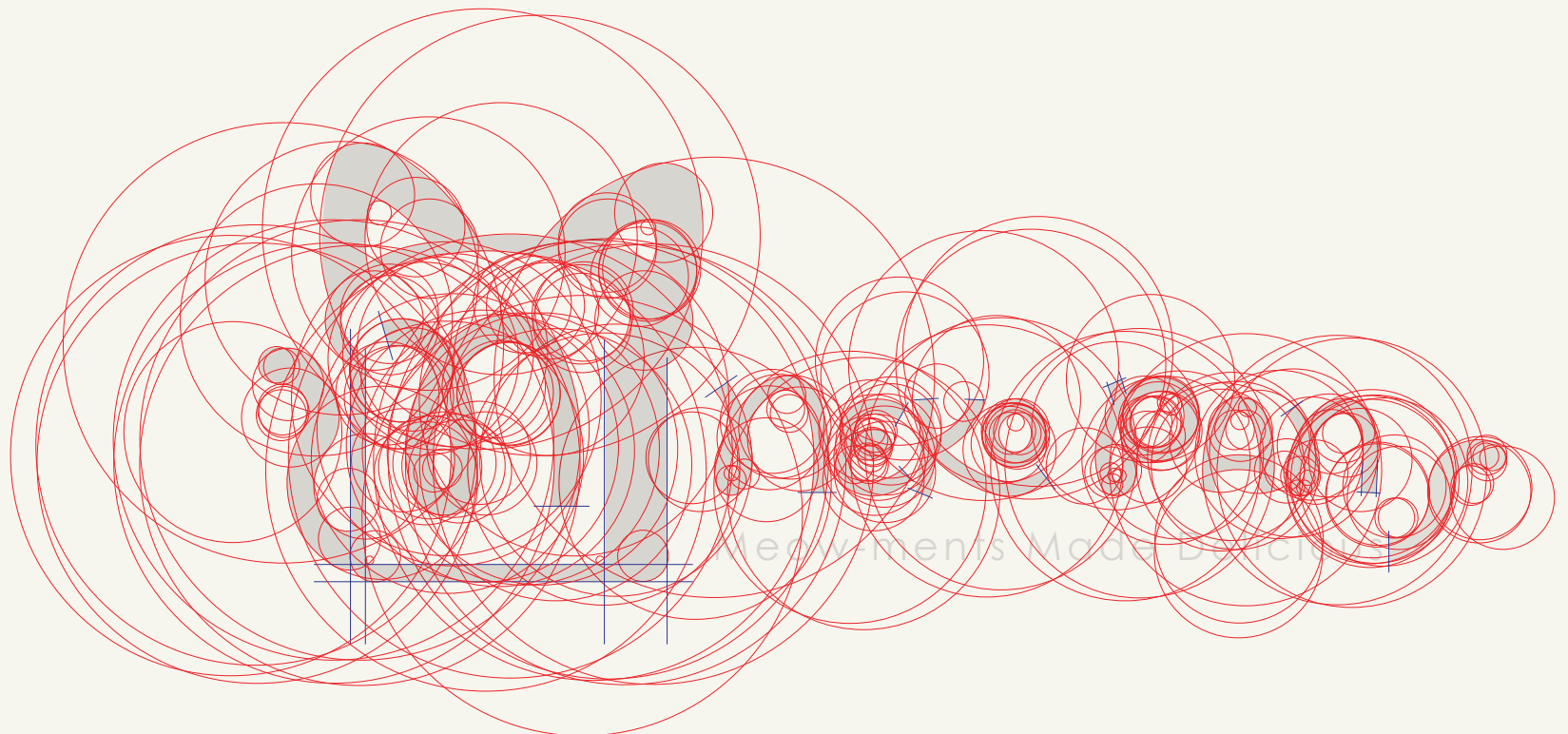
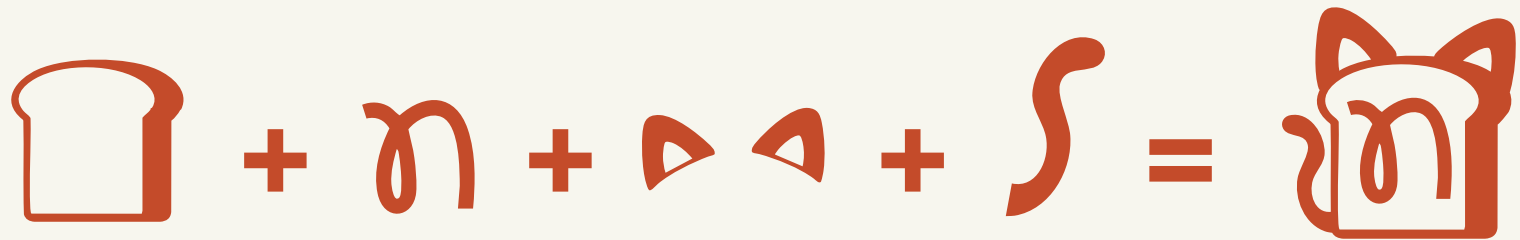
Social Media Header: Up to 1080 px width



# Logo Construction

## Concept & Inspiration

The Neko Pan logo was created to capture the soul of the brand — blending Japanese culture (authentic bakery tradition) with a playful, kawaii-inspired identity. The name Neko Pan translates to “Cat Bread” (Neko = Cat, Pan = Bread), which became the foundation of the visual concept.



# Clear Space

For the Neko Pan logo featuring the cat-bread symbol and wordmark, use the height of the letter “n” inside the bread-cat icon to define the clear space on all sides.

