

Ten seats.
One lesson.

先生



Omakase · 12 Moxon Street, Marylebone, London

Everything the printer, the potter, and the person posting needs. Nothing else.

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Why chapters: each is sent alone. The washi printer gets Color. The developer gets Motion.
Nobody reads a brand book cover to cover, so every chapter stands on its own.

The lesson. Attention is the only ingredient we never substitute.

Chef Kenji Mori teaches, he does not serve. Ten seats face the counter like a classroom faces a board. Every course arrives with a sentence; every sentence earns the next course. The brand behaves the same way: it says one thing, then goes quiet.

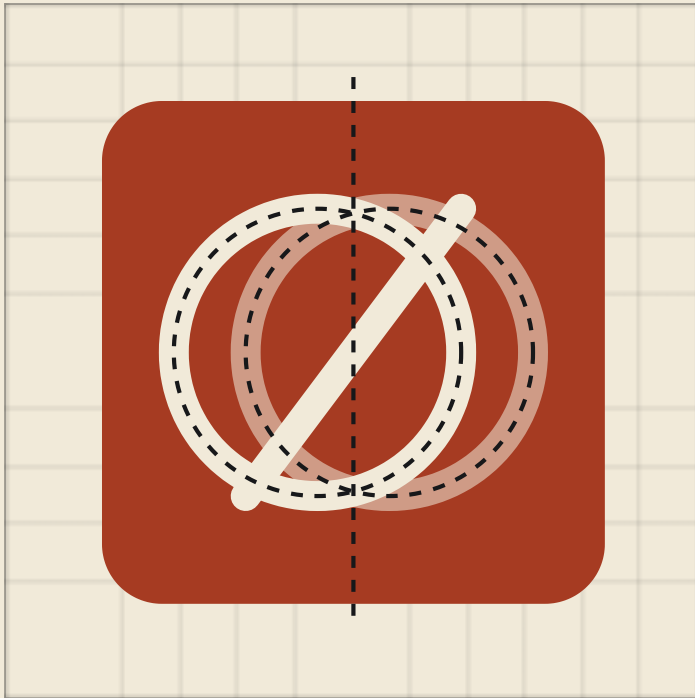
POSITIONING

Not a restaurant with a chef. A teacher with a counter.

PERSONALITY

Quiet. Certain. Precise. Warm underneath, never on the surface.

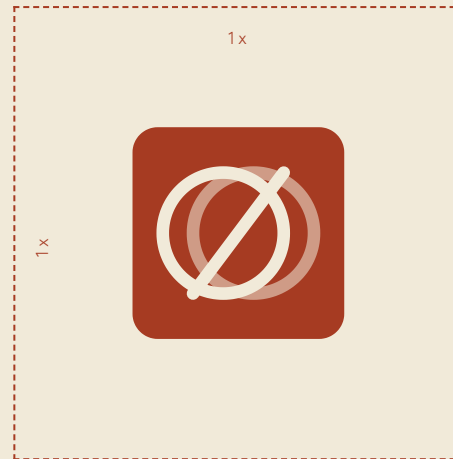
CONSTRUCTION



Unit $x = 1/8$ of the seal width. Frame 84u, corner 10u. Two 24u circles offset 12u: the teacher and the student, close but never the same. One 5u cut at 53 degrees: the decisive stroke.

Why a seal: a sensei signs work with a stamp, not a signature. The mark is pressed, never drawn twice the same way.

