SAKE MATSURI 酒まつり 2026

13TH EDITION

BRAND GUIDE · 13TH EDITION

COME THIRSTY. LEAVE INSPIRED.

28–29 November 2026 · Sands Expo & Convention Centre, Marina Bay Sands

Southeast Asia's largest sake festival

Est. 2018, thirteen editions on. A festival for enthusiasts and first-timers alike, and our biggest edition yet, at Marina Bay Sands.

Personality

Bold

Playful

Authentic

Communal

The one-sentence system

A Sake Matsuri layout is **a flat block of one brand colour**, **one big idea** set large, **the 酒まつり signature**, and **one motif**. No gradients, textures, glassmorphism or photo scrims. The colour blocking does the work.

Voice in one line

Warm, witty and welcoming, like a friend who knows great sake. Plain and punchy, never elitist.

Come thirsty. Leave inspired.

500+ sakes. One unforgettable weekend.

New to sake? Perfect. Start here.

Never say

"Premium artisanal beverage solutions." Jargon, hype, empty buzzwords, or anything that gate-keeps.

The 13th Edition logo: "Breakout"

The master wordmark (SAKE MATSURI · 酒まつり · 20 26) with the 13th Edition badge: Marina Bay Sands, three fireworks spilling past the edges, and a slanted "13TH EDITION" banner. Cleared for public use.



Full colour · on cream or white



Colour reverse · on indigo or black (the hero)



White one-colour · the only version on orange



Versions

- **Horizontal** (default): key visual, web, decks, banners. **Stacked**: square and tall formats. **Badge**: avatars, stamps, stickers, merch.
- **One colour**: orange, indigo, yellow, cream, black, white. Pairings: orange on cream · cream on indigo · yellow on black · white on orange · indigo on cream.

Size and space

- Minimum: horizontal **60 mm / 320 px** wide, badge **15 mm / 64 px**. Clear space on every side: the height of the S in SAKE.
- Print from the vector PDFs; screen from the SVGs or 3000 px PNGs.

NEVER

- Full colour on orange, or indigo or yellow one-colour on orange.
- Stretch, rotate, recolour, shadow, crowd or redraw it. Never retype the logo's kanji.
- Use the old Feb 2026 PNG colourways (blue, orange, yellow, dark grey). They are off-palette.

Orange leads. Indigo grounds. Yellow lifts. Cream calms.

Matsuri Orange
#F4501E · RGB 244 80 30
Leads. Hero fields, the primary CTA, stat cards.

Aizome Indigo
#3622C9

Lantern Yellow
#FDB813

Sake Cream
#F6ECDA (page ground)

Ink
#171311

Colour jobs

COLOUR	JOB
Orange	Hero fields, primary CTA, stat cards
Indigo	Grounding fields, table headers, icon badges, body-slide backgrounds
Yellow	Accents, standfirst on indigo, the scallop band
Cream	Calm fields, table grounds, cards on indigo
Ink / white	Text and fine detail only, never a field

Pairings

White on orange | **Yellow on indigo** | **Indigo on cream** | **Ink on yellow**

- Indigo on orange only at display scale. Never yellow text on orange, never black on orange in print.
- At most two background colours per deck: alternate cream and indigo, keep orange for the cover and stat cards.
- Table-only tints: cream-deep **#EFE7D6** (alternating row), yellow-tint **#FBEFD6** and indigo-tint **#E7E3FA** (highlighted cell).

Three families, three jobs, plus the kanji

ERICA ONE

Display only, always uppercase. Cover lockups, banners, poster statements. Never below ~40 px, never for numbers a reader must parse.

Outfit Bold

Headlines, sub-heads, buttons, labels, tier names, eyebrows. 700 is the working weight, 800 for stat figures.

Poppins Regular, for body copy

Body text at 400 with generous 1.6 line spacing for an open, welcoming feel.

酒まつり

Noto Sans JP. Black 900 for display kanji, Medium 500 for the small signature. The kanji appears once per surface, small. The logo's own kanji is drawn lettering and is never retyped.

Scale

DISPLAY	H1	H2	BODY	CAPTION
54	36	26	17	13

Decks add a hero step (~128 px on a 1280 frame) and a stat step (41 px). Eyebrows 14 px at .16em tracking, footers 14 px at .20em. Erica One, Outfit and Poppins are the deliberate 2026 direction; all are Google Fonts.

