

A*WAKE" \, v. 1. TO CEASE TO SLEEP;
TO COME OUT OF A STATE OF NATURAL
SLEEP; AND, FIGURATIVELY, OUT OF
A STATE RESEMBLING SLEEP, AS
INACTION OR DEATH.

2. MENTALLY PERCEPTIVE AND
RESPONSIVE;"AN ALERT MIND";
"ALERT TO THE PROBLEMS"; "ALIVE
TO WHAT IS GOING ON"; "AWAKE TO
THE DANGERS OF HER SITUATION";
"WAS NOW AWAKE TO THE REALITY
OF HIS PREDICAMENT" [SYN: ALERT]

BUDDHISM + CULINARY



DISCIPLINE AND INTEGRITY WE
STRIVE TO SHAPE THE HUMAN
SPIRIT FOR THE SELF BETTERMENT

CONTENTS

04

History Of Buddhism : Philosophy

Where It Came From • What Qi Focuses On • Elements of Buddhism • Attributes of Qi

10

What and Who Qi Is

Story • Mission

18

Qi Signature System

Logo • Color Palette • Typographic Palette • Dos & Don't

32

Qi Signature Elements

Secondary Elements • Patterns • Materials

36

Applications

Uniforms & Kitchen Tools • Dinnerware • Text • Vehicles • Signage • Stationary

Appendix



Table of Contents

HISTORY

Buddhism is a family of beliefs and practices considered by most to be a religion and is based on the teachings attributed to Siddhartha Gautama, commonly known as "The Buddha" (the Awakened One), who was born in what is today Nepal. He lived and taught in the northeastern region of the Indian subcontinent and most likely died around 400 BCE.

Buddhists recognize him as an awakened teacher who shared his insights to help sentient beings end their suffering by understanding the true nature of phenomena, thereby escaping the cycle of suffering and rebirth (samsara), that is, achieving Nirvana. Among the methods various schools of Buddhism apply towards this goal are: ethical conduct and altruistic behaviour, devotional practices, ceremonies and the invocation of bodhisattvas, renunciation of worldly matters, cultivating continuous mindfulness, meditation, physical exercises, study, and the cultivation of wisdom.