CLEAR SPACE + MINIMUM SIZE

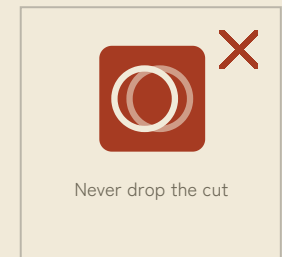
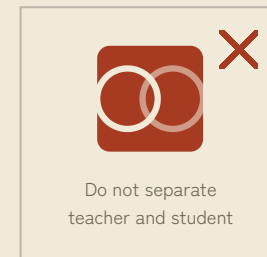
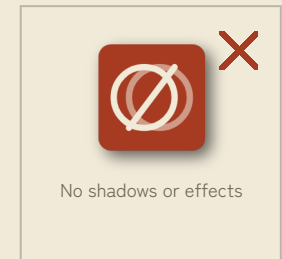
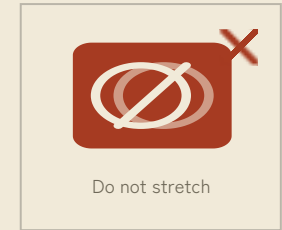
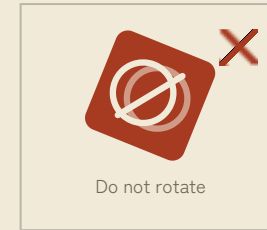


Clear space: one circle radius on all sides. The seal sits alone, like the counter.



Minimum: 16px on screen, 6mm stamped.

MISUSE · NEVER DO THESE





The Sensei

PRIMARY · ON WASHI



The Sensei

ON SUMI · THE SEAL KEEPS ITS RED



The Sensei

ONE COLOR · STAMP, DEBOSS, GLAZE

The one color lockup drops the student circle: pressed into clay or wood there is only the teacher and the cut. If a layout only works with the red seal, rework the layout.



THE SEAT IS THE CLASSROOM

COLOR · THREE MATERIALS AND ONE RED THAT IS NOT YOURS

Sumi

THE INK · THE ROOM AT NIGHT

HEX #17181A

RGB 23 · 24 · 26

CMYK 12 · 8 · 0 · 90

Washi

THE PAPER · THE GROUND

HEX #F1EAD9

RGB 241 · 234 · 217

CMYK 0 · 3 · 10 · 5

Hinoki

THE WOOD · THE COUNTER

HEX #B98B57

RGB 185 · 139 · 87

CMYK 0 · 25 · 53 · 27

Seal

THE MARK ONLY · NEVER ELSEWHERE

HEX #A63B22

RGB 166 · 59 · 34

CMYK 0 · 64 · 80 · 35

PROPORTIONS OF USE · 55 / 35 / 9 / 1

WASHI 55

SUMI 35

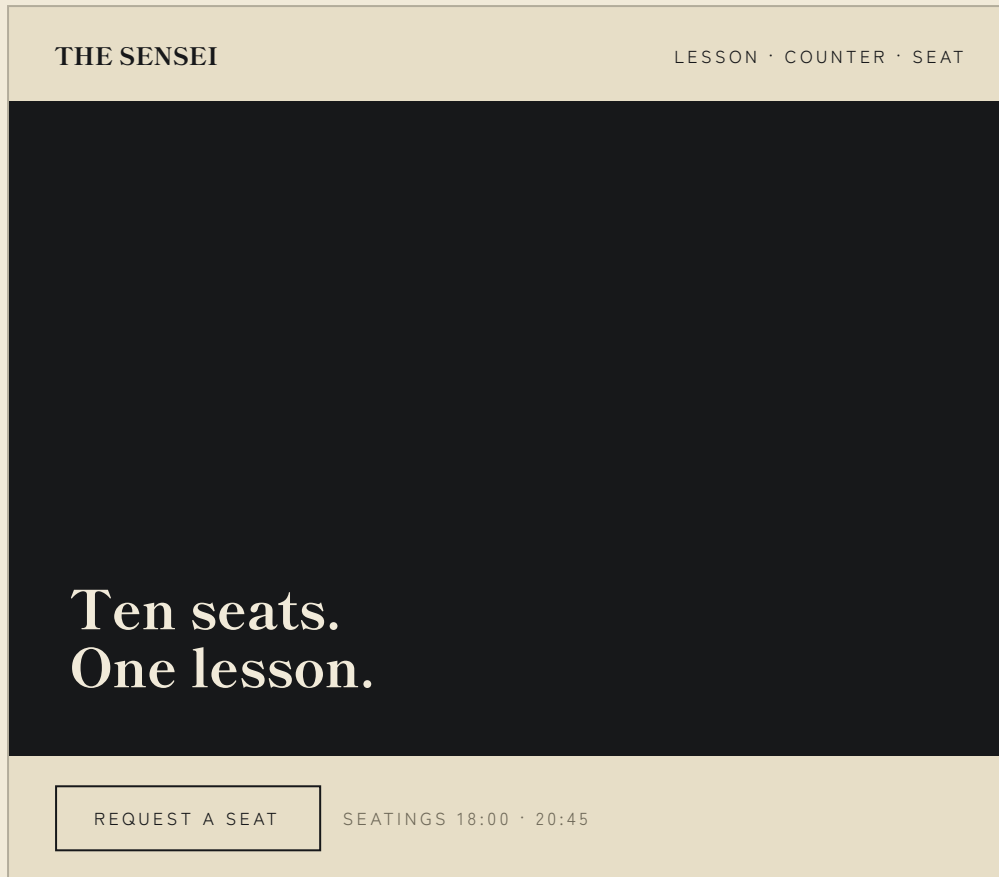
Why materials, not colors: the palette is the room. Sumi is the dark the counter floats in, washi is what the menu is printed on, hinoki is the wood your wrists rest on. Example: the takeaway box is sumi outside, washi inside, stamped once.