Motifs, icons and layout

Core motifs

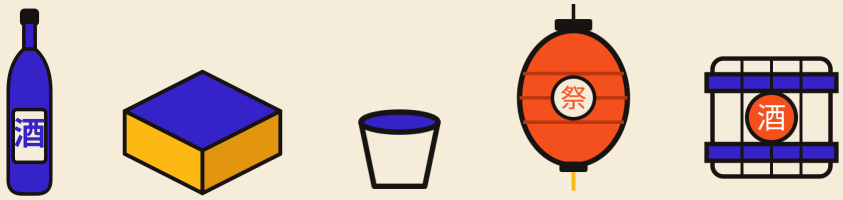
- **Firework burst**: radiating rays with a solid core. Off to the side or bleeding off a corner, never centred behind text.
- **Scalloped wave**: half-circle bumps on a solid band, dividing two colour blocks. One edge only.
- **Slanted banner**: a strip tilted -4° to +4° carrying a hero line in Erica One.
- 酒まつり: always present as a cultural signature, once per surface.
- One motif per composition: a burst *or* a wave. The key visual and full-width hero bands (covers, page headers) are the deliberate exceptions.

The extended motif set

Twelve one-colour marks on a 120-unit grid: firework burst · scalloped wave · janome · hanko seal (酒) · omikuji slip · three-cup crest · sugidama · chochin lantern · tokkuri · kanpai · rice grain · sake drop. Round ends, soft corners, detail knocked out of solid shapes, one colour per mark, minimum 8 mm in print.

Icons and illustrations

The festival's own 20-glyph solid-fill icon set: white on orange or indigo, indigo on cream or yellow, usually in a circular badge, one per card. Never mix in stroke-style icon sets. Six flat illustrations sit as objects on a colour field at 120–200 px, never as a faded wash.



Layout and shape

- **Slides:** 1280×720 frame, 64 px gutter, 18 px card gap, running footer 38–52 px from the bottom. Stat cards four-across, feature cards 2×2, zone tiles three-across.
- **Radii:** 6 px small geometry · 18 px every card · 999 px pills and badges.
- **Cards:** solid colour blocks with no border and no shadow.
- **Motion (web):** 200 ms ease-out fades and short slides. No springs, bounce or parallax.

How we write

- **Person:** we, talking to you. Third person ("the organiser") only in terms and conditions.
- **Casing:** sentence case for headlines. ALL CAPS only for eyebrows, footers, table tier names and the Erica One display lockup. Never all-caps a sentence.
- **Sentences:** short and punchy; fragments are fine. One idea per sentence.
- **Headline patterns:** a verb triple ("Pour, taste, repeat"), an invitation ("Come thirsty. Leave inspired."), a reassurance ("New to sake? Perfect. Start here."), a number-first proof ("500+ sakes. One unforgettable weekend.").
- **Punctuation:** middot · as the separator, never slashes or pipes. En dash for ranges (28–29 Nov, 11am – 2pm). Em dash — for every "not included" table cell. Ampersand in headings, "and" in body copy.
- **Numbers:** always qualified (3,000+ visitors, 100+ breweries and distilleries). S$ with no space. Prices state GST ("before GST", "excl. GST"). Every figures slide names the edition its figures came from.
- **Deadlines, not threats:** "Early bird ends Sat 31 Oct, 11:59pm", never "prices go up".

Facts and claims

- **500+ sakes** is confirmed for 13th Edition copy.
- **Venue:** "Sands Expo & Convention Centre, Marina Bay Sands" ("Marina Bay Sands" or "MBS" when space is tight). Never "Hall C" in public copy.

NEVER ON ANYTHING OUTWARD-FACING

— Emoji. The icon set does that job.

— Hashtags in Instagram captions, or arrows on on-image CTA pills.

— Jargon, hype, or anything elitist.

— Anything the Sake Matsuri team hasn't cleared. If in doubt, ask first.

Photography and the key visual

Photography

Warm, candid, full of life: real people pouring, tasting and laughing, Singapore landmarks in the background, bright natural light.

Grade: lift the warmth, deepen shadows slightly, keep skin tones natural.

Never: grey or flat light, staged studio shots, empty rooms, black and white, grain, cool grades, heavy filters. Never show last edition's hall standing in for Marina Bay Sands.



The key visual: Orange Burst

The approved entrance backdrop, adapted per format: orange sunburst, the white logo with an indigo 3D edge, "500+ SAKES · ONE WEEKEND", tilted dates and venue, a yellow slanted banner, and a slim indigo scalloped band with the socials centred in it.

Ready-made sizes: 1:1, 4:5, 9:16, 16:9, and A3 (vector print PDF). On 9:16 Stories, check the reply bar doesn't cover the socials band. Before printing A3, ask the printer about bleed and CMYK.



Get the files, ask us anything

The 13th Edition logo in every version, the key visual in five sizes, the four brand fonts and this guide are free to download at **sakematsuri.sg/media**.

For interviews, photos, approvals or anything not covered here, email us. We'd rather you ask than guess.

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