



BAKU
BAKU

BRAND

GUIDELINES

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THANK YOU



01

BRAND OVERVIEW

BRAND POSITIONING

Why Baku Baku exists, where it is going, and what it does every day to get there.

01 PURPOSE

Baku Baku exists to fix bad days. In folklore, the Baku is the creature you call on to devour what's troubling you, and that's the whole job here. You've had a week. Something went wrong. You're tired, flat, defeated, or just quietly fed up. A bowl won't solve it, but it will take the edge off it, and that's more than most things manage. We're not a treat and we're not an occasion. We're the thing you go to when you need something to go right.

02 VISION

A city spot where the best meal you can have is also the one that asks the least of you. We want to take comfort food seriously, not by making it fancy or putting it on a tasting menu, but by cooking it properly, at speed, for anyone who walks in. No booking, no dress code, no reason required. Just the best bowl of noodles in Manchester, ready in six minutes, and nobody asking why you needed it.

03 MISSION

We cook noodles that make people feel better. We make them hot, generous, and fast, because that is what feeling better actually requires. We serve everyone the same, whatever kind of day they've had. And we send you out lighter than you came in, with nothing left in the bowl.

CORE VALUES

GREED

We are unapologetically excessive: bigger portions, bolder flavours, louder graphics, more than you asked for, because holding back has never made anyone feel better.

SPEED

Comfort delayed is comfort denied; the bowl lands in six minutes, hot, because the moment someone needs cheering up is the moment, not twenty minutes later.

WARMTH

Everyone gets the same welcome regardless of the day they've had, what they look like, or how much they're spending, and nobody is ever asked to explain why they're here.

CRAFT

We take a cheap, humble, everyday bowl of noodles as seriously as anyone takes an expensive one, because doing the simple thing exceptionally well is the entire point.

PLAY

Nothing here is precious: the mascot is ridiculous, the packaging is loud, the whole brand grins at you, and we would rather be delightful than tasteful.

TONE OF VOICE

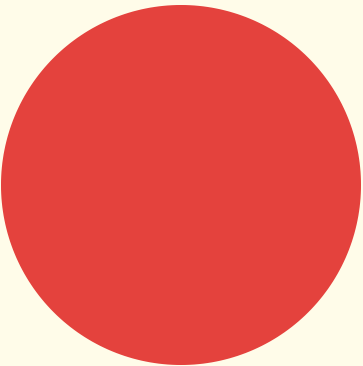
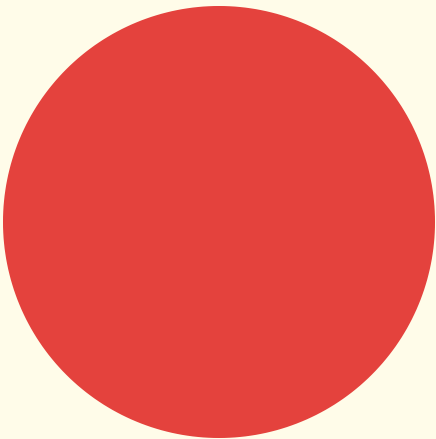
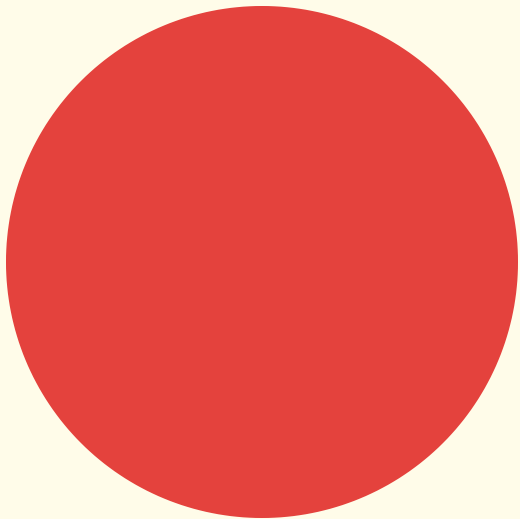
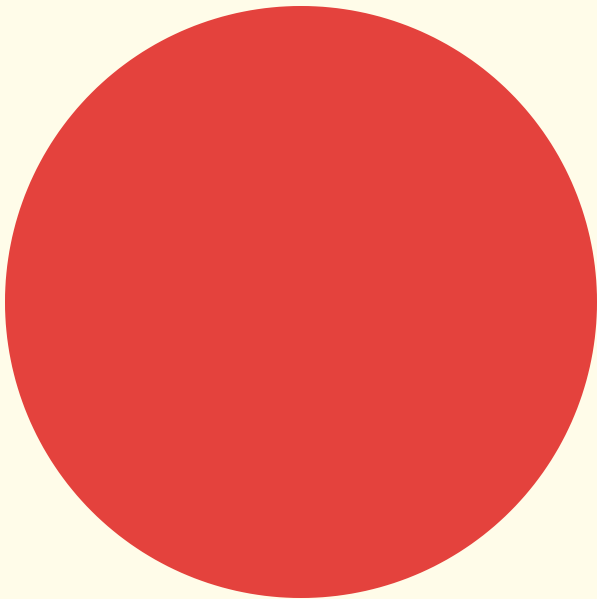
Warm first,
 playful always,
 plain-spoken
 when it counts,
 and generous
 with all of it.

