



kaméi



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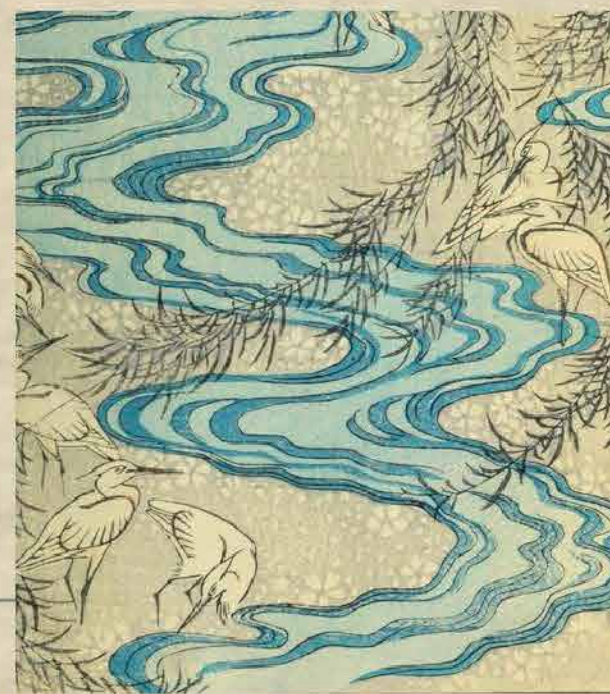
*A contemporary asian restaurant inspired
by a storyteller's journey across Asia.*

Translating to 'turtle' in both Chinese and Japanese languages, 'Kaméi' plays a major role in Asian culture. It represents one of the 4 auspicious beasts and is said to hold the secrets of heaven and earth.

For us, Kaméi embodies the spirit of this very turtle as it travels across the Asian terrain—by land, sea and palate—to find a new flavour around every corner.

