

KINTSUGI

Repairing the Past for a Golden Future

Brand Style Guide 2026



Our story



“Kintsugi” - The Japanese art technique of repairing broken pottery using lacquer and gold dust to give something a second life while making it even more beautiful than before.



This philosophy is what inspired us to create this brand. In a world where countless amounts of wearable clothes end up in landfills everyday, we offer a more sustainable option by using only reused and recycled materials from basic tees to elaborate kimono. We use these materials to make clothes that combine the styles of traditional Japanese clothing and modern streetwear.

While we do our best to make sure every piece is made with a similar fabric type for easy washing, there are a few unique pieces made up of many different fabrics that are a bit more difficult to dry clean.

The interior of our stores are reminiscent of Edo period architecture. With shoji (sliding paper doors), tatami mats, hardwood floors, and various woodblock prints along the top wall above the racks. We want to celebrate the past while looking towards the future in the same way a finished kintsugi ceramic piece embraces the past even with its new, more beautiful form.

尚世美人女雛形

鳥居清峯



Logotypes

Primary Typeface: Arbotek - Light

Used in:

- Logo
- Title Text
- Primary Headings

Secondary Typeface: Optima - Regular

Used in:

- Body Text
- Slogan
- Page Numbers
- Secondary Headings - **Bold**
- Secondary Title Text - **Bold**

Primary Typeface: Arbotek

Examples

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@# \$%^&*()-=_+[]

{\|;:'",./<>`~

The quick brown fox jumps over the
lazy dog

THE QUICK BROWN FOX JUMPS
OVER THE LAZY DOG

Secondary Typeface: Optima

Examples

ABCDEFGHIJKLMNOPQRSTUVWXYZ

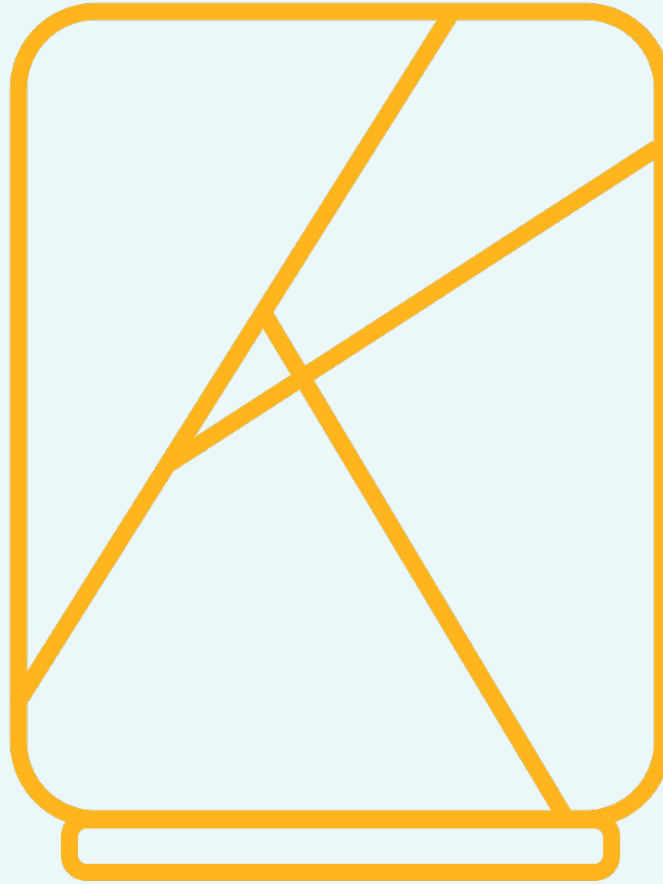
abcdefghijklmnopqrstuvwxyz

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Dos

- Use independently
- Use with the logotype

Don'ts

- Draw more than 3 strokes to make the "K"
- Use thick lines
- Use any color but "To'o"

Our logomark is directly inspired by Japanese-style teacups that has been repaired with the kintsugi technique. The pattern of the seams mimic the letter "K" to reference the name of the brand.

