



GRUB BURGER BAR

Visual Branding Book

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Table Of Context

- Creative Brief/ Design Statement Pg 3
- Mood Board Pg 4
- Brand Essence Statement 01 Pg 5
- Brand Essence Statement 02 Pg 6
- Brand Essence Statement 03 Pg 7
- Brand Essence Statement 04 Pg 8
- Brand Essence Statement 05 Pg 9
- Business Card/ Stationary Letter Head Pg 10
- Other Stationaries Pg 11-12
- App Design Pg 13
- Web Design Pg 14-15
- Other Mockups Pg 16
- Conclusion Pg 17

Company Name: Grub Burger Bar Brand Description:

Since they are a restaurant that mainly serves burgers, their competition are the neighboring restaurants and fast food locations that also serve burgers as well. What makes them stand out from the others is that they are all for their customers. They want to satisfy every customer to their own needs. They do this by providing burgers for everyone. For example, they also make burgers that are vegan and for those who have certain allergies.

Project Summary:

In this project we need to re-brand an existing brand. We need to redesign their logo entirely and create content that suits the new look.

Target Audience:

The audience that this brand targets are adults and the youth.

Desired Message & Tone:

The message that I desire to mimic is a fun/welcoming environment that allows everyone to come and enjoy a big delicious burger.

Problem Analysis/Define:

The logo was designed amazingly, but I felt like it was missing something. It is very simple with just text and no icons. It makes it slightly harder to know what this brand provides when one is passing by. So I wanted to create something that gives the same feeling of professionalism yet welcoming.



Burger

HOUSE OF
BURGERS

**MOOD
BOARD**

grub
BURGER BAR

MARKETING BURGER



Good People

Grub considers themselves part of the neighborhood. We are here not only to serve our people, but help them as well. We created organizations to help those in need.



Real meat. Fresh bread. Vegan and allergy sensitive options. Food for everyone.

Real Food



A unique look to all the locations to give every person a welcoming yet mature fun feeling. Our locations are designed to look rustic and vintage.

**Unique
Vibes**





Grub creates their own sauces to accommodate their dishes. Giving them a unique flavor to those who dare to try.

Big Flavors



Hard Working

Grub workers make sure that all their customers are satisfied. They each work hard to provide the best service, and give Grub a good reputation.

Business Card

Front Card

Front cover contains an image to give the feel of the environment of the restaurant. The image is toned down to let the logo stand out more.



Back Card

The back cover of the card is simple as well. The black theme on both sides was intentional to give it a minimalistic look.

Grub Burger Bar

Tel: (563) 783-3298

@: grubburgerbar@yahoo.com

Main Office: 3740 Copperfield Drive, Suite
105 Bryan, Texas 77802



T-Shirt Design Mockup

This shirt is a uniform design for the employees. It allows them to work efficiently and comfortable throughout the restaurants. The main color designs of the shirt will be gray, black, or white.

Mock Ups

T-Shirt Design Mockup

This hat design is also a uniform for the employees that is optional. Mandatory for those who work in the kitchen to prevent hair from falling. Colors are similar to the shirts to match.





Bag Design Mockup

There are two design mock-ups for takeout bags. Every design has a minimalistic feel to give a clean chic look.

To Go Box Design Mockup

This box and cup gives similar looks to the take out bags. Cup designs for the restaurant are similar to the coffee cup.



