



Grub Burger Bar

Branding Identity Process Book

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Creative Brief / Design Statement

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 rebrand 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.

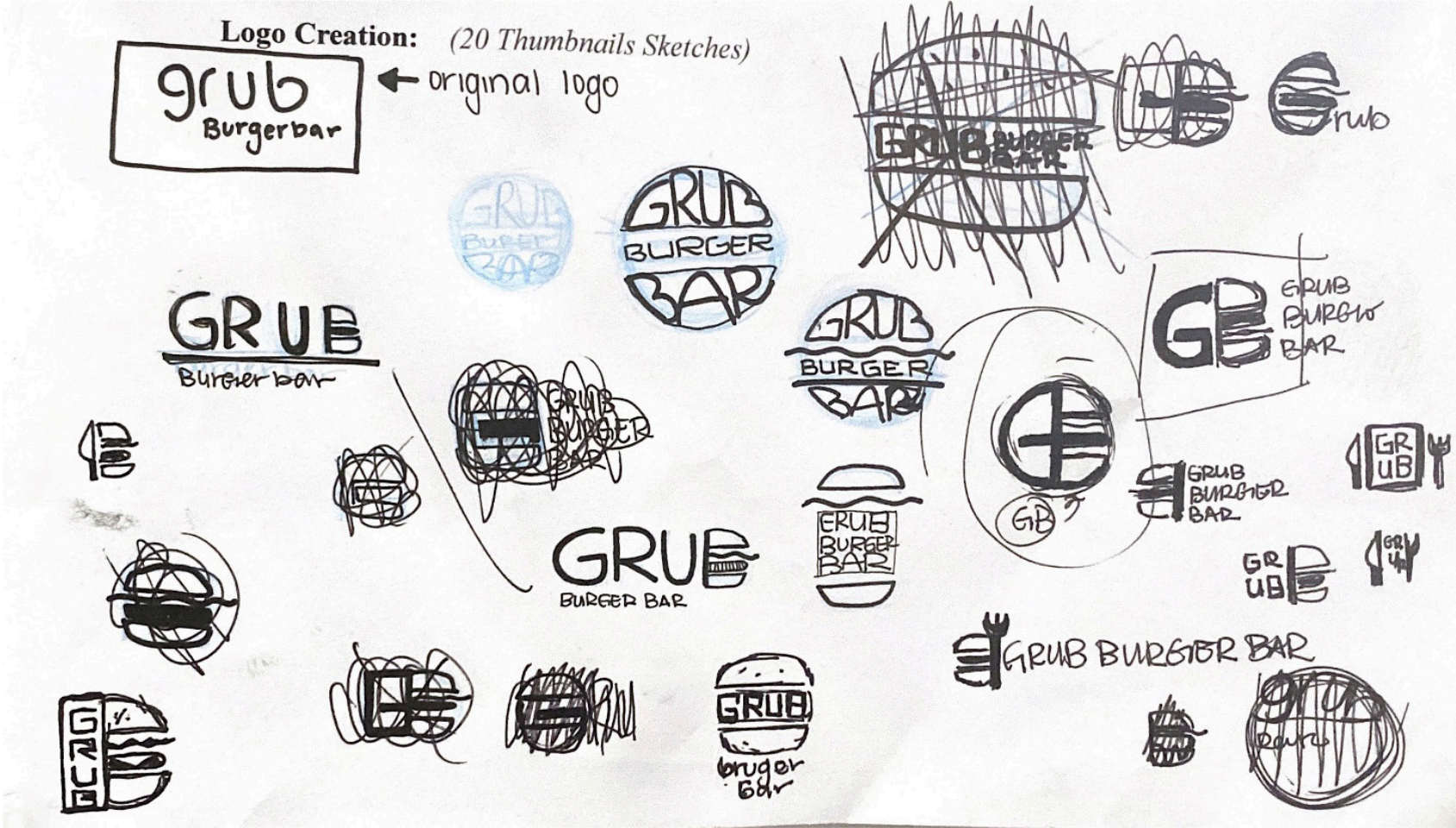
Desired Message & Tone:

