



DESIGN BRIEF

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.

Lorem ipsum

LOGOTYPE



ICON



TYPOGRAPHY

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
1234567890

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
1234567890

#ffffff

#d2232a

#000000



**GOOD PEOPLE
REAL FOOD
UNIQUE VIBE
HARD WORKING
BIG FLAVORS**

