



栢檔極品海南雞飯



PakDon Brand DNA

Brand objective

- To illustrate the store operation; upgrade and reform the brand image; and widen the market share
- Strengthen and consolidate the current brand values through brand image reconstruction
- Introduce and recommend the food culture of having Boneless Hainanese Chicken Rice in Hong Kong; Promote the brand to become younger and more professional, and become a famous brand in Hong Kong
- Create a business with the objective to promote the dining culture of enjoying Boneless Hainanese Chicken in Hong Kong

Product combination

- Concentrate on single product; Target on providing Boneless Hainanese Chicken Rice set, including Chinese soup, fresh vegetables and sticky rice with chicken oil sauce
- Spicy Fried Meat Patty and Stewed Pig Trotters in Sweet Soya Sauce products as the sub-line products
- Develop take-away products; Provide the take-away of Boneless Hainanese Chicken and whole-chicken cutting service for festivals
- Develop house brand products series; Develop instant Boneless Hainanese Chicken Rice product with dressings

Brand advantages

- Single product targeting at the younger generations and middle class families with children
- Strong ability of group purchasing (economic of scales)
- Be more professional; Be more dedicated and professional
- Multi-functional stores and employees
- Single dining business model for easier operation
- Less labour division, Fewer types of work, Less staff, Less investment, and Faster return on investment

Brand new positioning

- Masterwork of Boneless Hainanese Chicken in Hong Kong

Brand attributes

- Innovative, Caring and Stylish

Brand core personality

- Professional, Standardized, Rapid, Refined and Sincere

Brand competitiveness

- Freshly made, Swiftly serve and Continuous improvement

Brand personality

- Excellent, Particular, Hygiene and Fashionable

Brand visual language

- Professional, Vogue, Simplified, Systematic and Standardized

Operation philosophy

- The more delicated, the better taste

Brand philosophy attributes

- To build a food empire with "specialization, delicacy, excellence and energy"

Brand emotional attributes

- To pursue a food culture of happy cooking

Brand physical attributes

- To provide a fast and high-quality Hainanese Chicken food service

Brand new culture

- Eat better with a nicer Hong Kong

Brand story

- I am your partner, your PakDon!

Brand mission

- Eat better, eat higher

Brand vision

- Become the icon of Hong Kong dining brands within ONE year
- Open businesses within all districts in Hong Kong within THREE year
- Become a famous dining brand in Greater China within FIVE year



**The Logo
Concept**

Logo Concept 標誌意念



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- 以電子遊戲圖形象徵新生代的口味，讓年輕的族群容易得到共鳴，鮮艷的色彩象徵色香味俱佳
- 標識中的D呈現大口造型，表達吃得暢快愉悅
- 聯想食客大啖大啖品嚐美味的去骨海南雞

- Inspired by the game icon, the opening mouth graphic represents the middle-class kidult group
- The 'D' in 'PAKDON' showcases a wide opened mouth and a happy face
- Suggesting stuffing faces of satisfied customers



**The Graphic
Identity**

Image Pattern 形象圖案



M95 Y100
Pantone 1795c



C50 Y100
Pantone 376c



M70 Y100 K5
Pantone 173c

好吃like!哇
so good~ YUMMY
eat 食啦 開餐喇 掂
wonderful
堅 \@o@/ 我不客氣了
BRAVO I'm your partner, :)
開動! Awesome your Pakdon!
Great Let's Eat
好好味呀! GOOD STUFF Delicious
正 考考錫吖~
mum mum itadakimasu!
好野 OMG 好食呀

Flagship Store Image 旗艦店形象



Flagship Store Image 旗艦店形象





Cutlery 餐具



Takaway Boxes 外賣盒



Staff Tee-shirt 員工制服



Marketing Items 營銷細項



Brand Animation 品牌動畫







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