THE RULE

The red belongs to the seal. It appears nowhere else: not a button, not a headline, not a garnish. One percent of the identity, one hundred percent of its recognition.

COLOR IN CONTEXT · THE PALETTE AT WORK, AND THE PAIRINGS

ONE LAYOUT, ALL FOUR



PAIRINGS · WHAT PASSES, WHAT IS FORBIDDEN



Why the kills: red text would spend the seal's authority on sentences. Hinoki on sumi reads warm but sits under 4.5:1, so it is display only. Example: on the site, hinoki on sumi appears only in the kicker line.

Sit. Watch.
Taste.

Aa

先

SHIPPORI MINCHO · 600 + 800
THE DISPLAY VOICE, LATIN AND KANJI FROM ONE HAND

DISPLAY · SHIPPORI MINCHO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

先生 授業 持帰 道具 あいうえお 0123456789

TEXT · ZEN KAKU GOTHIC NEW

The menu is read by candlelight between courses. It gets one job: name the lesson, then step back and let the counter speak.

Hero 72+

The lesson

Head 40

The lesson

Sub 24

The lesson

Why Shippori Mincho: it carries latin and kanji with one temperament, so 先生 never looks pasted on. Substitutes when unavailable: Georgia for display, Arial for text. Never a brush-stroke font: that is the sticker pack, and it is banned.

SAY IT LIKE THIS

Sit. Watch. Taste.

IMPERATIVE, THREE WORDS, A LESSON PLAN

The fish decides.

AUTHORITY HANDED TO THE INGREDIENT

Seats for September open on the first of August, at
noon.

PRECISION AS HOSPITALITY

NEVER LIKE THIS

~~An unforgettable culinary journey awaits!~~

~~A TOUR GUIDE, NOT A TEACHER~~

~~Authentic zen dining experience.~~

~~THE STICKER PACK, IN WORDS~~

~~Book now, limited availability!!~~

~~URGENCY IS BENEATH THE COUNTER~~

Why second person and short: a sensei corrects with the fewest possible words. The brand never raises its voice, because scarcity does the talking.

POSITIONING

Not a restaurant with a chef. A teacher with a counter.

TAGLINE

Ten seats. One lesson.

THE STORY IN THREE SENTENCES

Kenji Mori spent twenty six years in Kanazawa learning that the fish decides. He moved to London with ten chairs and one rule: attention is the only ingredient never substituted. Every night, nine courses teach it.