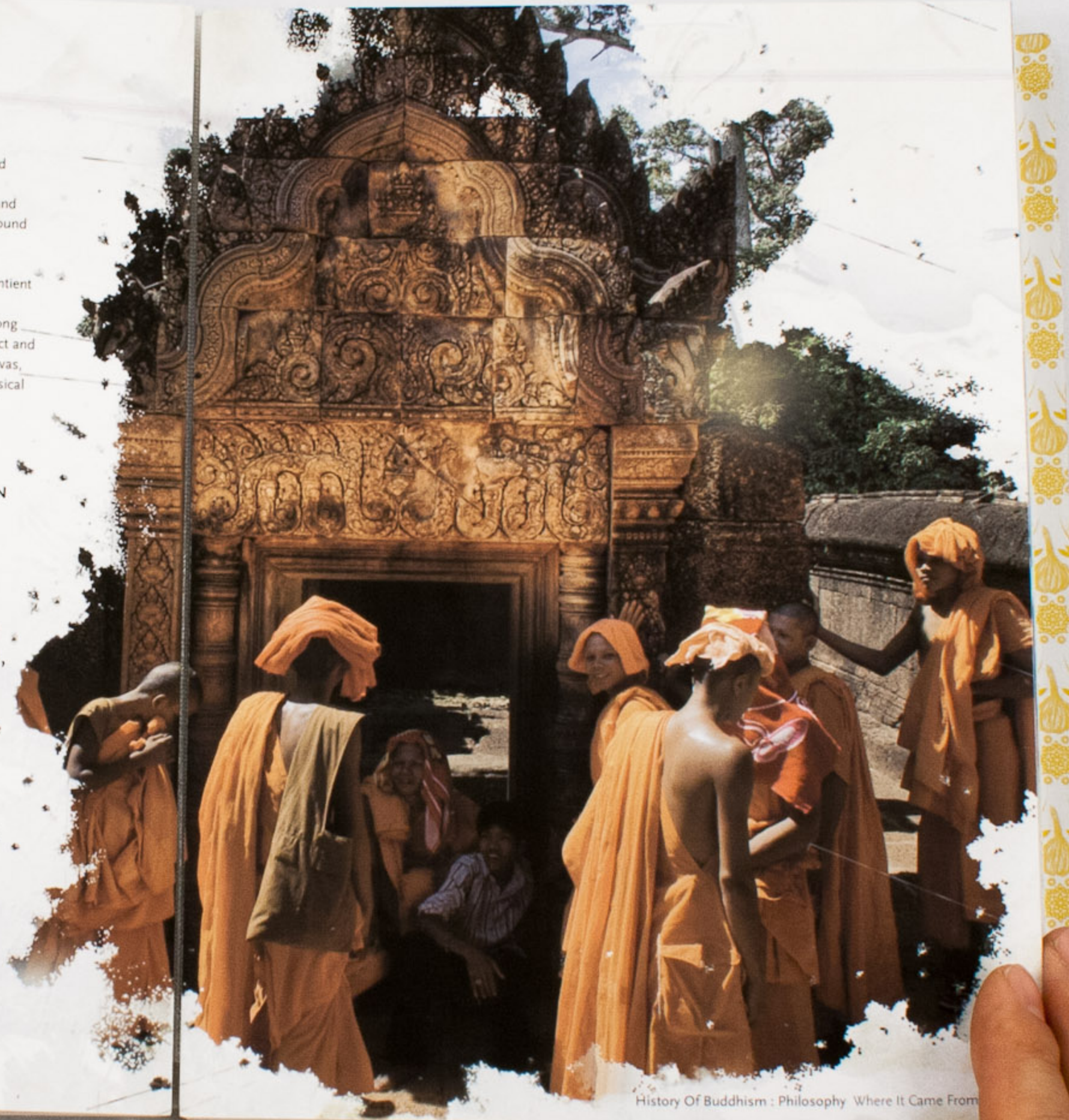
Buddhism is broadly recognized as being composed of two major branches:

