# CONTENTS

COLOUR PALETTE

1.0

1.1 Brand Colours

Our brand is underpinned with a colour palette designed to be bold, modern and distinctive. To help achieve greater brand recognition it is important that our colour palette is applied consistently.
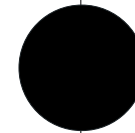
Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together.
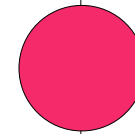
CRIMSON PINK
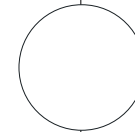
WHITE

BLACK

#F52A6A

#FFFFFF

#000000

KUMISO

O MY KASE

TYPOGRAPHY

VIM SM

Poppins

01   ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#$%^&*()+
ÆÇÈØ£ßÅÆÇ

02   ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+
ÆÇÈØ£ßåœç

2.0

VIM SM

Poppins
Light
Light Italic
Regular
Regular Italic
Medium
Medium Italic
Bold
Bold Italic
Black
Black Italic

A B C D E F G
H I J K L M N
O P Q R S T
U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Use of Type

One of the most important techniques for effectively communicating content is the use of typographic hierarchy.

Typographic hierarchy is a system for organizing type that establishes an order of importance within the data, allowing the reader to easily find what they are looking for and navigate the content. It helps guide the reader's eye to where a section begins and ends, whilst enabling the user to isolate certain information based on the consistent use of style throughout a body of text.

It is important to maintain this system. This allows for clarity, consistency and a strong hierarchy for all communications.

Heading

AABBCCDDEEFF

- Usage: Headings
- Font: VIM SM
- Weight: Heavy

Heading Two

AaBbCcDdEeFf

- Usage: Body
- Font: Poppins
- Weight: Regular

Heading Three

AaBbCcDdEeFf

- Usage: Subheadings
- Font: Poppins
- Weight: Medium

Heading Four

AaBbCcDdEeFf

- Usage: Subheadings
- Font: Poppins
- Weight: Light

Body

AaBbCcDdEeFf

- Usage: Body
- Font: Poppins
- Weight: Light

LOGO DESIGN

3.0

Brand Logo

Our logo is an important asset to our organisation and should serve as a foundation for all visual communications.

The identity can only make a positive impact if used consistently and correctly throughout all brand communications.

To maintain a strong brand image it is important that the logo is always applied consistently wherever it appears. It should never be manipulated or distorted. Its colour, position and size are all specified within this document.

The Logo can be used in black on light backgrounds, or white on dark backgrounds, or in contrasting brand colours.

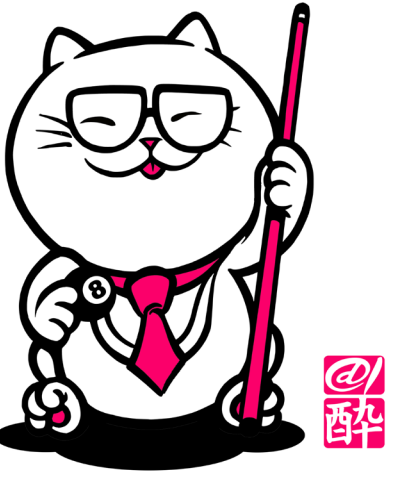FULL LOGO

WORDMARK

ILLUSTRATED ICON

WORDMARK 2

KUMISO
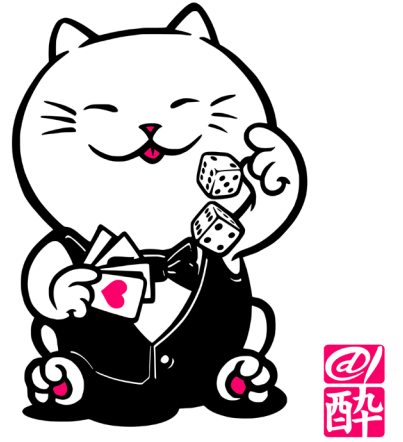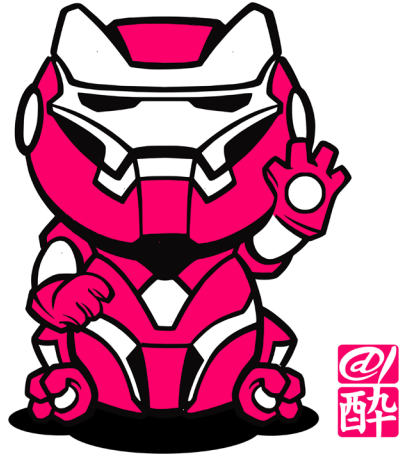
631 - 527 7926