85%
 Warm

70%
 Playful

55%
 Plain-spoken

40%
 Generous





02

LOGOS

LOGOMARK



Meet the Baku. In Japanese folklore it's the creature you call on to eat your bad dreams, so we gave it the job of eating your bad days. Elephant's head, rhino ears, and a grin that says the noodles have already landed.

The name is the sound it makes: baku baku, "chomp chomp", eating with enthusiasm. Use the mark on its own where space is tight and the name is already known: avatars, favicons, stamps, the bottom of the bowl.

LOGOTYPE

BAKU
BAKU

The logotype is our brand name in its custom typographic form. As our primary identifier, it is designed for maximum clarity and impact across all communications.

Smooth curves yet bulky, the perfect combination for top quality udon.

LOCKUPS



HORIZONTAL STACK

The primary lockup, and the default. Wordmark and logomark side by side for wide formats: shopfronts, web headers, the side of the lorry.

VERTICAL STACK

The secondary lockup for square and tall spaces: social posts, packaging fronts, stamps and stickers. Same parts, stacked.

COLOUR COMBINATIONS

Always select a background colour or image that provides sufficient contrast to ensure the logo is clearly visible and maintains its integrity.



LOGO MISUSE

The mark works because it is drawn one way. Keep it that way: no stretching, turning, recolouring or decorating, and always on a ground it can be read against. If in doubt, use the lockups on the previous pages exactly as supplied.



✗ Don't stretch or squash it



✗ Don't rotate it



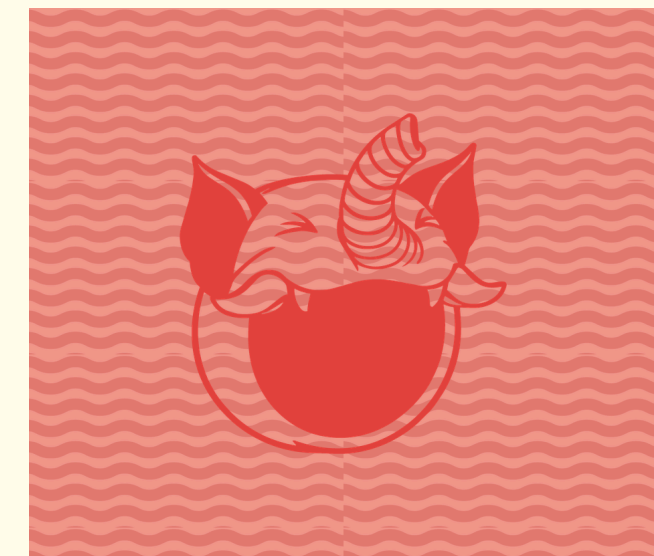
✗ Don't change its colour



✗ Don't add shadows or effects



✗ Don't outline it



✗ Don't put it on busy backgrounds



03

COLOURS

COLOUR PALETTE

Colour is a fundamental element of our brand identity, evoking emotion and setting the tone for our visual communication. Our palette is divided into primary, secondary and monotone colours.

A red grounded in definitive Japanese imagery, a cream extracted from the colour of delicious udon. Monotones for clarity at any distance, grounding Baku’s chaotic chomping.

PRIMARY #E4423D RGB 228 66 61 CMYK 0 71 73 11	SECONDARY #FFFCE9 RGB 255 252 233 CMYK 0 1 9 0	BAKU BAKU BLACK #1A1C23 RGB 26 28 35 CMYK 26 20 0 86	BAKU BAKU WHITE #FFFFFFD RGB 255 255 253 CMYK 0 0 1 0
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04

TYPOGRAPHY

TYPEFACE

Our brand typeface is Obviously. Its loud, playful and highly legible letterforms reflect our brand’s personality: confident, clear and approachable.

This versatile font family is used across all brand communications to create a consistent and unified typographic voice.



TYPE HIERARCHY

STYLE	SIZING	NOTES
OBVIOUSLY BLACK	Obviously Black, 900 96–220px / 0.95 All caps	Headers, page titles, the one big line on a poster or a wall. One per page.
Obviously Bold	Obviously Bold, 700 32–48px / 1.15 Sentence case	Sub-headers, menu section names, card titles. Does the explaining, one confident line at a time.
Varela Round	Varela Round, 400 16–24px / 1.5	Body copy, descriptions, menus, captions and anything longer than a sentence. One weight, never faked bolder.
Varela Round, minimum size	Varela Round, 400 16px / 1.5	The floor on screen. Legal lines and small print sit here, never below it.



05

VISUAL ELEMENTS

BRAND PATTERN

The brand pattern is a unique graphic element used to add texture and visual interest. It mirrors the wavy curves of udon noodles.

Apply it as a background or accent to reinforce our brand identity in a subtle, engaging way.





06

BRAND IN ACTION









**BAKU
BAKU**

Bring us your worst



バクバク

ありがとう

THANKS