THERAVADA, WHICH HAS A WIDESPREAD FOLLOWING IN SOUTHEAST ASIA

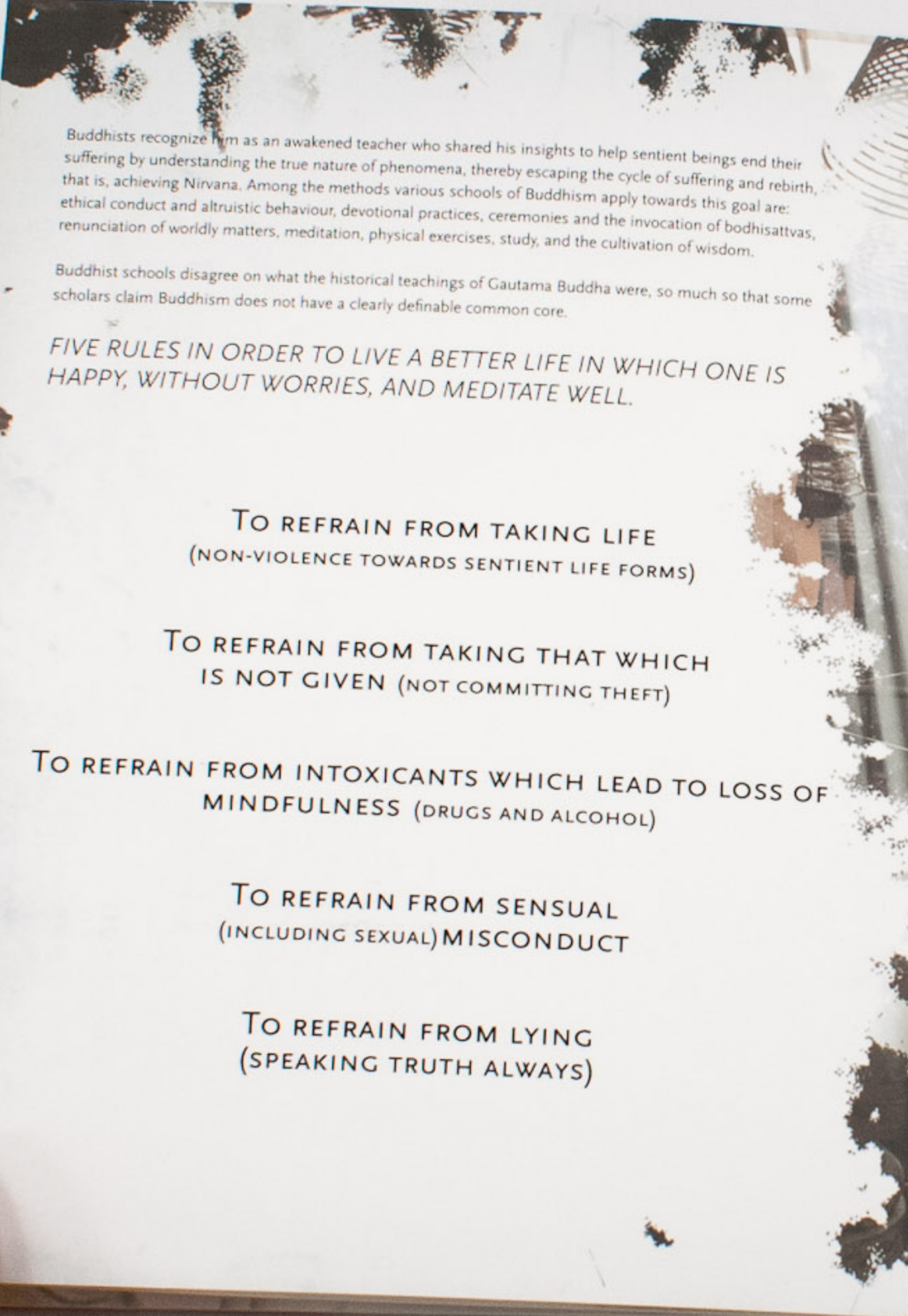
MAHAYANA (INCLUDING PURE LAND, ZEN, NICHIREN BUDDHISM, SHINGON, TIBETAN BUDDHISM AND TENDAI), FOUND THROUGHOUT EAST ASIA. IT SHOULD BE NOTED THAT IN SOME METHODS OF CLASSIFICATION, VAJRAYANA IS CONSIDERED A THIRD BRANCH.

While Buddhism remains most popular within these regions of Asia, both branches are now found throughout the world.

Buddhist schools disagree on what the historical teachings of Gautama Buddha were, so much so that some scholars claim Buddhism does not have a clearly definable common core. Significant disagreement also exists over the importance and canonicity of various scriptures.



History Of Buddhism : Philosophy Where It Came From



Buddhists recognize him as an awakened teacher who shared his insights to help sentient beings end their suffering by understanding the true nature of phenomena, thereby escaping the cycle of suffering and rebirth, that is, achieving Nirvana. Among the methods various schools of Buddhism apply towards this goal are: ethical conduct and altruistic behaviour, devotional practices, ceremonies and the invocation of bodhisattvas, renunciation of worldly matters, meditation, physical exercises, study, and the cultivation of wisdom.

Buddhist schools disagree on what the historical teachings of Gautama Buddha were, so much so that some scholars claim Buddhism does not have a clearly definable common core.

*FIVE RULES IN ORDER TO LIVE A BETTER LIFE IN WHICH ONE IS
HAPPY, WITHOUT WORRIES, AND MEDITATE WELL.*

TO REFRAIN FROM TAKING LIFE
(NON-VIOLENCE TOWARDS SENTIENT LIFE FORMS)

TO REFRAIN FROM TAKING THAT WHICH
IS NOT GIVEN (NOT COMMITTING THEFT)

TO REFRAIN FROM INTOXICANTS WHICH LEAD TO LOSS OF
MINDFULNESS (DRUGS AND ALCOHOL)