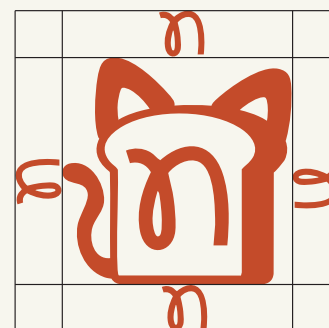
This proportional area ensures that the logo remains visually distinct and uncluttered, preserving its friendly and balanced appearance.

Keep at least 10% of the logo's total width as clear space on every side.

## Example:

If your logo is 10 cm wide, maintain 1 cm clear space on all sides.

If your logo is 5 cm wide, keep 0.5 cm clear space.



## Do's



Always use the official Neko Pan logo file provided in the brand kit.



Use high contrast between logo and background for clarity and readability.



Apply the logo only on brand-approved colors: Terracotta red, white, black, or cream.



Choose between the primary or secondary logo versions as per the application (print, digital, packaging).

## Don'ts



Don't apply shadow



Don't add outline



Don't stretch the logo



Don't add gradient to the logo



Don't change colour



# Brand Visuals

## Color Palette

**Terracotta Red**

**# c44b2a**

**R-196**

**G-75**

**B- 42**

**C-0**

**M-62**

**Y-79**

**K-23**

**Off-White Cream**

**# f7f6ef**

**R-247**

**G-246**

**B- 239**

**C-0**

**M-0**

**Y-3**

**K-3**



# Typography

# Display Font

## Mocka Regular

Mocka Regular is a playful and modern display font that reflects the personality of Neko Pan soft, friendly, and handcrafted. Its rounded edges and whimsical curves give a sense of warmth and approachability, perfectly aligning with the brand's Japanese-inspired charm. This typeface is ideal for logos, packaging, signage, and promotional graphics, creating a unique visual identity that feels cozy yet contemporary.



# Primary Typeface

Mocka Regular

AA

AA BB CC DD EE FF

GG HH II JJ KK LL

MM NN OO PP QQ

RR SS TT UU VV WW

XX YY ZZ

NEKO PAN

As Neko Pan's primary typeface, Mocka Regular brings a handcrafted and joyful essence to the brand. Its organic letterforms capture the spirit of Japanese minimalism blended with playfulness, mirroring the bakery's fresh and artisanal nature.

Used across main headers, logo marks, and product names, it establishes a consistent and recognizable look

# Secondary Typeface

Century Gothic Regular

Aa

Aa Bb Cc Dd Ee  
ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp  
Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz

## Meow-ments Made Delicious

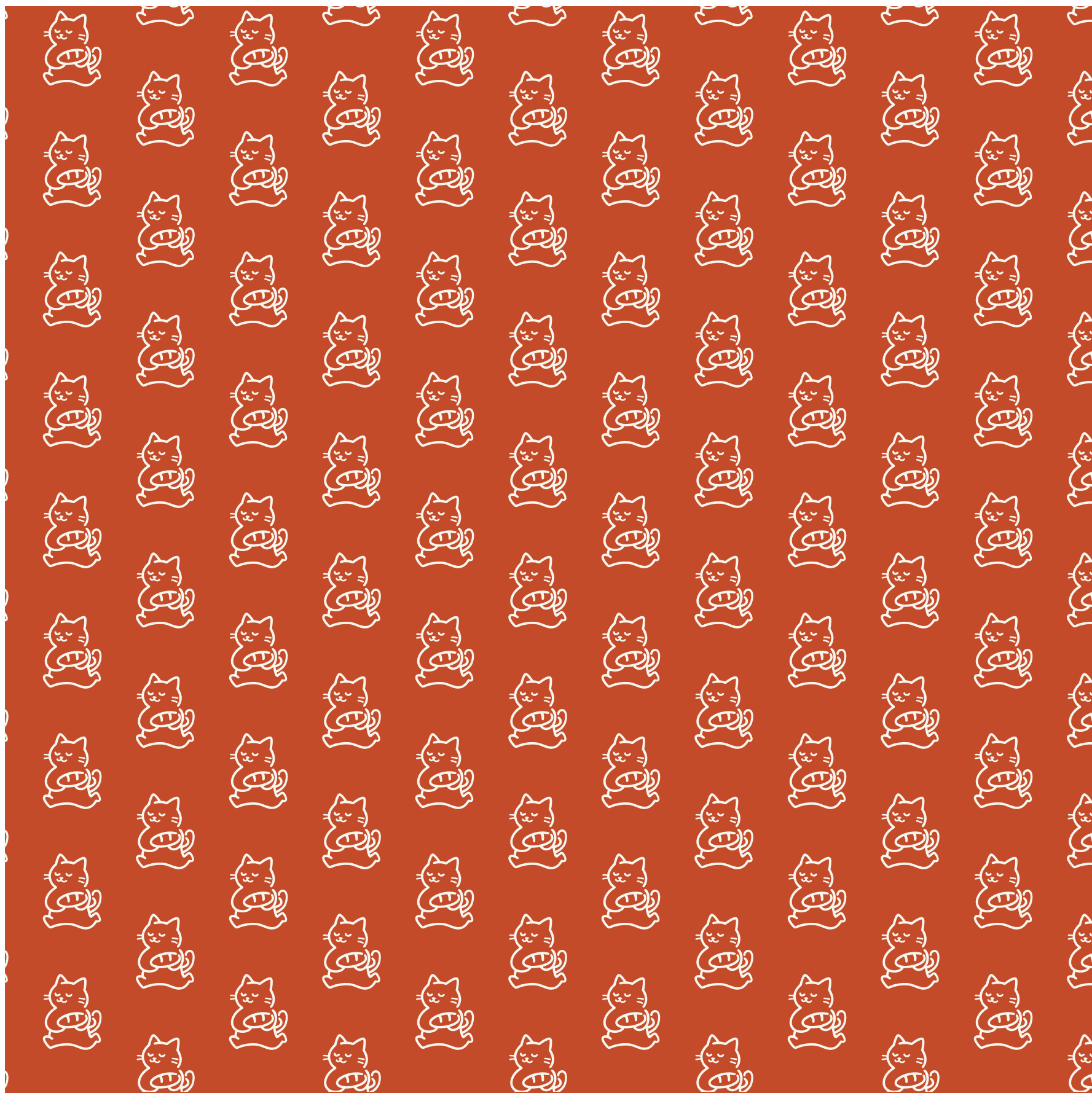
Century Gothic Regular complements Mocka with its clean, modern geometry. It balances the brand's friendly display type with readability and simplicity, ideal for body text, menus, website copy, and packaging descriptions.