THE ELEVATOR PITCH

The Sensei is a ten seat omakase counter in Marylebone where the tasting menu is taught, not served: nine courses, each introduced with a single sentence, £180, two seatings, reservations released monthly and gone in minutes.

MESSAGE HIERARCHY

1. The lesson (why we exist) · 2. The counter (what happens) · 3. The seat (how to come). Always in that order: meaning before menu before booking.

Why this page: strategy travels further than visuals. The person writing the press release gets this one page and needs nothing else.

MOTION · PACE, REVEAL, WEIGHT, NEVER DECORATION

THE SIGNATURE · THE STAMP



Why the stamp: a seal is pressed once, with weight, and then it is still. Every entrance in the identity lands that way. Example: the hero seal, the lesson chapter mark.

EASING + DURATION SCALE

`press: cubic-bezier(.22, .9, .24, 1)`

Weight arriving, then stillness. No bounce, no elastic, no loops.

150MS  MICRO · HOVER, FOCUS, COPY

450MS  MOVE · REVEALS, ROOMS, ROWS

1100MS  SIGNATURE · THE STAMP

Reduced motion: every move collapses to a plain fade. Ma respects the reader's settings before its own taste.

DIGITAL SMALLS · THE SEAL AT STAMP SIZE, PROVEN



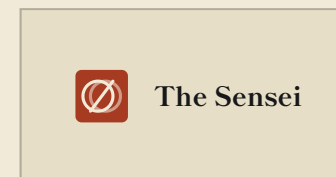
FAVICON · 16, 32, 64



AVATAR · SEAL ON SUMI



APP ICON · ONE COLOR ON THE RED



SOCIAL BANNER CROP · SAFE ZONE

Why this page exists: a hanko is small by nature, so the seal was drawn at stamp size first. If an application is smaller than 16px, use the red square alone.

ACCESSIBILITY · MEASURED, NOT ASSUMED

PAIRING	SAMPLE	CONTRAST	VERDICT
Sumi on Washi	Aa	14.9 : 1	AAA · body text anywhere
Washi on Sumi	Aa	14.9 : 1	AAA · body text anywhere
Sumi on Hinoki	Aa	6.6 : 1	AA · body text
Hinoki on Sumi	Aa	6.6 : 1	AA · body, prefer display
Hinoki on Washi	Aa	2.3 : 1	Forbidden for text · rules/borders only
Seal on Washi	Aa	4.9 : 1	Passes AA, but red text is banned by the seal rule

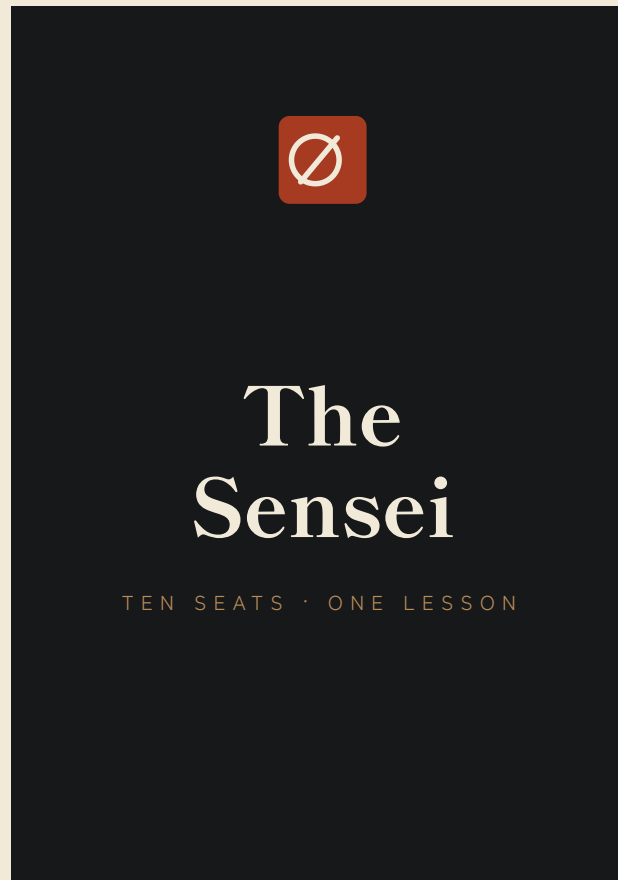
Why the last row: the seal red would pass the contrast math, and it is still forbidden as text.
Accessibility is the floor; the identity's own law sits above it.