TO REFRAIN FROM SENSUAL
(INCLUDING SEXUAL) MISCONDUCT

TO REFRAIN FROM LYING
(SPEAKING TRUTH ALWAYS)





VEGETARIANISM

In Buddhism, the views on vegetarianism vary from school to school. According to Theravada, the Buddha allowed his monks to eat pork, chicken and beef if the animal was not killed for the purpose of providing food for monks. Theravada also believes that the Buddha did not prohibit any kind of meat-eating for his lay followers. In Vajrayana, the act of eating meat is not always prohibited. The Mahayana schools generally recommend a vegetarian diet, for they believe that the Buddha insisted that his followers should not eat meat or fish.

- AVOID INDIRECT KILLING OF PLANTS THROUGH PESTICIDES.
- NO ROOT VEGETABLES SUCH AS POTATOES, CARROTS OR ONION ARE CONSIDERED DEATH OF VEGETABLES.
- AVOID EATING STRONG-SMELLING PLANTS, TRADITIONALLY GARLIC, ALLIUM CHINENSE, ASAFOETIDA, SHALLOT, AND ALLIUM VICTORIALIS.

Most Buddhist do not practice vegetarianism everyday, they mostly just abstain beef, exotic meats, and inner organs.

LEGEND OF THE BUDDHA'S DEATH SAYS THAT HE DIED AFTER ACCEPTING TAINTED MEAT

IMMERSING YOURSELF INTO CULTURE

Buddism plays a vital role in Qi from it's roots, it's ideas, thought process, patience, and meditation comes through Buddhism.

Learning to be open minded and perceptive, we believe to be Qi is to be focused, focused meaning you see things on a singular aspect and respect each and every element. To be disciplined, disciplined to understand that to achieve it you must be persistant. To be Esoteric, to be different than others, to have a level of understanding that others do not. To be ambitious, set your goals high and achieve them at your own pace. To be a visionary, take your lead with your own vision, yours to own.



AWAKE

TO BE QI IS TO BE AWAKE AND AWARE
TO UNDERSTAND ALL THAT IS AROUND

For those who want to understand and learn the discipline behind this practice, it isn't for the casual diner or traditional cook. It is defined by history, thought process, and meditation.

It doesn't cater to many, it leaves most behind but nourishes those who are interested. Because it isn't only about the food, those who are only interested in the food will not follow along the rest of the course.





MISSION

TO TEACH THE DISCIPLINES OF BUDDHISM THROUGH
CULINARY PRACTICES. NOT TO PERSUADE INDIVIDUALS BUT,
TO ENLIGHTEN TO A NEW LEVEL OF UNDERSTANDING.
BY WAY OF DISCIPLINE AND INTEGRITY WE STRIVE TO SHAPE
THE HUMAN SPIRIT FOR THE SELF BETTERMENT.









BUDDHIST CULINARY

ROOT OF AWARENESS



TO TEACH THE DISCIPLINES OF BUDDHISM
THROUGH CULINARY PRACTICES. NOT TO PERSUADE
INDIVIDUALS BUT, TO ENLIGHTEN TO A NEW LEVEL
OF UNDERSTANDING. BY WAY OF DISCIPLINE AND
INTEGRITY WE STRIVE TO SHAPE THE HUMAN SPIRIT
FOR THE SELF BETTERMENT