The combination of Mocka's handcrafted personality and Century Gothic's modern clarity creates a perfect harmony — approachable, minimal, and sophisticated, just like Neko Pan's bakery experience.



# Brand Patterns













# Brand Imagery

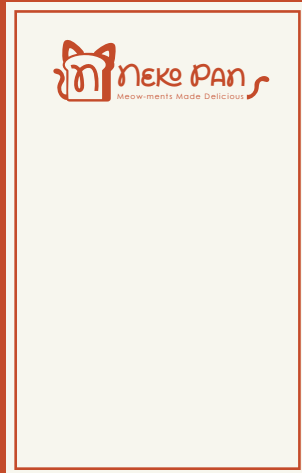




**Brand Medias**

# Print Medias

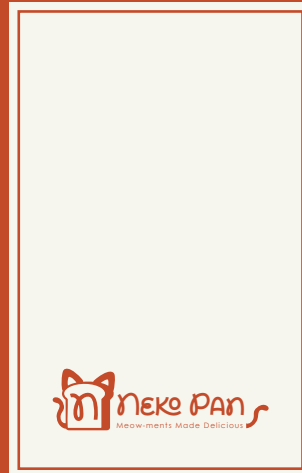
## Id Card



Front

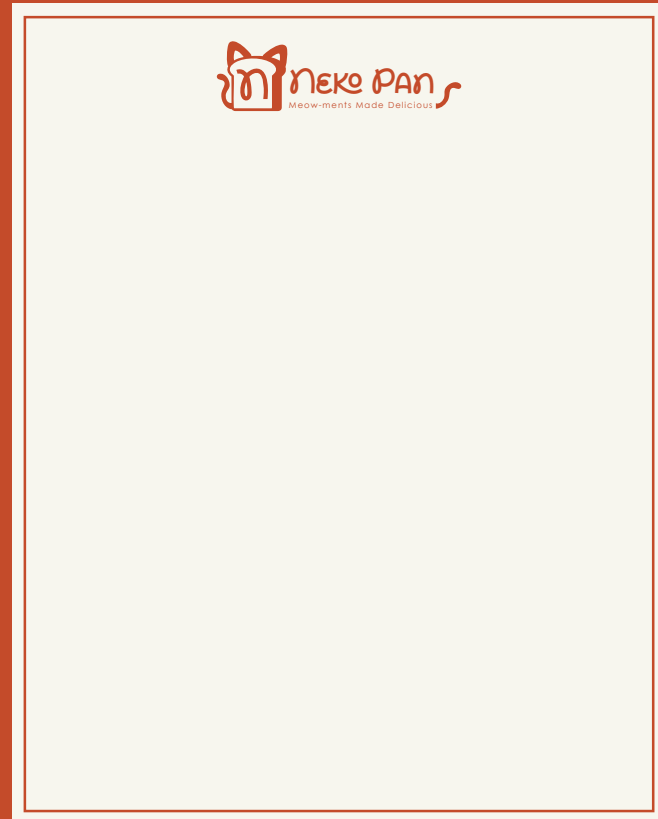
**Size:** 6.7 × 9.9 cm (2.6 × 3.9 in)