IN THE WORLD · THE COUNTER'S PAPER THINGS

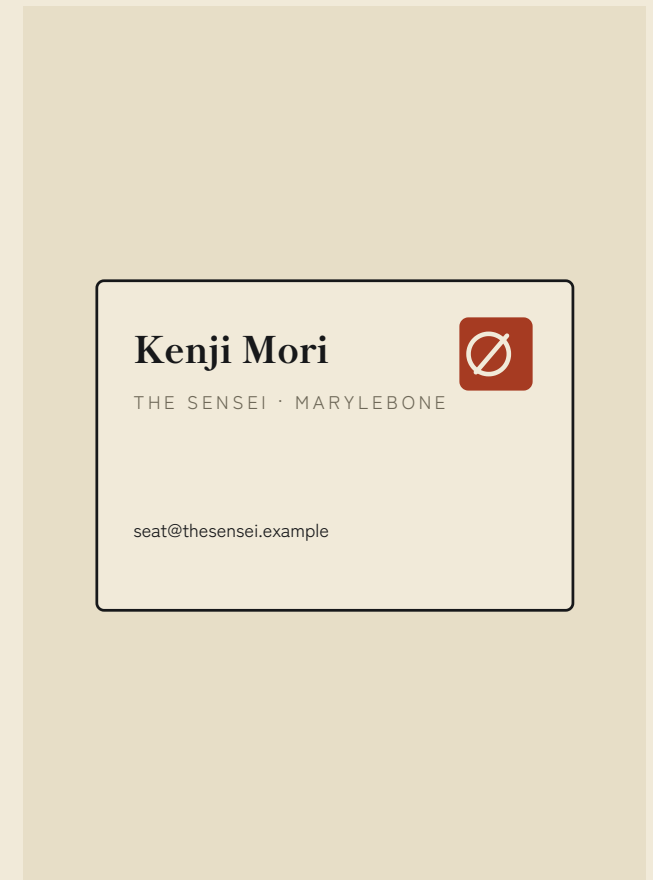
Why paper first: the guest meets the brand in the hand, at the counter, before any screen. Every application is designed at arm's length in candlelight.



THE NIGHTLY MENU · WASHI, STAMPED



THE WINDOW CARD · THE ONLY SIGN



THE CARD · HANDED, NEVER LEFT IN A BOWL

CARRIED HOME · FOUR VESSELS, ONE SEAL



01 · THE CHOPSTICK SLEEVE



02 · THE TAKEAWAY BOX



03 · THE SAKE CUP



04 · THE FUROSHIKI

Why stamped, not printed: what leaves the counter is a gift from a teacher. The seal lands once on each vessel, always by hand, always slightly imperfect.

```
:root{
  --color-primary: #17181A; /* sumi */
  --color-surface: #F1EAD9; /* washi */
  --color-accent: #B98B57; /* hinoki */
  --color-seal: #A63B22; /* THE MARK ONLY */
  --font-display: "Shippori Mincho";
  --font-text: "Zen Kaku Gothic New";
  --ease: cubic-bezier(.22,.9,.24,1);
  --dur-stamp: 1100ms;
}
```

```
brand.css · brand.tokens.json
sensei-seal.svg · packaging suite
email signature · deck · messaging
all ship beside this book.
```

THE COUNTER

The Sensei

12 Moxon Street, Marylebone

SEAT@THESENSEI.EXAMPLE · SEATINGS 18:00 AND 20:45



先生