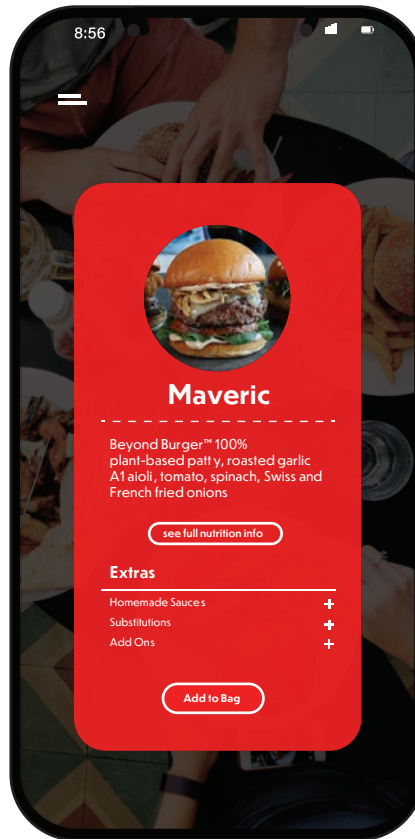
Coaster Design Mockup



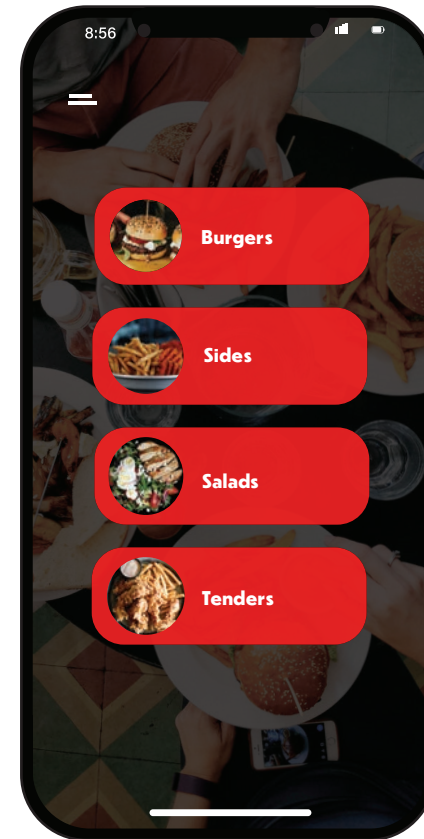
App Design



Home Page



Food Info

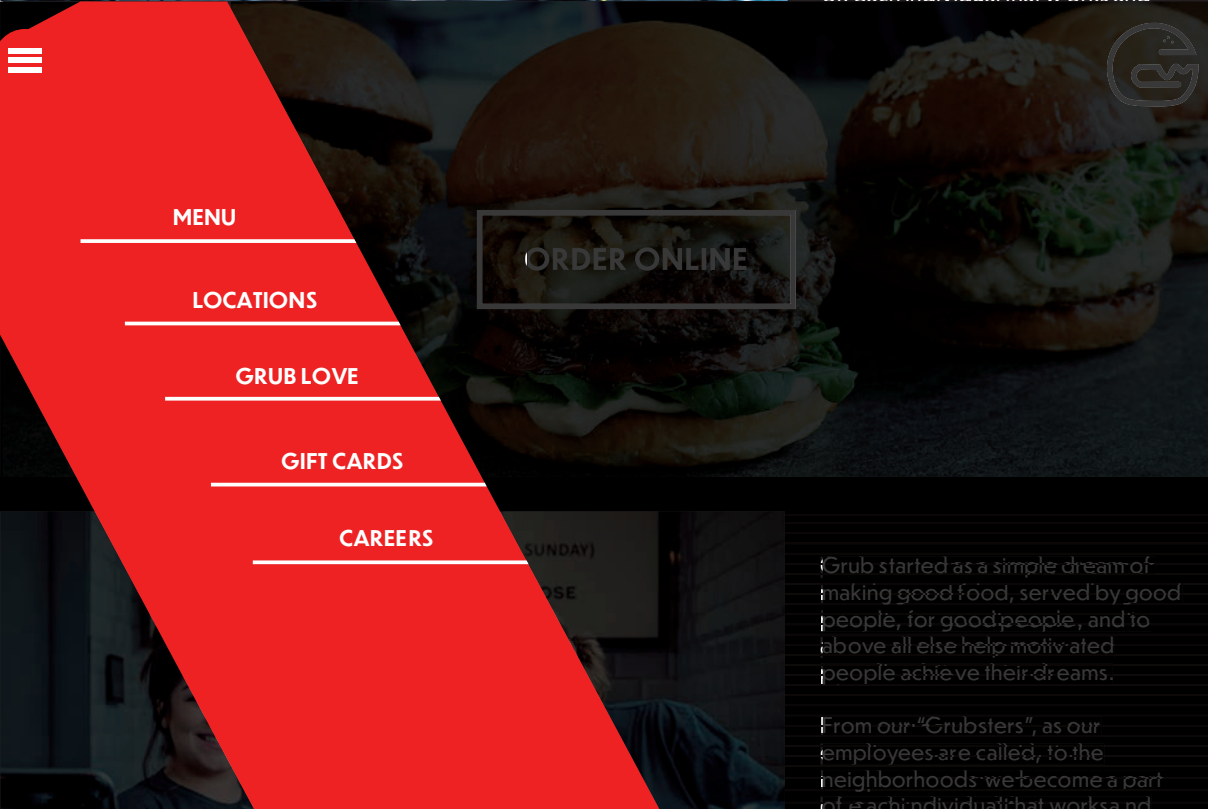


Menu



Grub started as a simple dream of making good food, served by good people, for good people, and to above all else help motivated people achieve their dreams.