**Logo Size:** 3.7 × 1.5 cm (1.4 × 0.6 in)



Back

## Menu Card (Table/Takeaway)

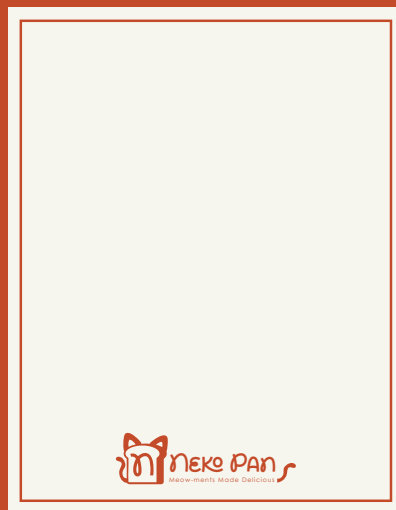


**Size:** A4 – 21 × 29.7 cm (8.3 × 11.7 in)

**Logo Size:** 4 × 2 cm (1.6 × 0.8 in)

**Placement:** Top center on front cover

## Tent Card (Tabletop Display)

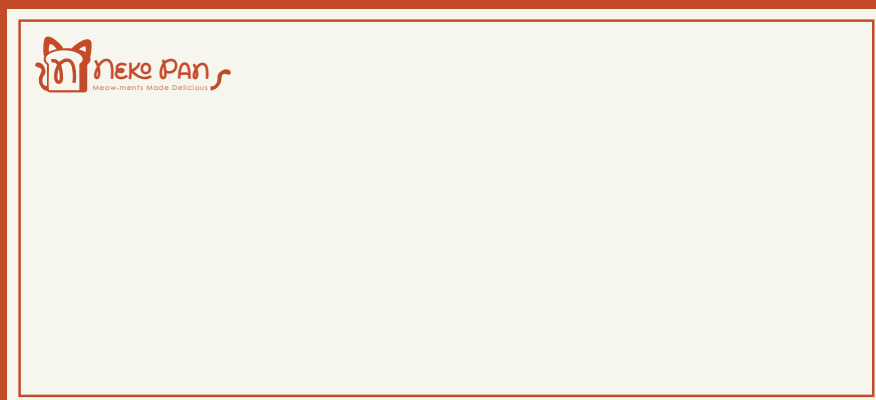


**Size:** 15 × 21 cm (5.9 × 8.3 in)

**Logo Size:** 4 × 2 cm (1.6 × 0.8 in)

**Placement:** Bottom center

## Envelope

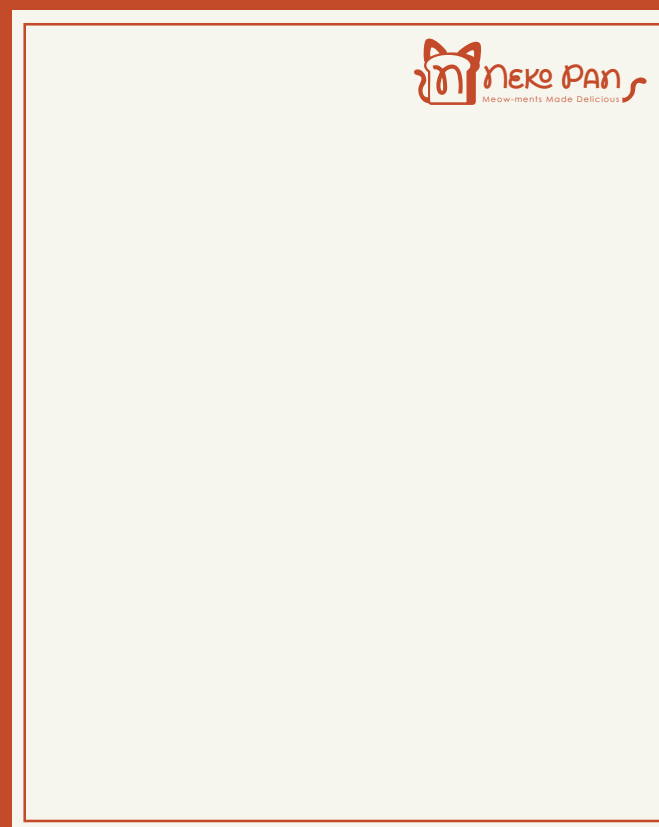


**Size:** 11 × 22 cm (4.3 × 8.7 in)

**Logo Size:** 3 × 1.2 cm (1.2 × 0.5 in)

**Placement:** Top left corner

## Letterhead



**Size:** A4 – 21 × 29.7 cm (8.3 × 11.7 in)

**Logo Size:** 4 × 2 cm (1.6 × 0.8 in)

**Placement:** Top right corner

## Business Card



**Back**

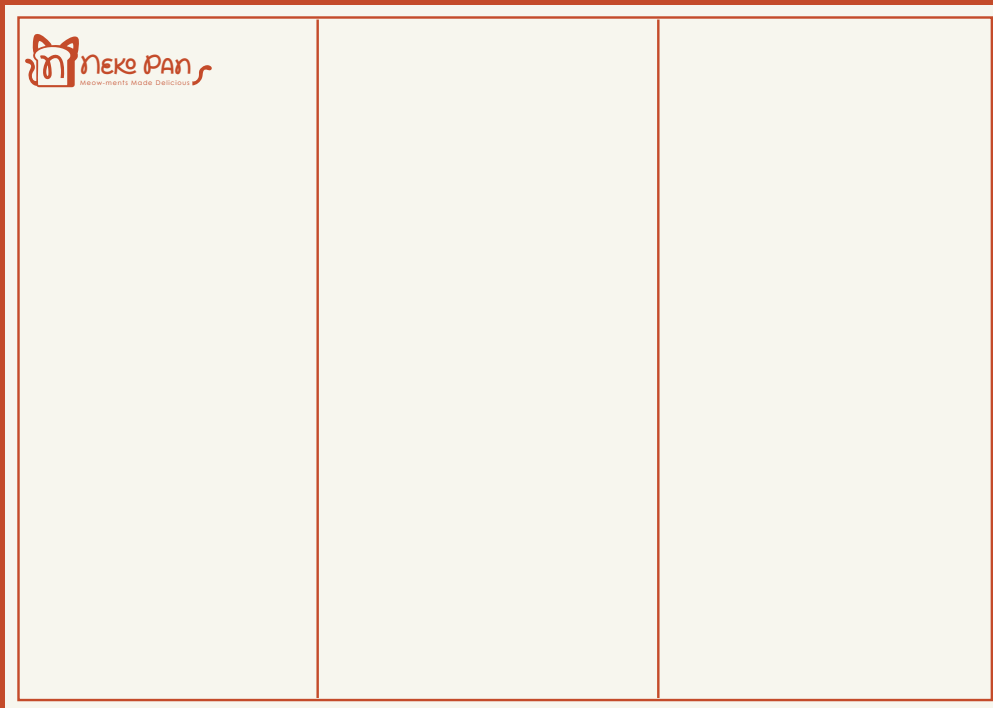