37 NEWTOWN LANE
EAST HAMPTON
NEW YORK, 11937

WWW.KUMISO.COM
CHAT@KUMISO.COM

KUMISO

CHEF NAME

chef@email.com • 123 425 5334

www.kumiso.com

chat@kumiso.com

631 - 527 - 7926

37 Newtown Lane, East Hampton, NY, 11937

KUMISO

カクテル COCKTAILS

LYCHEE MARTINI 15
haku vodka, joto nigori sake, lychee, yuzu

MOJITO JADE 15
cruzan rum, mint, lime, matcha 'green tea', soda

TOKYO FASH 16
suntory toki, plum simple, peychaud bitters

ROSE CITY 18
roku gin, sparkling sake, jasmine honey syrup

SAMURAI'S EDGE 15
jalapeno infused tequila, lime, agave, togarashi

KUMISO HIGHBALL 16
suntori toki, lemon, soda

ウィスキー WHISKEY
YAMAZAKI 12YR 29
HAKUSHU 12YR 32
HIBIKI HARMONY 22
SUNTORY TOKI 14

バーボン BOURBON
BASIL HAYDEN 18

ジン GIN
ROKU 14
SIPSMITH 16

テキーラ TEQUILA
EL TESORO BLANCO 15
EL TESORO REPOSADO 19
EL TESORO ANEJO 21
EL TESORO EXTRA ANEJO 22

ウォッカ VODKA
HAKU 14

ラム酒 RUM
CRUZAN 14

ビール BEER
SAPPORO 12

ビール SODAS all 6
RAMUNE (LEMON)
SPARKLING APPLE
MATCHA
COKE

酒 SAKE

HOT - OTOKOYAMA 10
plum, dry, aromatic

SPARKLING - KIKUSUI FUNAGUCHI 20
happy, robust, semi-sweet

CLOUDY - KUNIZAKARI NIGORI 14
rich, velvet, creamy

LIGHT & CRISP - WESAKE 16
melon, cherry, sweet rice

FRUITY & FLORAL - AMABUKI ICHIGO 18
strawberry, yeast, honey

EARTHY & SAVORY - MIYOZAKURA PANDA 16
floral, bitter, sweet

ブドウ GRAPES

		GLASS	BOTTLE
ROSE			
MINUTY, france, cotes de provence, 22			
ORANGE		14	52
THE VICE, 'brooklynites', USA, napa valley, 21			
WHITE		14	52
HONIG, sauvignon blanc, USA, napa valley, 22			
RED		13	50
J VINEYARDS, pinot noir, USA, russian river valley, 19		14	52
BUBBLES			
ALTANEVE, prosecco, italy			
RUINART BRUT, rose, france		12	48
			95

All our wines are owners favorite and rated 50 points or higher

証拠ゼロ ZERO EVIDENCE all 9

MATCHA FIZZ
mint, lemon, matcha 'green tea', soda

KURO & STORMY
plum simple, lime, ginger beer

KATANA
shiso syrup, lime, agave, salt rim

BUSHIDO
lychee, mint, elderflower, soda

ARIGATOU
jasmine honey syrup, yuzu cordial

KUMISO

SNACKS & SHARING

BEANS 9
edamame, smoked salt

CRISPY RICE 18*
crispy rice, hamachi, honey miso

TUNA PIZZA 14*
tostada, jali jam, japanese peaches, tuna

BABY CORN FRIES 9
corn tempura, matcha ranch

GYOZA 13
chicken, lemongrass

ROLLS

TORCHED WAGYU 23*
A5 wagyu, avocado, soy paper, crispy shallots

BEET-IT 15
beets, feta, shiso, pistachios

SUPER MARIO 17*
hamachi, edamame, quinoa crunch, jicama

YES, IT IS 14*
spicy tuna, cucumber, avocado, gochu

GLADLAKS 14*
salmon, cucumber, honey miso

BUNS

PEKING 8
duck, scallions, cucumber, hoisin

KFC 6
buffalo kentucky fried cauliflower

KATSU 7
chicken, slaw, kewpie

SALADS

SMASHED Q 9
cucumber, sesame chili dressing

PALM & PEACHES 15
hearts of palm, japanese peaches, little gem
peach vinaigrette

BURRATA 21
heirloom tomato salad, thai basil, citrus miso

CHICORY CARROT 16
red chicory, little gem, carrot, ginger, sesame

IN THE WEEDS 13
seaweed, ginger ponzu , sesame seeds

SALAD EXTRAS
+ chashu pork 10
+ teriyaki portobellos 7
+ hoisin duck 10
+ sweet soy chicken 8
+ lobster 16

BOWLS

LOBSTER RAMEN 32
lobster, blistered cherry tomatoes, celery, dill

GARLIC SHROOM RAMEN 23
teriyaki portobellos, enoki, cucumbers,
beansprouts, garlic chips