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

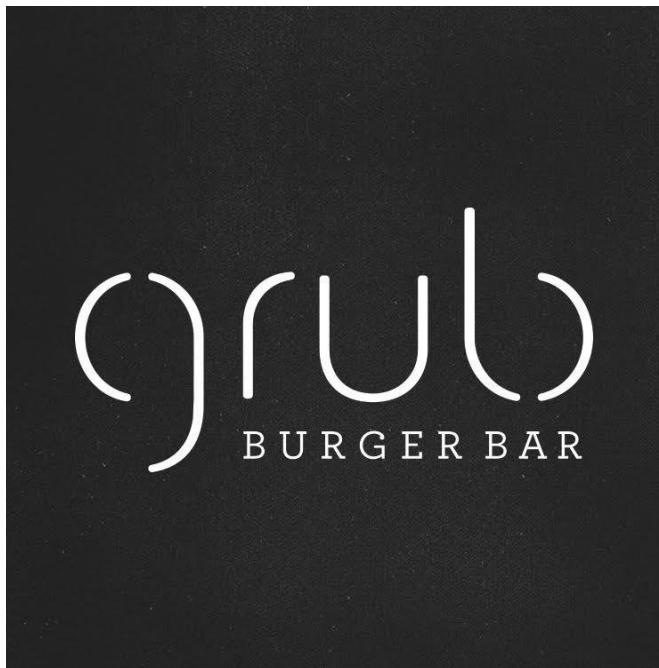
Problem Analysis/Define:

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.

Logo Creation (20 Ideas Sketch)



Logo Creation (One Idea with Responsive Interaction)



Logo Description

For this company I wanted to do a more friendly and obvious approach for their logo. As shown previously their original logo is very simple. I wanted to incorporate a burger icon, but in a different way than most. I decided to combine a G and a burger together to create this illusion of seeing the burger and seeing the "G" as well.



Logo Usage

Proper usage with our logo should be used correctly.

There are no specific way to use this logo as long as it follows these guidelines. No other color should be used besides the ones demonstrated.

Please keep in mind of the spacing when using the last two blocked color.



Incorrect Logo Usage

DONT:

1. Change logos orientation.
2. Extending the logo.
3. Condensing the logo.
4. Using vibrant and flourecent colors.
5. Outlining shapes and letters.
6. Removing the icon from the logo.



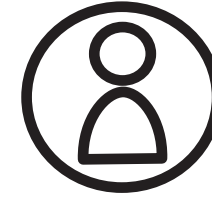
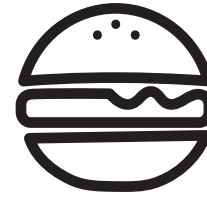
Icons Creation

Many Icons can be used for future apps or web design.

Since the design of our brand is simple I wanted to make that approach as well. These icons are universal and fit every design.

When creating icons:

1. Design should be minimalistic.
2. Imagery should be simple.
3. Colors should be kept simple.



Color Palette

For our color palette we want simple colors. These colors could be used together or alone. For a simple logo we want simple but eye catching colors for any platform.



#ffffff



#000000



#d2232a

Font Family

There are two fonts that I have decided to use for the logo and app/website.

Acumin Variable Condensed:

1. Regular
2. Bold

Dunbar Text:

1. Medium
2. Bold

Dunbar Text Medium

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

1 2 3 4 5 6 7 8 9 0

Dunbar Text Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz**

1 2 3 4 5 6 7 8 9 0

Acumin Variable Condensed Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Acumin Variable Condensed Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

1 2 3 4 5 6 7 8 9 0

Process Statement (Conclusion)

Rebranding something so simple was a major challenge. I am in hopes that I succeeded this task. I wanted to create a logo with a more friendly approach. As well as make the restaurant known for what they serve to their customers which are delicious burgers. During this process I have encountered obsticales with the icon itself. I needed to make a creative apprach since there are many restaurants near by with burger icons. I wanted to personalize this to the restaurant itsleft by combining the first letter of the name with a burger itself.