**Front**

**Size:** 9 × 5 cm (3.5 × 2 in)

**Logo Size:** 3 × 1.2 cm (1.2 × 0.5 in)

## Brochure (Tri-fold)

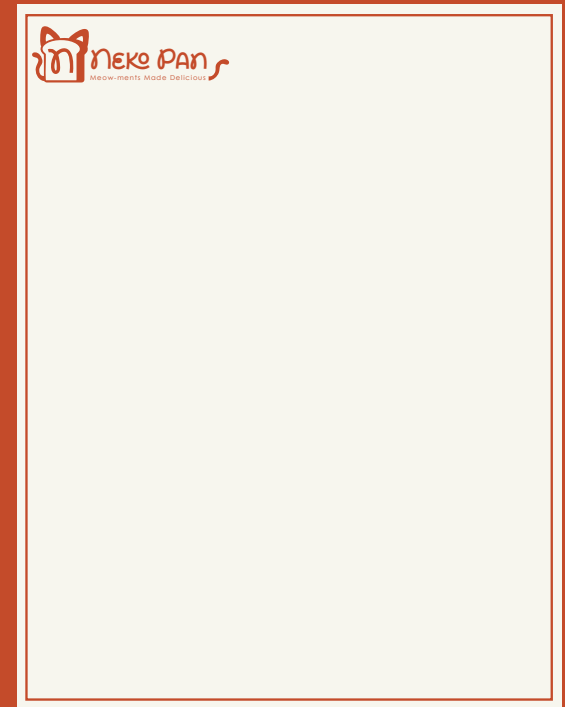


**Size:** 21.6 × 27.9 cm (8.5 × 11 in)

**Logo Size:** 3.5 × 1.5 cm (1.4 × 0.6 in)

**Placement:** Top left on cover page

## Poster

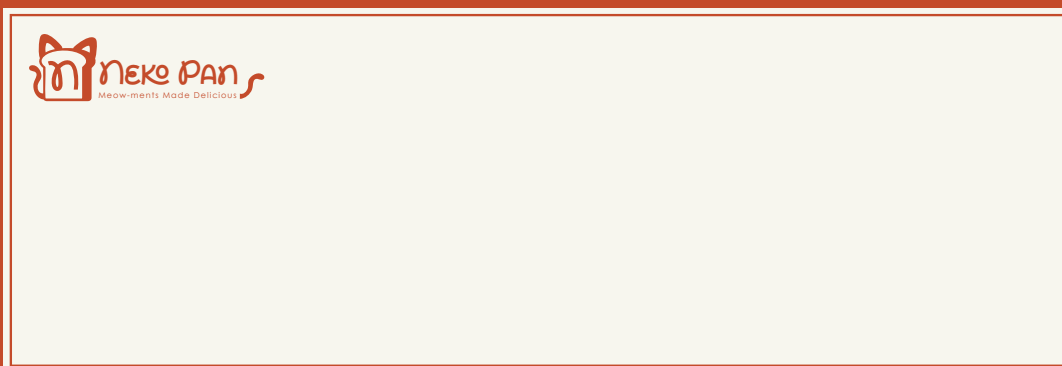


**Size:** 61 × 91.4 cm (24 × 36 in)

**Logo Size:** 8.6 × 3.6 cm (3.4 × 1.4 in)

**Placement:** Top left, aligned with margin

## Billboard

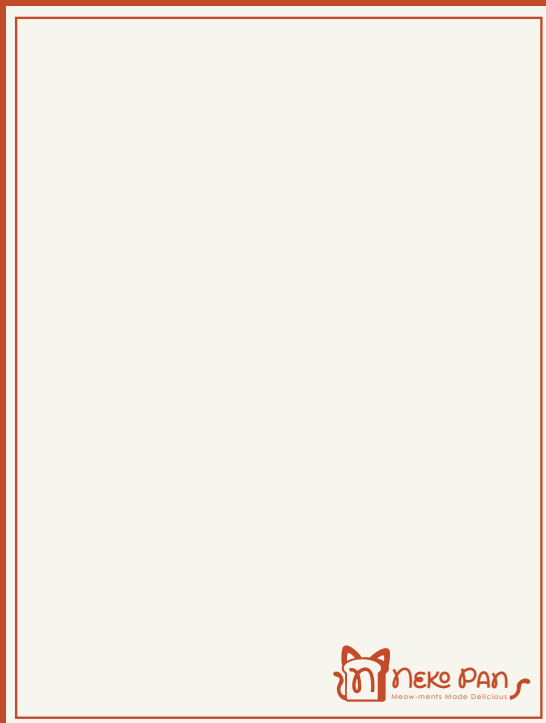


**Size:** 4 x 8 ft

**Logo Size:** 1.4 x 0.5 ft

**Placement:** Left align top

## Magazine

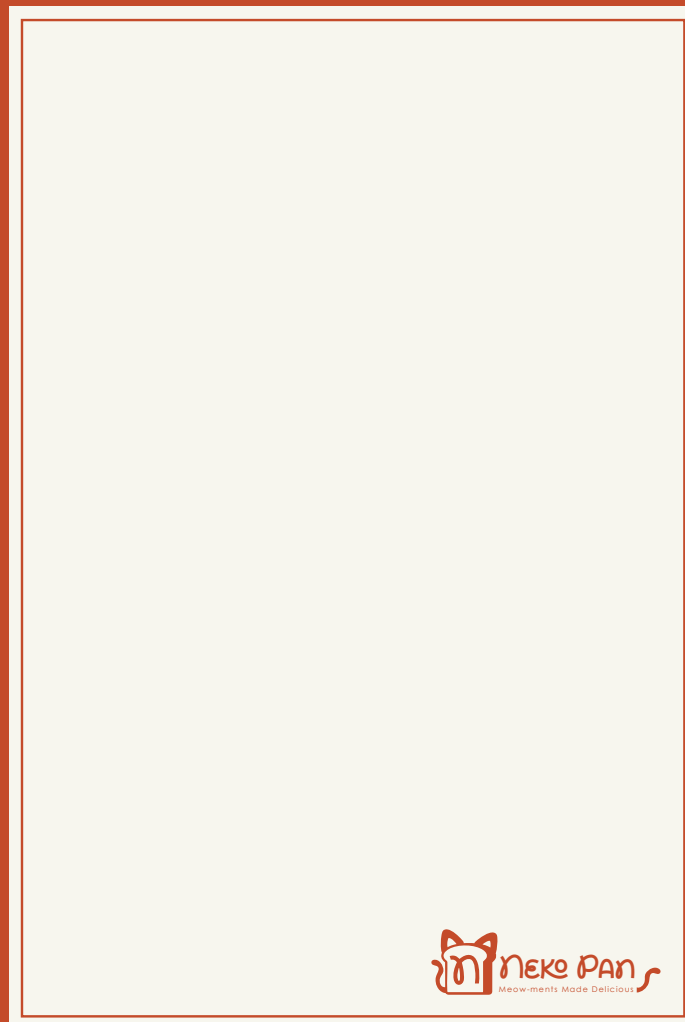


**Size:** 21 × 29.7 cm (A4 / 8.3 × 11.7 in)

**Logo Size:** 5 × 2.5 cm (2 × 1 in)

**Placement:** Bottom center or bottom right

## Newspaper (Quarter Page)



**Size:** 13 × 26 cm (5.1 × 10.2 in)

**Logo Size:** 4 × 2 cm (1.6 × 0.8 in)

**Placement:** Bottom right (best for recall