

Our scheme for a chain of Sushi World outlets sought to maximise the use of limited space, a typical constraint of shopping mall environments. We responded by creating a strong visual identity whose use of colour and symbolic imagery for point-of-sale and packaging has helped Sushi World expand aggressively.



A The 'red banner' language and symbolism of the menu boards give the space focus and character
B Graphics used on signage, packaging and menuboard



The back-of-house areas are concealed behind pivoting 'red banner' vertical menu boards. A series of symbols represents the ingredients and varieties of sushi on offer. Strong black and red graphics and dry goods stacked in pigeon hole shelving contrast with the delicacy of the fresh product. To complement the vitrethane wall panels, we selected a warm red timber for the shelving.