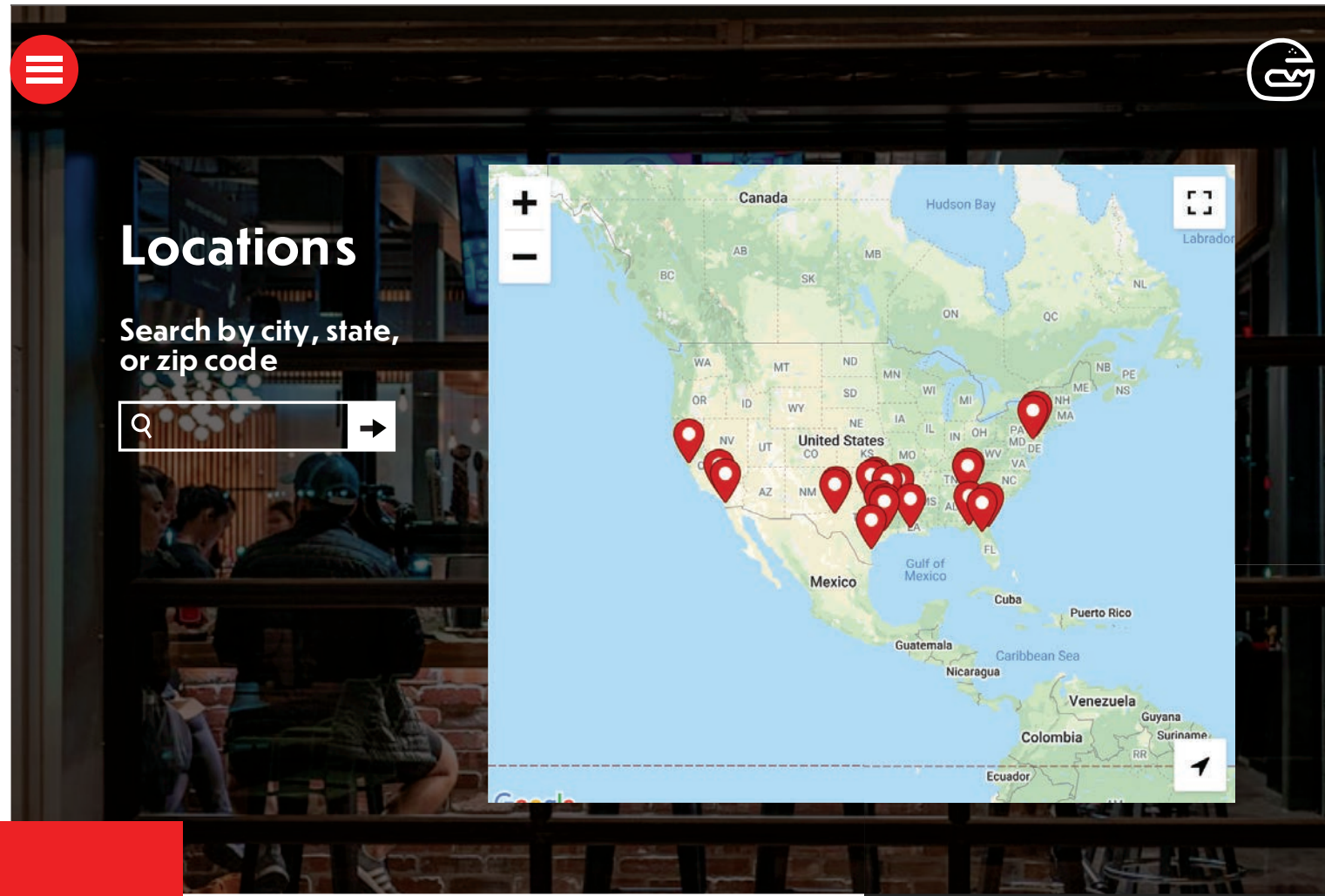
From our "Grubsters", as our employees are called, to the neighborhoods we become a part of, each individual that works and



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Web Design



Web Design Con.



Banner Mockup

Conclusion

Re-branding is a way to give the brand a different style and approach. It is also a way to catch attention from the audience that you seek. Re-branding can let people know that the company is up for change.

Giving the brand a similar but minimalistic look can catch peoples attention. A simple logo compliments the simple designs of apparel for the workers and for their media. Along with giving out the friendly yet mature approach to the audience the brand is seeking.

The simplicity of the logo allows it to be placed anywhere without any problem. It allows something so simple stand out amongst the others. It gives a friendly feeling which is what