in)

## Loyalty Card



**Back**

**Size:** 9 × 5 cm (3.5 × 2 in)

**Logo Size:** 3 × 1.2 cm (1.2 × 0.5 in)



**Front**

# Digital Medias

## Website (Desktop View)



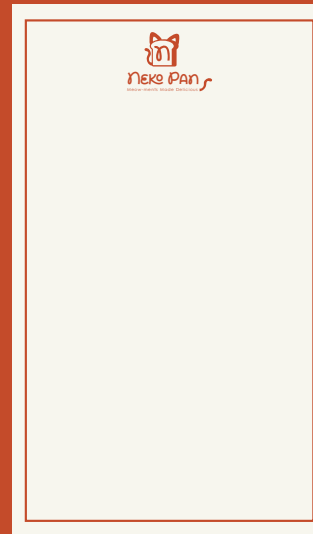
**Pixel Size:** 1920 × 1080 px (Full HD)

**Physical Reference:** ~50.8 × 27.9 cm (20 × 11 in)

**Logo Size:** 300 × 150 px (~7.9 × 3.9 cm / 3.1 × 1.5 in)

**Placement:** Bottom right (as watermark) OR top left (aligned with content grid)

## Website (Mobile View)



**Pixel Size:** 1080 × 1920 px (standard vertical screen)

**Physical Reference:** ~27.9 × 50.8 cm (11 × 20 in)

**Logo Size:** 200 × 100 px (~5.3 × 2.6 cm / 2 × 1 in)

**Placement:** Bottom center (watermark) or top center (clean hero image)

## Email Signature Logo



**Pixel Size:** 200 × 80 px

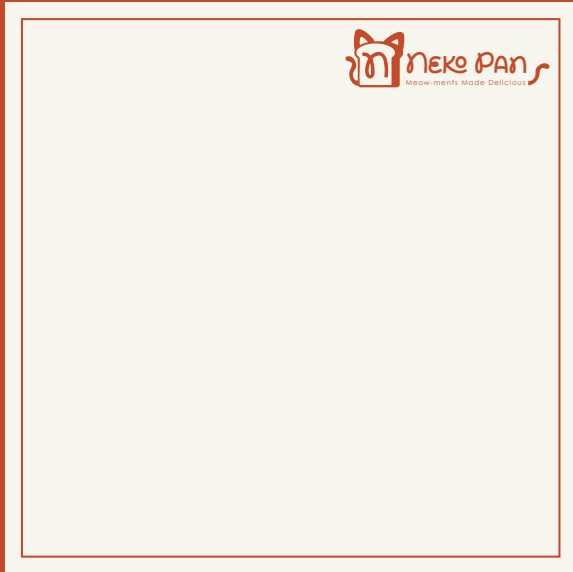
**Physical Reference:** ~5.3 × 2.1 cm (2.1 × 0.8 in)

