

Brand Guidelines

Brand Values

DESIGNED AND DEVELOPED BY PATRICIA JIANG

Hotch Potch is revolutionizing the hot pot dining experience with a focus

on inclusivity, modernity, and quality. By offering a diverse selection of hot pots tailored to various dietary preferences, a seamless waitlist and online pre-ordering system, and fresh, delicious ingredients, Hotch Potch has become the go-to destination for sharing meals with friends and family. To maintain brand consistency, Hotch Potch emphasizes the following key characteristics:







Hotch Potch brand tone of voice should reflect warmth, modernity, and fun





Brand Tone of Voice

in which the goal is to foster connections with the customer. Adjectives that make people feel invited should be used whenever possible. Examples of this are listed below.

Emojis may be used moderately in social media body copy. **Examples:** "What's better than hot soup on a cold day? It's hot soup on a cold day

with friends 👯! Try Hotch Potch's new Shiitake Sake broth for a limited time only!"

"There's something for everybody (yes, even the pickiest eaters!) at Hotch Potch! Say goodbye to the infamous group chat question, "Where do you want to eat?" and say hello to a fully customizable, full-service hot pot experience, only at Hotch Potch *!

Colours The primary brand colour for Hotch Potch is Fire Red. It should be used for the largest, most important CTAs. While Fire Red should be used as the

main colour for graphics whenever possible. Tints of the colour at a 20%

interval may be used to both greater provide depth to designs and increase visual accessibility when needed.

HEX #F6856A

and click states)

Fire Red HEX #EC390E C 0%, M 70%, Y 87%, K 7% 20% Lighter 20% Darker

Fire Red

The secondary brand colours are Pumpkin Orange and Sweet Blue. These

Blue may be used for the purposes of web microinteractions (i.e., hover

colours are used to provide secondary emphasis to information and to elicit a warm, intriguing, and modern feel to the overall branding. Tints of Sweet

Sweet Blue Pumpkin Orange HEX #5D5BE8 HEX #FE800B C 55%, M 55%, Y 0%, K 9% C 0%, M 49%, Y 95%, K 0% 20% Lighter 35% Darker

Sweet Blue

chosen as such to reduce eye-strain on the customer. Charcoal

C 0%, M 0%, Y 0%, K 87%

HEX #B5B4F4

HEX #202020

Shades of off-black and off-white are used for basic text and fills, and are Tofu HEX #FFF8EE

C 0%, M 3%, Y 7%, K 0%

Charcoal

Tofu

HEX #8C2209

HEX #1918AC

colours in addition to other considerations when developing branded assets. Fill Colours

Sweet

Blue

X

The following chart describes the appropriate combinations of brand

Pumpkin Fire Red Orange Text Colours Charcoal

Tofu

Typography

body copy.

Heading 3

Heading 4

Body Copy

GAME SUET

OTHER CONSIDERATIONS		
	with Sweet Blue or text	Pumpkin Orange may be used with Sweet Blue or text colours
•	colours. To maintain visual accessibility, do not combine Fire Red and Pumpkin Orange for purposes of differentiating information.	Sweet Blue should only be used for buttons or CTAs.

* Large text only

The brand's wordmark logo typography is based on the font "Game Suet" and hand customized to create an interlocking, geometric logo. This represents the personalized nature of hot pot with a mix of ingredients

coming together to create a cohesive whole. Game Suet should only be

used as a display font for the logo, and should not be used for headings or

All headings and body copy utilize the font "Jost" which is a highly versatile

slightly, creating subtle uniqueness while still maintaining ease of legibility.

JOST

Limited Time Only!

The all-new Crispy Tofu hot pot is

here for a limited time only!

A TOFU-LOVER'S DREAM

sans-serif font. At the bowl of certain letters (i.e., the stroke that creates

rounded empty space in a letter, such as a, d, or p), the stroke thins

Regular **Italics** Semi-Bold Display **Heading 1** Jost Bold **New Flavour** 42px | 2.625em Jost Medium **Heading 2** 33px | 2.0625em Crispy Tofu

Jost Regular

Jost Regular Capitalized

Jost Regular

16px | 1em

20px | 1.25em

26px | 1.625em

Logo Hotch Potch utilizes two types of logos to represent it's visual identity— a wordmark and a graphic logo. As described above, the wordmark plays into the concepts of connection, curiosity, and warmth using the words as building blocks. The graphic logo represents a hot pot but is structured in such a way that the bowl resembles a smile. The red swirl of the fire conveys motion and passion for the brand by drawing the eye around the logo from the outside to the center.

TCH OCH

HORIZONTAL WORDMARK



colours "Tofu" and "Charcoal" ensures that the pattern provides a minimalistic presence so as to intrigue (but avoid overwhelming)

LOGO

Brand Pattern

pattern.

This brand pattern may be used on various materials such as business cards, napkins, window overlays, or in social media visuals. 60/

customers, particularly if additional visuals are layered on top of the

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Hotch Potch's brand pattern is designed to elicit a sense of delight,

VERTICAL WORDMARK

comfort, and brand recognition from customers. The line art used in the pattern are clean cut with rounded edges, alluding to the precise layout of the logo wordmark to create a cohesive brand identity. Using the brand