Hand drawn
lettermark
unfurling like
the motion
of ripples and
currents

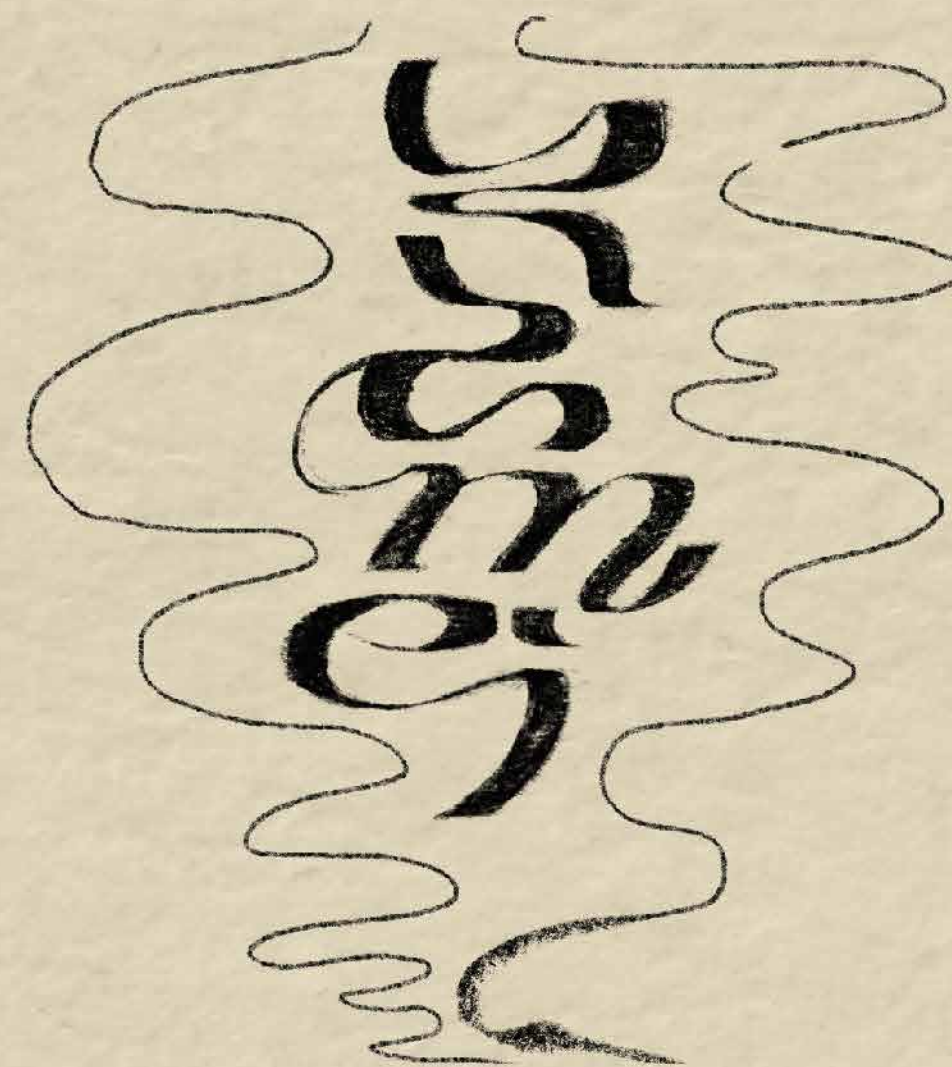
1



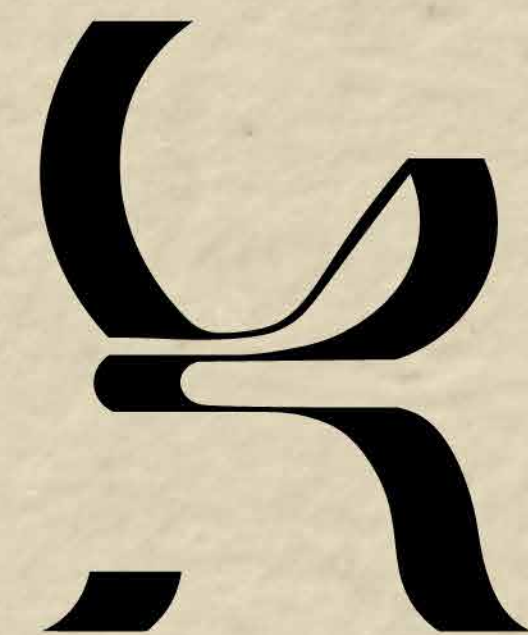
Inspired by the
freeflowing strokes
in japanese calligraphy.

Energetic,
yet serene.

2



Initial Sketch



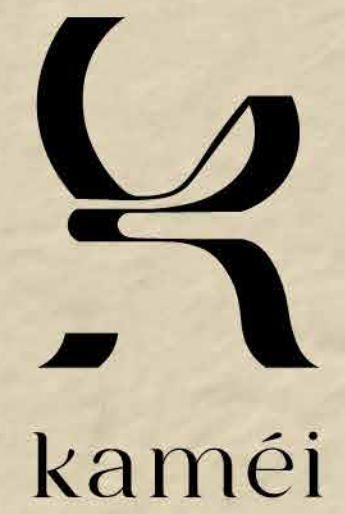
kaméi

3

kaméi Kugile
Customised typeface

Evoking heritage with a modern
approach, our lettermark has
minimal serifs and sculptural forms.
The customized kugile typeface bridges
the contemporary and traditional.