**Logo Size:** ~160 × 60 px ~4.2 × 1.6 cm (1.65 × 0.65 in)

**Placement:** Left aligned, paired with contact details

# Social Media

## Facebook Post

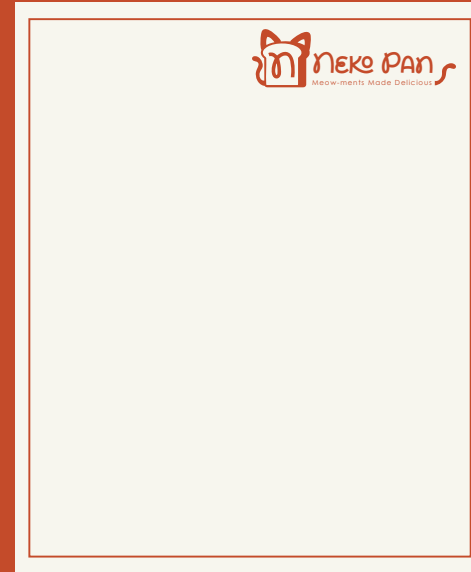


**Size:** 1080 × 1080 px (27.9 × 27.9 cm / 11 × 11 in at 96dpi)

**Logo Size:** 200 × 200 px (5 × 5 cm / 2 × 2 in)

**Placement:** Bottom or top right corner, small watermark

## Instagram Post

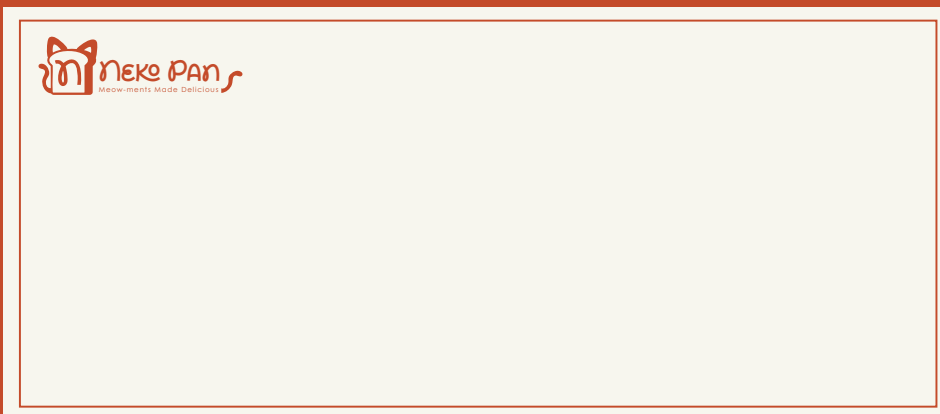


**Size:** 1080 × 1350 px

**Logo Size:** ~200–250 px (≈5–6.5 cm / 2–2.5 in)

**Placement:** Bottom or top right corner, small watermark

## Facebook Cover

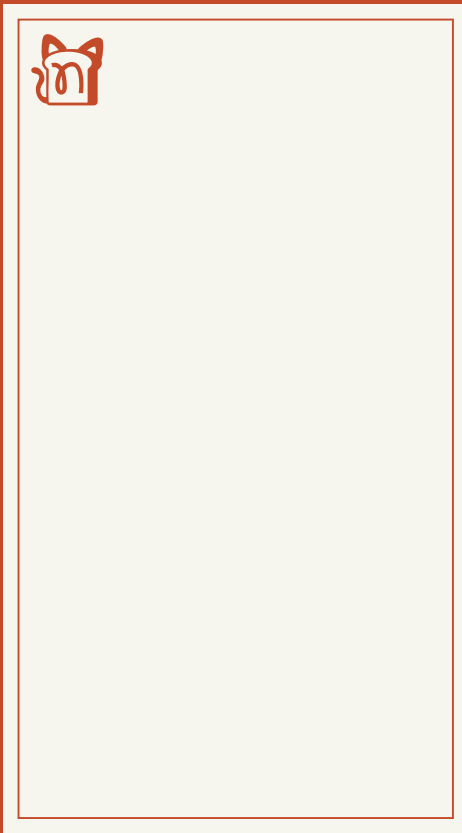


**Size:** 820 × 360 px (21.6 × 9.1 cm / 8.2 × 3.6 in)

**Logo Size:** 150 × 150 px (3.8 × 3.8 cm / 1.5 × 1.5 in)

**Placement:** Left aligned with profile

## Instagram Story

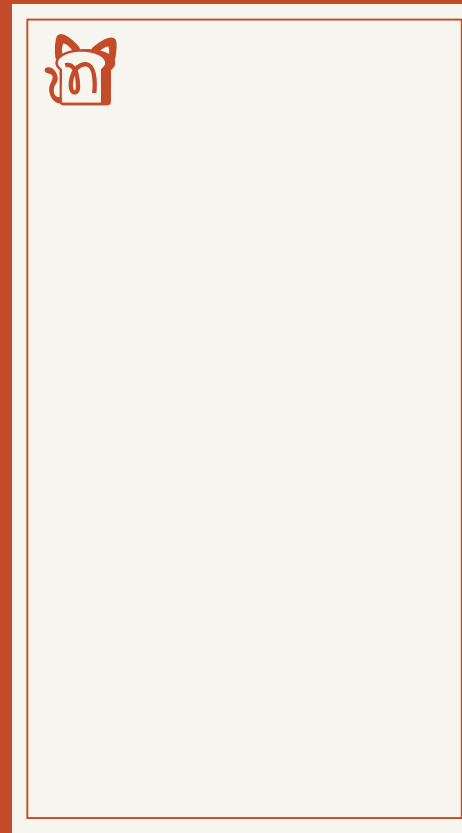


**Size:** 1080 × 1920 px (9:16 ratio)

**Logo Size:** ~250 px wide (≈6.5 cm / 2.5 in)

**Placement:** Bottom or top right corner, small watermark

## Instagram Story



**Size:** 1080 × 1920 px (9:16 ratio)

**Logo Size:** ~250–300 px wide (≈6.5–8 cm / 2.5–3 in)

**Placement:** Top left corner (safe from captions & buttons)

## Twitter (X) Post/Ad



**Size:** 1600 × 900 px (16:9 ratio – optimal)

**Logo Size:** ~250–300 px wide (≈6.5–8 cm / 2.5–3 in)

**Placement:** Bottom right (preferred for watermark)



# Applications









MENU CARD

SIGNATURE BAKES

- SHOKUPAN LOAF** ₹120  
Soft, fluffy Japanese style bread baked fresh daily.
- WHOLE WHEAT SHOKUPAN** ₹160  
Wholesome version with 25% whole for a healthy take.
- MELON PAN** ₹90  
Sweet bun bread with a crunchy melon crust.
- ANPAN** ₹100  
Flavour bun filled with sweet red bean paste.
- CURRY PAN (VEG/NON-VEG)** ₹150/₹140  
Crispy fried bread with spicy, aromatic curry chicken or veg. packed bun.

DESSERTS

- JAPANESE CHEESECAKE (SLICE)** ₹150  
Light, fluffy cheesecake with a melt-in-mouth texture.
- MATCHA ROLL CAKE** ₹180  
Soft sponge roll filled with cream, matcha powder.
- CUSTARD BUN** ₹100  
Sweet bun stuffed with vanilla custard sauce.
- MOCHI DAIFUKU** ₹120  
Traditional mochi rice cake filled with sweet bean paste.

SPECIAL MENU

- NEKO PAN SIGNATURE PLATTER**  
Selection of 3 different panes.  
Miso Kani, Magma and Miso Curry.  
Pan-baked with dipping sauce.  
₹280

SAVORY BITES

- FROMAGE BUN (CHEESE)** ₹90  
Fluffy bun filled with melted cheese.
- FROMAGE BUN (VEG-CHEESE)** ₹100  
Cheese-filled bun with vegetable mix.
- SESAME BAGEL** ₹90  
Dense-crusted bread with toasted sesame seeds.
- GARLIC SHOKUPAN TOAST** ₹140  
