

# Rebranding of the WOK: pan-Asian cuisine restaurant chain

Category:

Consumer branding

Team

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WOK

# challenge

WOK is a modern Asian cuisine cafes chain, selling noodles in boxes, counts 14 points in Tashkent, 2 in Samarkand and 1 in Andijan, exists since 2015.

In 7 years the company's image has become outdated, lost its identity and systematisation.



# solution

The main task was to develop a brand's style, as well as to implement it everywhere — from logo and identity to the implementation of style on all branded carriers (signs, packaging, communications).

The overall timeline of the rebranding was 2 months, implementation has taken about a year.

WOK  
ВОЗЬМИ С СОБОЙ!



WOK

# solution

We have completely updated the identities. The new image of WOK has become bright, modern and aesthetic. We got rid of the mood of «ancient mysterious east» and chose as a metaphor of the brand modern multicultural metropolis. It focuses on simple but expressive typography, signature bright orange color, patterns and minimalism.

The new sign in the logo was an orange noodle box — the main image with which WOK buyers get in contact. We made it look like no one else before. We redrawn the font part in the spirit of modern Asian writing, made it bold and expressive.



氷 → 氷





- Рамён
- Речневая
- Пшеничная
- Цветная
- Яичная
- Рис



**WOK**

Aaɑ

Ц→1

rice

W

무리 МУРИ 국수 КУКСИ 괴물 국수 МОНСТР КУКСИ

ВОЗЬМИ С СОБОЙ!

Spicy Ramen

Faqat personal uchun 許可なく立ち入り禁止

Тори Спайси 28 900 Удон с креветками 62 000 Гречневая лапша 34 500

1 С КУНЖУТОМ → 32 900

БОДРИТ 25 000 ХИТ 7

34 400 9 2 5 @WOKBOT

便所 ДОСТАВКА 12 NEW

美味的面条  
舒适的造型



# Kitsune Red

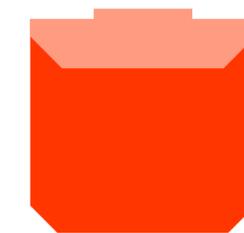
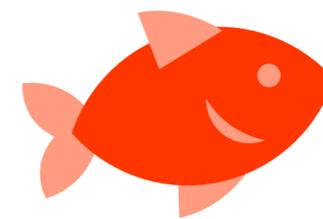
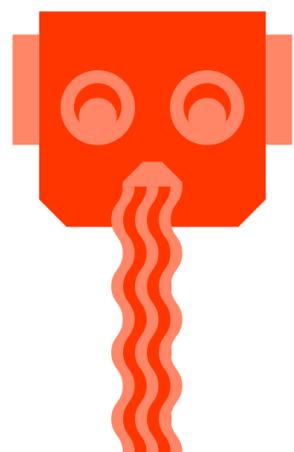
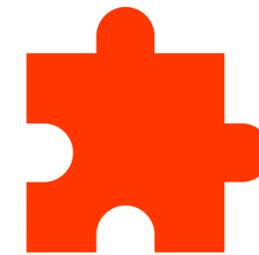
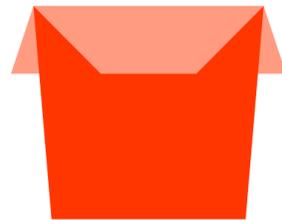
HEX: #ff3600  
RGB: 255, 54, 0  
CMYK: 0, 80, 100, 0  
Pantone: Bright Red C  
Oracal: 047 Orange Red  
Respect: 266

# Graphite

HEX: #0c0e17  
RGB: 12, 14, 23  
CMYK: 50, 40, 0, 90  
Pantone: Black 6 C  
Oracal: 070 Black  
Respect: 502

# White

HEX: #ffffff  
RGB: 255, 255, 255  
CMYK: 0, 0, 0, 0  
Pantone: —  
Oracal: 010 White  
Respect: 402





**Секрет  
вкусного WOK**

- 1 Встряхнуть
- 2 Перемешать
- 3 Есть горячим

Приятного аппетита!







before



after



Палочками вкуснее!



горячая доставка

71 200-73-73

@wokbestbot

влажная салфетка

горячая доставка

71 200-73-73



wok





Цветная лапша без овощей  
с курицей и кукурузой



ВТОРЫЕ БЛЮДА

Тяхан



24 000  
сумов



Закажи 4 вока  
ДОСТАВКА БЕСПЛАТНО



BEPUŁ YETKAZIB BERISH

4TA VA UNDAŃ ORTIQ KOROBKA UCHUN





71 200-73-73

возьми с собой

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возьми с собой

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возьми с собой

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# results

In addition to the digital world, it was necessary to change the cafes themselves as well. We have updated the design of every kind of packaging, uniforms and even interior.

Emphasizing the new identity, together they create a holistic brand image, and make WOK even more enjoyable place to socialize and eat.

The updated corporate style lives in six cafes of the network today.

- +209,9% more likes
- +3,3% more likes (CP)
- +260% more comments
- +20 more comments (CP)