PRIMARY LOGO



WORDMARK

kaméi

VERTICAL LOGO



COLOUR PALETTE

Garnet

50%

Charcoal

30%

Ivory

10%

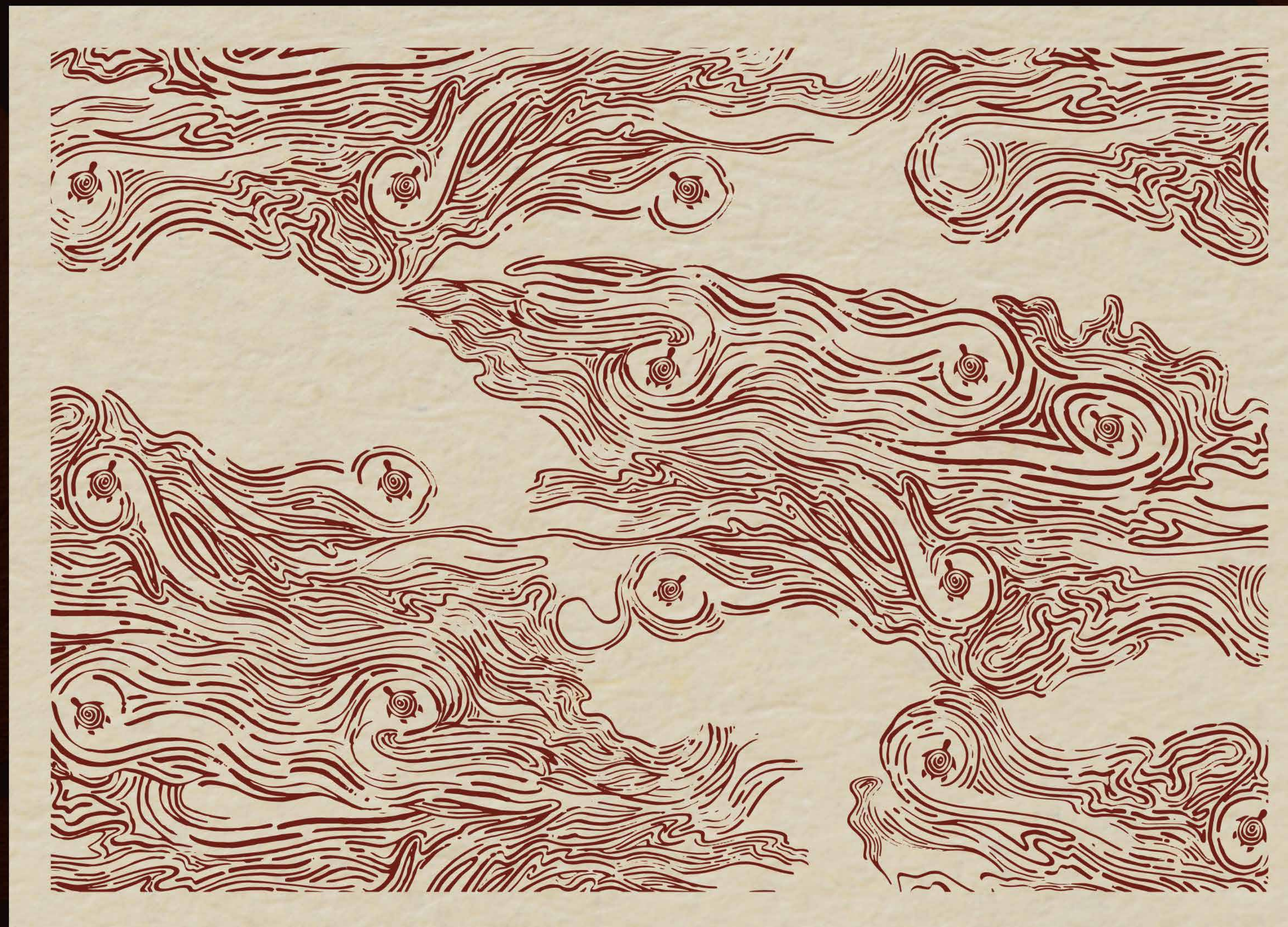
Warm Sea

10%

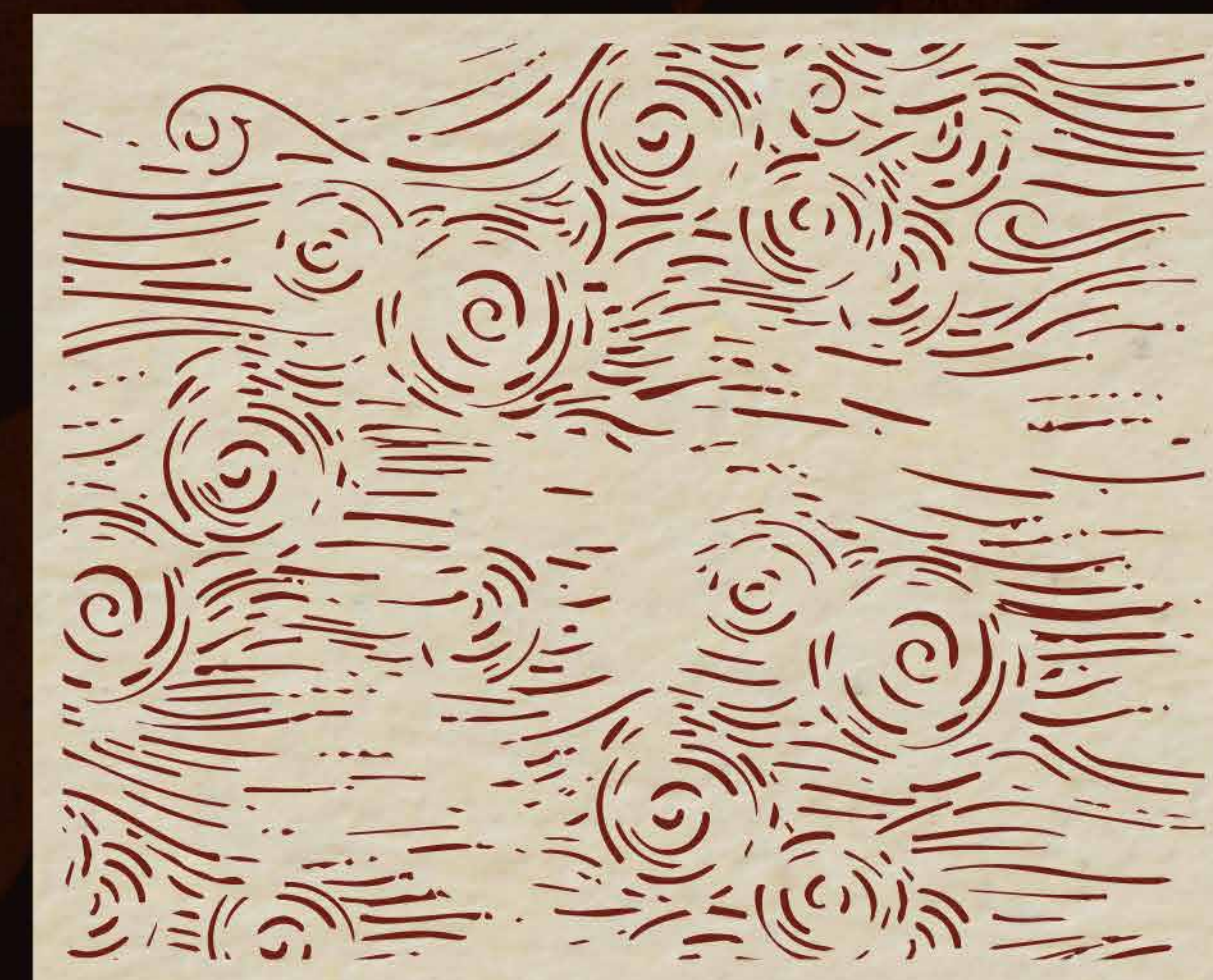


PRIMARY ILLUSTRATION

A main element in Kaméi's identity is this illustration inspired by the Asian current that carries with it an exchange of food & culture. The turtle is a symbol of this exchange across East Asia.