Crisp garlic bun, topped on toast with butter.

DRINKS

- MATCHA LATTE** ₹120  
Creamy, whisked matcha green tea with milk.
- HOUJICHA TEA** ₹150  
Roasted green tea with a earthy, nutty flavor.
- JAPANESE HOJO COFFEE** ₹160  
Slow-brew style coffee, bold and refreshing.
- SAKURA PIZZ (SEASONAL)** ₹190  
Sparkling rose infused with creamy strawberry foam.

ADDITIONAL TOPPINGS

- WHIPPED CREAM** ₹50
- CHOCOLATE DRIZZLE** ₹40
- MATCHA POWDER DUSTING** ₹40
- EXTRA CHEESE FILLING** ₹60





Meow-ments Made Delicious









Thank you for Choosing Neko Pan!  
We hope our bakes made your  
day a little softer and sweeter.  
Love your moments with us →  
Meow-ments Made Delicious



NEKO PAN  
Meow-ments Made Delicious







MENU CARD



SIGNATURE BAKES

- SHOKUPAN LOAF** ¥120  
Soft, fluffy, moistness with every every every every.
- WHOLE WHEAT SHOKUPAN** ¥180  
Moistness meets with 10% whole for a hearty taste.
- MELON PAN** ¥90  
Sweet loaf topped with a melting melon cream.
- ANPAN** ¥100  
Classic hot bread with sweetly soft bean paste.
- CURRY PAN (KUSUNO-DEU)** ¥160-¥190  
Strong & hot bread with soft, sweet & tangy curry powder using traditional recipe.

DESSERTS

- JAPANESE CHEESECAKE (SLICE)** ¥190  
Light, fluffy cheesecake with a melt-in-mouth texture.
- MATCHA TULL CAKE** ¥180  
Soft & airy tall cake with soft mochi cream.
- CUSTARD BUN** ¥100  
Fluffy bun stuffed with smooth custard cream.
- MOCHI DAIFUKU** ¥120  
Traditional Daifuku (two-year-old soft bread) with mochi.

SPECIAL MENU

**NEKO PAN SIGNATURE PLATTER**  
Assortment of 10 signature items.  
Share ¥30, Regular and Kids, Family  
¥40-¥60 and \$20-30 per person.  
¥250

SAVORY BITES

- FROMAGE BUN (CHEESE)** ¥50  
Fluffy bun filled with melted cheese.
- FROMAGE BUN (VEG CHEESE)** ¥100  
Classic bun bun with vegetable fill.
- SEAXIDE BAGEL** ¥50  
Toasted sesame bagel with sesame cream cheese.
- GARLIC SHOKUPAN TOAST** ¥140  
Crispy garlic butter sesame oil bread & shokupan.

DRINKS

- MATCHA LATTE** ¥200  
Classic, smooth, natural green tea latte with milk.
- HUJIEN TEA** ¥120  
Seasonal green tea with a dash of honey.
- JAPANESE ICED COFFEE** ¥180  
One of the best coffee, basic and refreshing.
- SAKURA PIZZ (SEASONAL)** ¥120  
Seasonal pink sakura blossom & chocolate cake.

ADDITIONAL TOPPINGS

- WHIPPED CREAM** ¥20
- CHOCOLATE DRIZZLE** ¥40
- MATCHA POWDER GASTING** ¥50
- EXTRA CHEESE FILLING** ¥40

090-8470-8470 | 800-848-8488 | BAKERY

WWW.NEKOPANBREADS.COM









 **NEKO PAN**  
Meow-ments Made Delicious

**THANK  
YOU**

