



Logo redesign concept for: Harvest Restaurant

Olivia Reed
oliviagreedy03@gmail.com

I wanted to keep the same “feel” of the logo by keeping many of the noticeable features. I firstly kept all of the words the same, I simply changed the font and positioning. I also wanted to keep the “feeling” of the sun-like circle from the current logo; however, I wanted to redesign this resulting in a less heavy, cleaner look.

Current Logo



First sketch



The idea of drawing the roots coming off of the letter “T” and also the curve of the circle (indicating a sun rise or sun set) are to point individuals to the fact that all of our food is fresh and as our tag line states “from local farms fresh to your table”.

FONTS

Gloucester MT Extra Condensed – the small caps version of this is used for the tag line “From local farms fresh to your table” and the word “Restaurant” in ONE, TWO, THREE, and FOUR

Adore You – “Harvest” for ONE and THREE and “arvest” for TWO and FOUR

ATC Citrine – H (of the word harvest) for TWO and FOUR

1



2



3

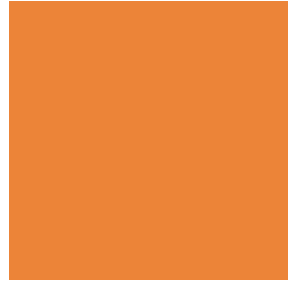
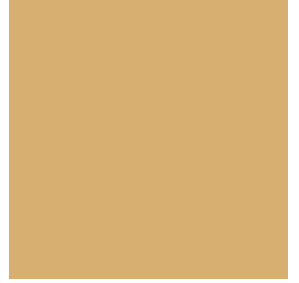


4



COLORS

Coloration idea for ONE of the logo concepts



When considering colors I wanted to adhere to the original colors of the logo in some aspects; however, I felt that implementing the use of more natural contrasting colors and a few minor gradients could enhance the logo.

Current logo



Logo Redesign Concept Mockup