CHILI CHOOK RAMEN 24
sweet soy chicken, scallions, beansprouts, cilantro

CLASSIC PIGGY RAMEN 24
chashu pork, bamboo shoots, scallions, radish

KATSU CURRY 24
panko chicken, sushi rice, curry sauce

EXTRAS
+ poached egg 2
+ bamboo shoots 3
+ OMG (oh my gochu) 2
+ sushi rice 3

GLUTEN FREE
tofu noodles +3

SANDOS

WAGYU SANDO 30
A5 wagyu fillet, black garlic aioli, tomato jam

KIMCHEESE 14
grilled cheese + kimchi

KIDS
grilled cheese 12
chicken ramen 15

ICE ICE BABY

MOCHI
*Ask server for our flavors *
$3 each

KUMISO

カクテル COCKTAILS

LYCHEE MARTINI 15
haku vodka, joto nigori sake, lychee, yuzu

MOJITO JADE 15
cruzan rum, mint, lime, matcha 'green tea', soda

TOKYO FASH 16
suntory toki, plum simple, peychaud bitters

ROSE CITY 18
roku gin, sparkling sake, jasmine honey syrup

SAMURAI'S EDGE 15
jalapeno infused tequila, lime, agave, togarashi

KUMISO HIGHBALL 16
suntori toki, lemon, soda

ウィスキー WHISKEY

YAMAZAKI 12YR 29
HAKUSHU 12YR 32
HIBIKI HARMONY 22
SUNTORY TOKI 14

バーボン BOURBON

BASIL HAYDEN 18

ジン GIN

ROKU 14
SIPSMITH 16

テキーラ TEQUILA

EL TESORO BLANCO 15
EL TESORO REPOSADO 18
EL TESORO ANEJO 21
EL TESORO EXTRA ANEJO 22

ウォッカ VODKA

HAKU 14

ラム酒 RUM

CRUZAN 14

ビール BEER

SAPPORO 12

酒 SAKE

HOT – OTOKOYAMA
plum, dry, aromatic

SPARKLING – KIKUSU
happy, robust, semi-sweet

CLOUDY – KUNIZAKA
rich, velvet, creamy

LIGHT & CRISP – WES
melon, cherry, sweet rice

FRUITY & FLORAL – A
strawberry, yeast, honey

EARTHY & SAVORY –
floral, bitter, sweet

ブドウ GRAPES

ROSE
MINUTY, france, cotes de pro

ORANGE
THE VICE, 'brooklynites', USA,

WHITE
HONIG, sauvignon blanc, USA

RED
J VINEYARDS, pinot noir, USA

BUBBLES
ALTANEVE, prosecco, italy
RUINART BRUT, rose, france

All our wines are owners favorite and

証拠ゼロ ZERO EVIDEN

MATCHA FIZZ
mint, lemon, matcha 'green t

KURO & STORMY
plum simple, lime, ginger bee

KATANA
shiso syrup, lime, agave, salt

BUSHIDO
lychee, mint, elderflower, sod

ARIGATOU
jasmine honey syrup, yuzu c

ビール SODAS all 6

RAMUNE (LEMON)
SPARKLING APPLE
MATCHA
COKE

KUMISO

SNACKS & SHARING

BEANS 9
edamame, smoked salt

CRISPY RICE 18*
crispy rice, hamachi, honey miso

TUNA PIZZA 14*
tostada, jali jam, japanese peaches, tuna

BABY CORN FRIES 9
corn tempura, matcha ranch

GYOZA 13
chicken, lemongrass

ROLLS

TORCHED WAGYU 23*
A5 wagyu, avocado, soy paper, crispy shallots

BEET-IT 15
beets, feta, shiso, pistachios

SUPER MARIO 17*
hamachi, edamame, quinoa crunch, jicama

YES, IT IS 14*
spicy tuna, cucumber, avocado, gochu

GLADLAKS 14*
salmon, cucumber, honey miso

BUNS

PEKING 8
duck, scallions, cucumber, hoisin

KFC 6
buffalo kentucky fried cauliflower

KATSU 7
chicken, slaw, kewpie

SALADS

SMASHED Q 9
cucumber, sesame chili dressing

PALM & PEACHES 15
hearts of palm, japanese peaches, little gem
peach vinaigrette

BURRATA 21
heirloom tomato salad, thai basil, citrus miso

CHICORY CARROT 16
red chicory, little gem, carrot, ginger, sesame

IN THE WEEDS 13
seaweed, ginger ponzu, sesame seeds

SALAD EXTRAS
+ chashu pork 10
+ teriyaki portobellos 7
+ hoisin duck 10
+ sweet soy chicken 8
+ lobster 16

BOWLS

LOBSTER RAMEN 32
lobster, blistered cherry tomatoes, celery, dill

GARLIC SHROOM RAMEN 23
teriyaki portobellos, enoki, cucumbers,
beansprouts, garlic chips

CHILI CHOOK RAMEN 24
sweet soy chicken, scallions, beansprouts, cilantro

CLASSIC PIGGY RAMEN 24
chashu pork, bamboo shoots, scallions, radish

KATSU CURRY 24
panko chicken, sushi rice, curry sauce

EXTRAS
+ poached egg 2
+ bamboo shoots 3
+ OMG (oh my gochu) 2
+ sushi rice 3

GLUTEN FREE
tofu noodles +3

SANDOS

WAGYU SANDO 30
A5 wagyu fillet, black garlic aioli, tomato jam

KIMCHEESE 14
grilled cheese + kimchi

ICE ICE BABY

MOCHI
"ask server for our flavors"
$3 each

KIDS

grilled cheese 12

chicken ramen 15