The Reef is a late night sushi bar that fuses anime and punk aesthetics to create an exciting and lively environment. The Reef not only exists to offer good food, but also to support local artists. The restaurant has a stage for local bands to come play as well as a space for those performers, or other local artists to set up their own temporary stores inside. To capture the intended energy the brand takes a jagged and loose approach while maintaining readability and clarity. The brand seeks to spark interest by being bold and unapologetic about the mood of the venue.

The website would be an encompassing look at the restaurant and venue overall, showing off the food as well as the local artist side of the venue. The website would include upcoming shows/events, as well as a digital menu. The audience is generally pointed 20's-30's but generally anyone who is a fan of anime, music or sushi. The color scheme is generally dark and stripped back, but using a bright, almost neon red and blue to emphasize and set hierarchy. Thet typefaces used throughout will either be chunky and imperfect when using display faces. Or clean and sleek when trying to maximize readability.