Main Logo



Used for:

- Website Icon
- Store Icon
- Clothing Tags
- Price Tags
- Brand Merchandise

Alternate Logo



Used for:

- Brand Merchandise

Alternate Colors

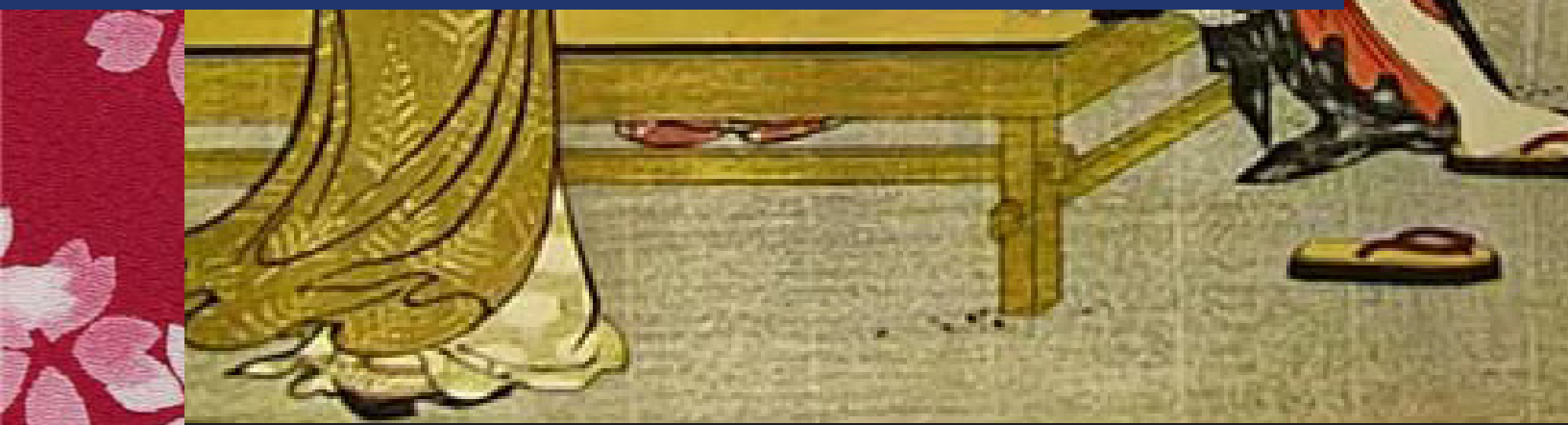


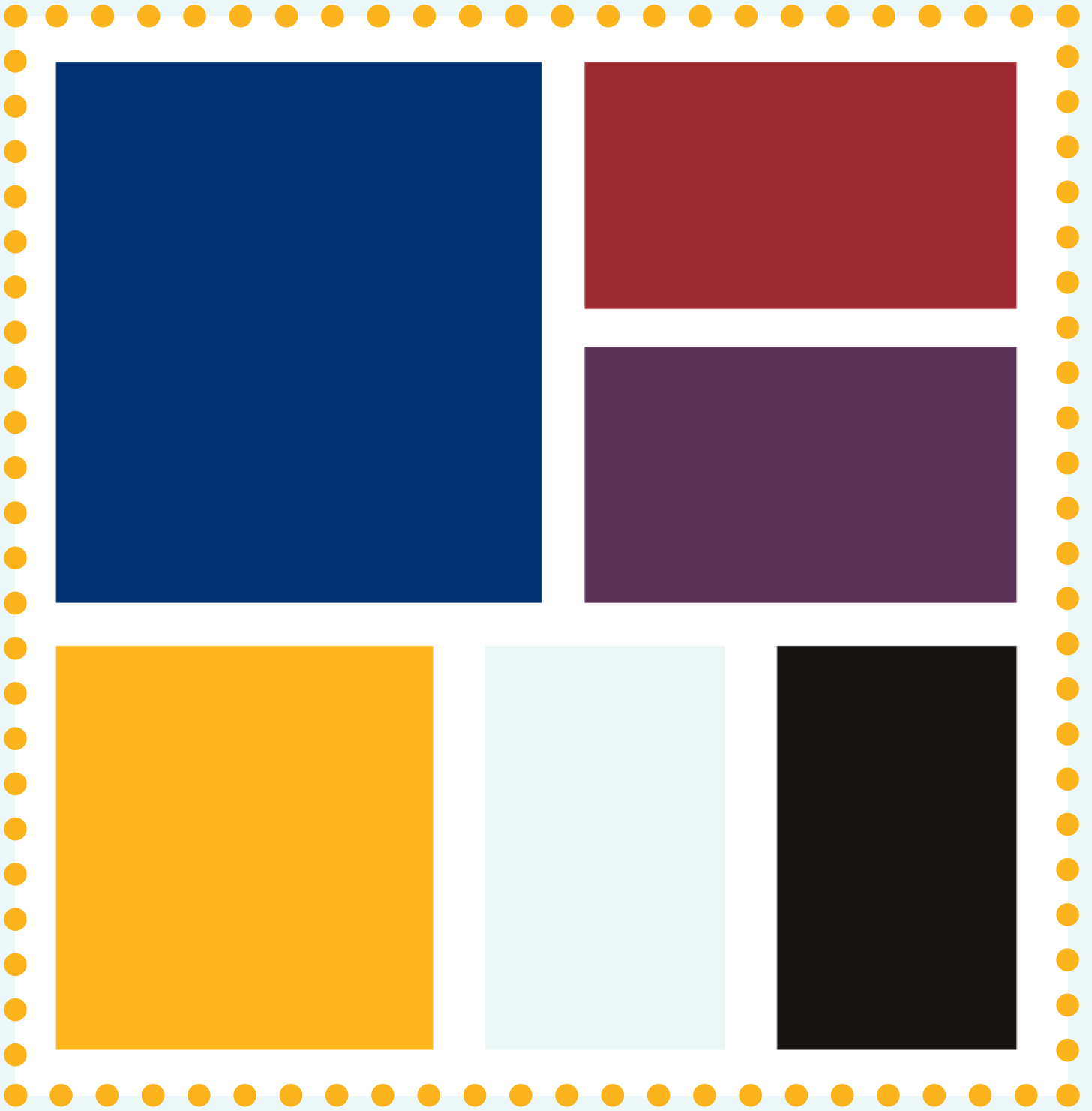
Alternate Colors





Colors





Kintsugi Color Palette

Our color palette directly references traditional Japanese colors that is used in art and textiles. Every color name is the romanized name of the actual color.

“Konjo-iro” is the hero color of our logo chosen to balance with the “To’o” main accent color.

“Enji-iro” and “Sumire-iro” are alternate colors that could swap for with the hero color.

“Aijiro” and “Kokushoku” are our neutral background colors used for pages and text.

Color Name	Hex Code	RGB
“Konjo-iro”	#003171	0,49,113
“To’o”	#FFB61E	255,182,30
“Enji-iro”	#9D2933	157,41,51
“Sumire-iro”	#5B3256	91,50,86
“Aijiro”	#EBF6F7	235,246,247
“Kokushoku”	#171412	23,20,18