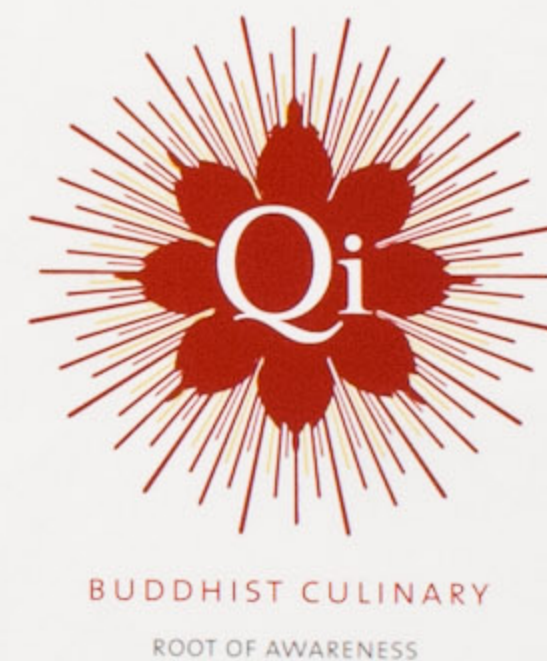
File name: Daikon_yel.tif

LOGO

This logo is the embodiment of Awake, it is a rising sun signifying life in all forms. The Wheel of Life/Anise Star is the center focal point, with this combination Qi is strongly portraying life within a cycle.



Shown in full color PMS 187 (0,100,79,20) & 116 (0, 16, 100, 0)
Area of non-interference is marked in pixels surrounding the mark.
Top: 30px, Right: 30px, Left: 30px, Bottom: 40px





BUDDHIST CULINARY



BUDDHIST CULINARY

Auxiliary lockups (horizontal orientations)



BUDDHIST CULINARY



BUDDHIST CULINARY

Black and White, Reversed Versions

Qi Signature System: Logo

Qi Signature System: Logo

File names: 1. Logo_Burst_Aux.1 2. Logo_Burst_BW.1



BUDDHIST CULINARY

B C
U U
D L
D I
H N
I A
S R
T Y

Auxiliary lockups



File name: 1. Logo_Burst_Aux.1

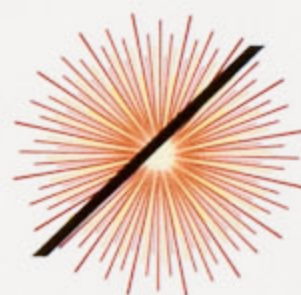


INCORRECT LOGO USAGE

This logo has to be used with all components in tack, the purpose of the logo is to signify all things Qi at once.



BUDDHIST CULINARY



The logo cannot be broken apart, all elements must be used as the lockup.





TYPOGRAPHY

The primary typeface is Scala Sans, this typeface is an example of a modern humanistic typeface. It's historical roots from older serif faces is much like the rooted Buddhist history. Scala Sans is a perfect visual typographic interpretation of Qi.

SCALA SANS LIGHT - PRIMARY BODY STYLE

To teach the disciplines of Buddhism through culinary practices.
Not to persuade individuals but, to enlighten to a new level of
understanding. By way of discipline and integrity we strive to shape
the human spirit for the self betterment.

SCALA SANS LIGHT ITALIC CAPS - PRIMARY HEADLINE

TYPOGRAPHY

SCALA SANS CAPS - SPECIAL QUOTES & BULLETS

TO REFRAIN FROM TAKING LIFE

ITC Legacy Serif Book - Secondary body style

To teach the disciplines of Buddhism through culinary practices.
Not to persuade individuals but, to enlighten to a new level of
understanding. By way of discipline and integrity we strive to shape
the human spirit for the self betterment.

ITC Legacy Serif Medium - Secondary Headline

Typography



COLOR PALETTE

The colors were selected to represent the vibrant colors used to decorate the temples and monasteries across Asia.



0,59,100,5



0,16,100,0



0,100,79,20



42,93,0,0



100,30,0,20



80,0,100,56



0,26,100,16



0,0,0,61



11,18,91,0





SECONDARY IMAGERY

Secondary imagery serve the purpose of supporting the main image of the brand and are items that closely tie in with the story.

Drawing of commonly used vegetables were chosen for the primary secondary imagery and common buddhist patterns were developed as a backdrop for Qi.