SECONDARY ILLUSTRATIONS





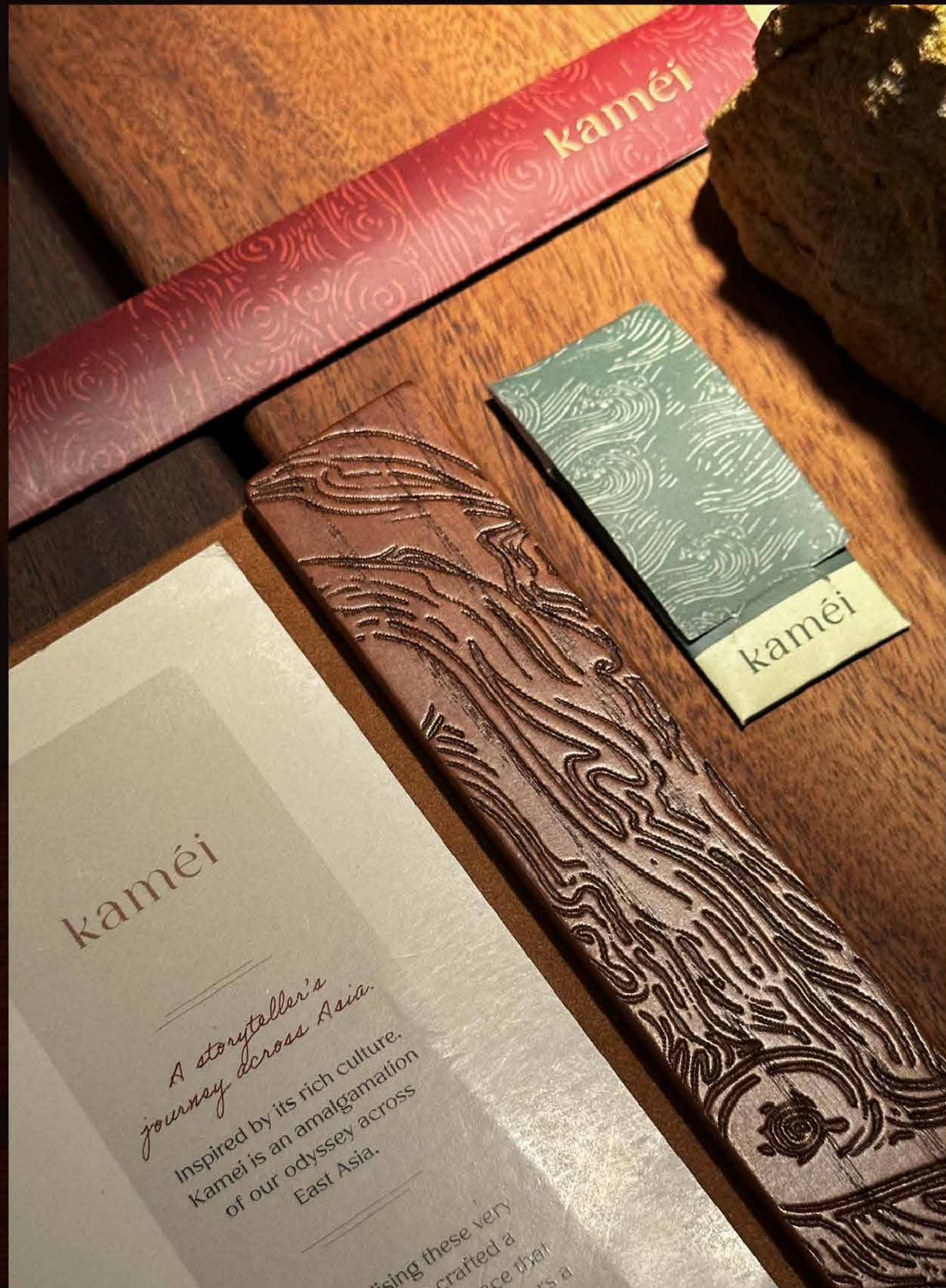
Leather and Wood - Changeable Menu



Wood Etched Pattern Cover



Gold Foiled Cocktail Ingredients



Toothpick Sleeve



Chopstick Sleeve





Coaster with Pattern printed on Cork



Ice Stamp





Servers and Kitchen Staff



Bar Staff



Hand Illustrated Art inspired by Seaweed and Chrysanthemums - Screen Printed on 20 Concrete Panels