Konjo-iro

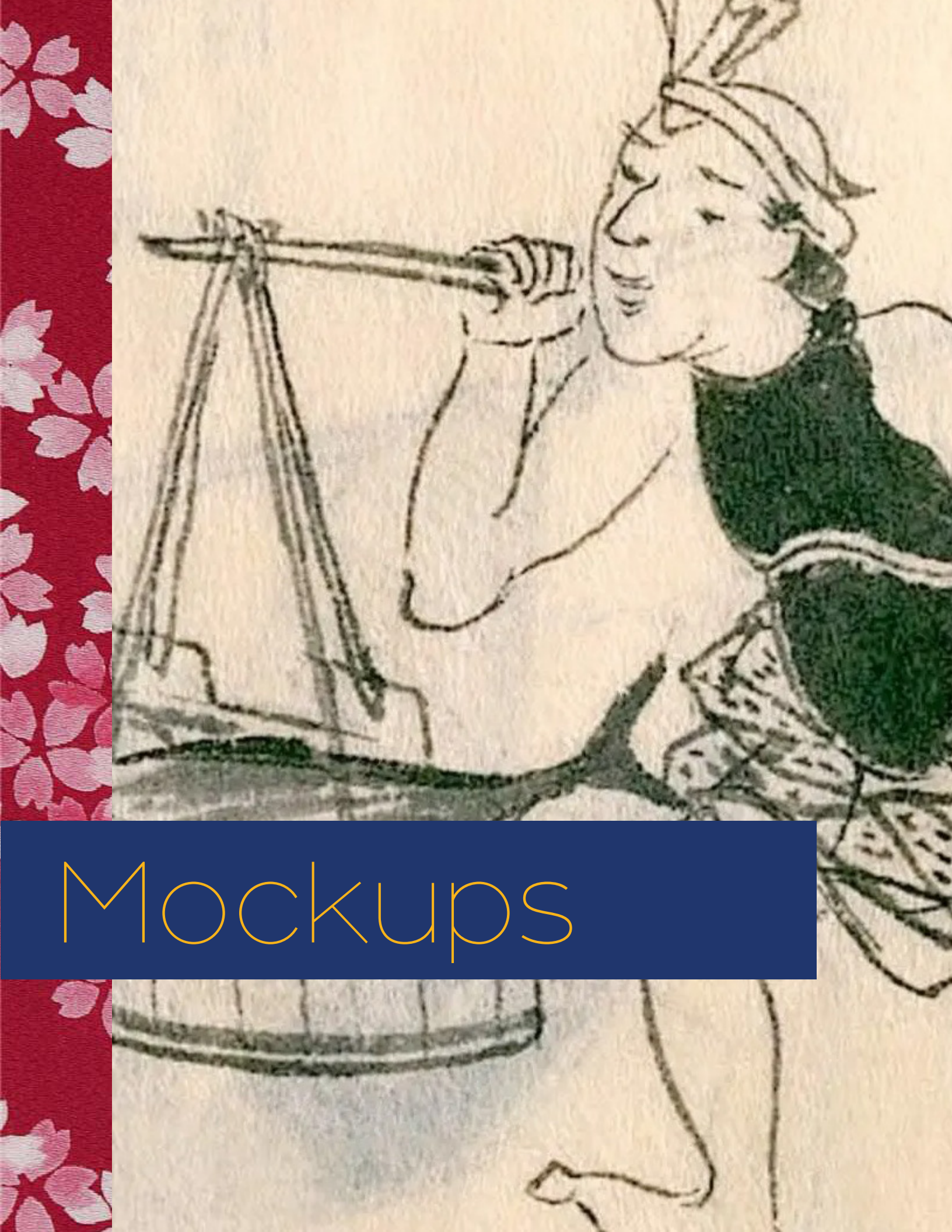
To'o

Enji-iro

Sumire-iro

Aijiro

Kokushoku



Mockups



Apparel Mockups





Apparel Mockups





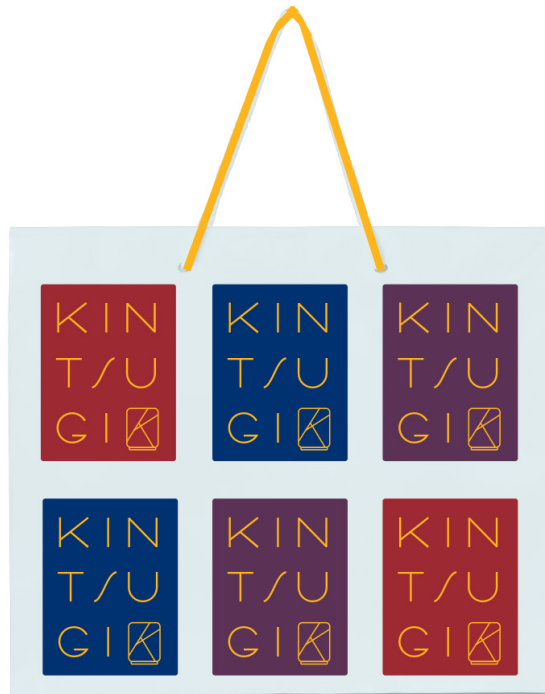
Apparel Mockups





Tote Mockups





Tote Mockups