File names: 1. Daikon_vel.tiff 2. Bittermelon_vel.tiff 3. Eggplant_vel.tiff 4. Garlic_vel.tiff
5. Greenbean_vel.tiff 6. Okra_vel.tiff 7. Shallot_vel.tiff 8. Ginger_vel.tiff 9. Utensils_vel.tiff

SECONDARY PATTERNS



34

Qi Signature Elements Patterns

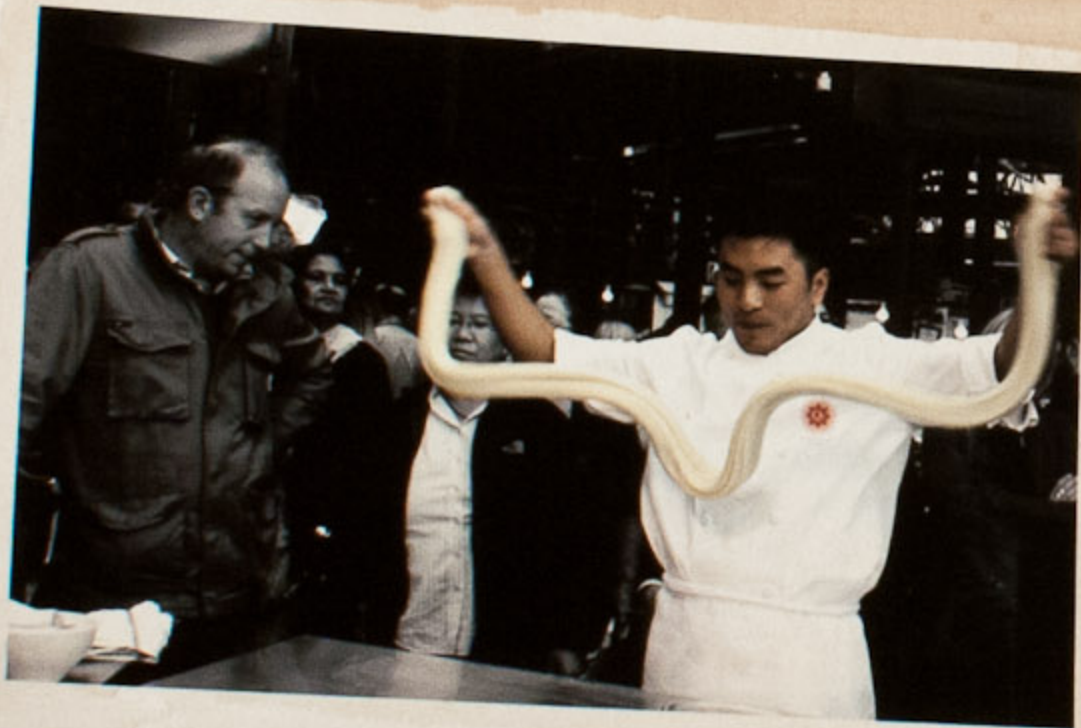
Qi Signature



Qi Signature

35

OUR MASTER CHEFS IN UNIFORM



36

Qi Applications : Uniform

File name: Qi_Chefs.tiff

KNIVES



File name: Qi_knives.tiff

37

CHOPSTICKS & PLATE

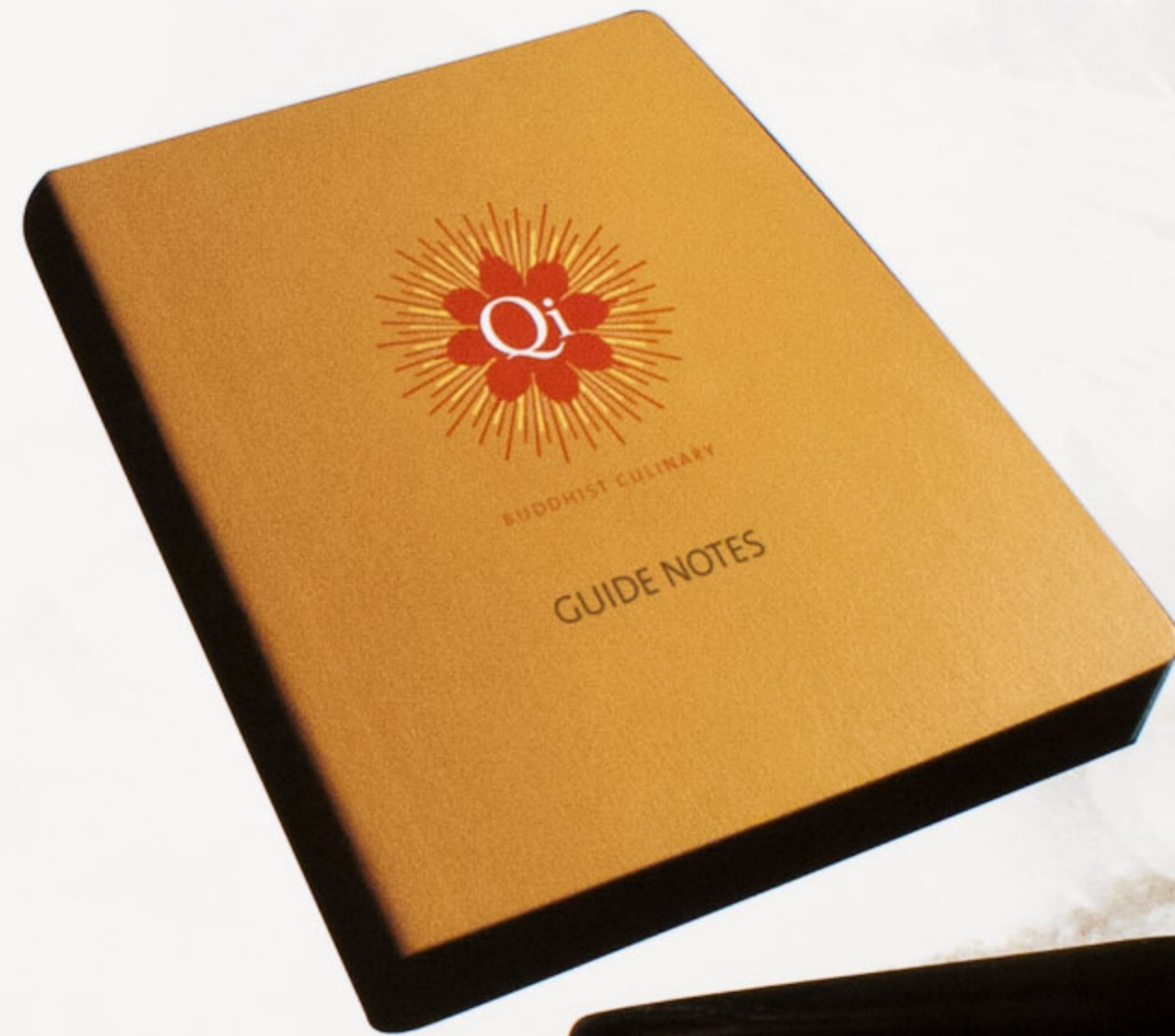


38

Qi Applications : Dinnerware & Cook

File names: 1. Qi_Chopsticks.tiff 2. Qi_plate.tiff

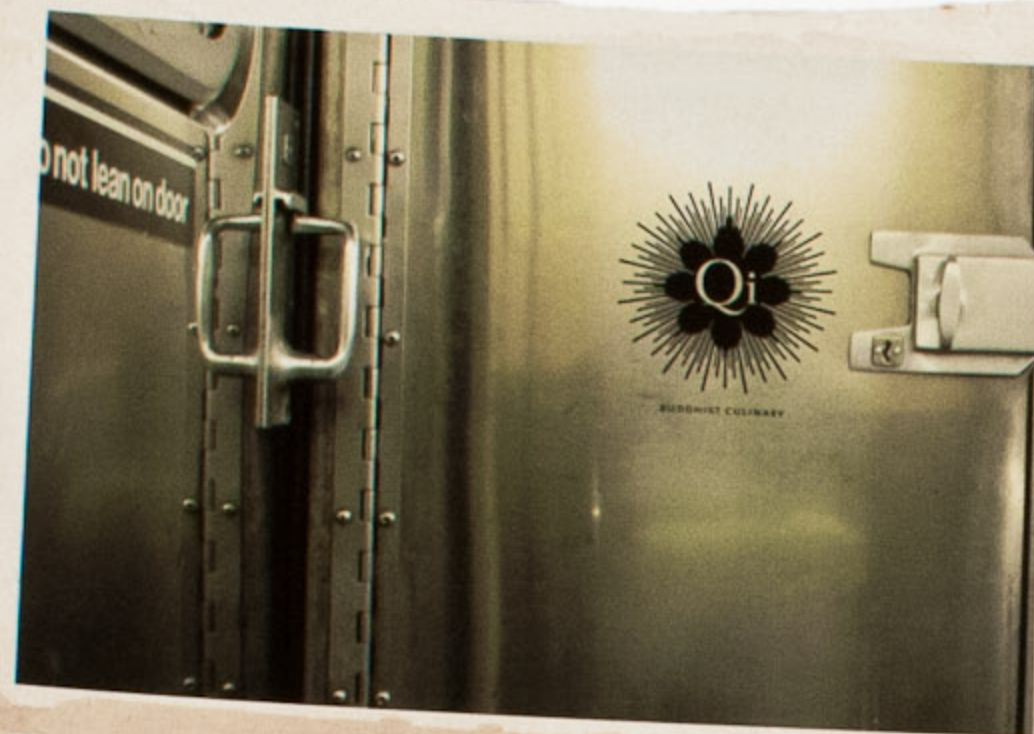
GUIDE NOTES



File names: 1. Qi_GuideNotes.tiff 2. Qi_GuideNotes2.tiff

39

SIGNAGE



40

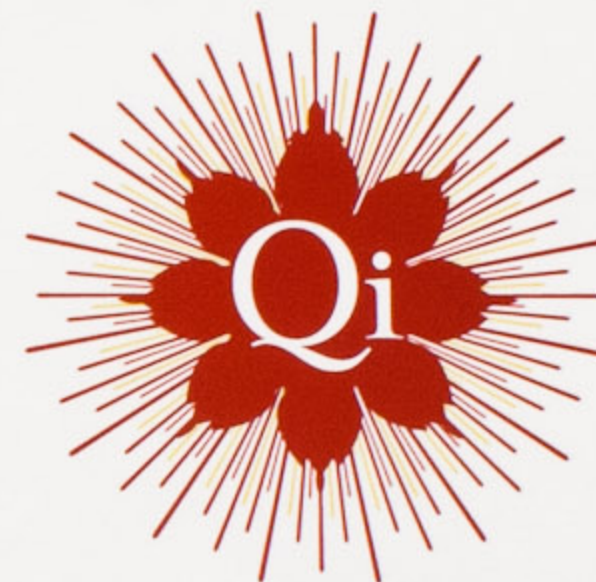
Qi Applications : Signage & Transportation

File names: 1. Qi_Door.tiff 2. Qi_Signage.tiff

CATERING TRANSPORTATION



File names: 1. Qi_Vespa.tiff 2. Qi_Bicycle.tiff



BUDDHIST CULINARY

ROOT OF AWARENESS

APPENDIX

Daikon_yel.tif	17
Logo_Burst_Interference.ai	18
Logo_Burst_4C.ai	19
Logo_Burst_Aux.ai	20
Logo_Burst_BW.ai	20
Logo_Burst_Aux2.ai	21
Utensils_red.tif	22
Logo_Burst_DoNot.ai	23
Garlic_red.tif	26
Bittermelon_yel.tif	28
ColorWheel.ai	29
Veggie_collective_yel.tif	32
Daikon_yel.tif	33
Bittermelon.tif	33
Eggplant_yel.tif	33
Garlic_yel.tif	33
Greenbean_yel.tif	33
Okra_yel.tif	33
Shallot_yel.tif	33
Ginger_yel.tif	33
Utensils.tif	33
Veggie_Pattern.tif	33
Utensil_Pattern.tif	34
Qi_chefs.tif	35
Qi_knives.tif	36
Qi_chopsticks.tif	37
Qi_plate.tif	38
Qi_GuideNotes.tif	38
Qi_Door.tif	39
Qi_Signage.tif	40
Qi_Vespa.tif	40
Qi_Bicycle.tif	41
Qi_Letterhead.ai	41
Qi_BizCard_Env.ai	42



