Design Brief of LAINNs Eatery.

I.   Company Background/Overview

LAINNS Eatery, located near De La Salle University Dasmariñas, has been a well-known dining spot since its inception in 2013. Known for its affordable yet flavorful meals, LAINNS stands out by offering unlimited rice and soup, a feature that has earned it loyal customer base, particularly among college students and the local community. The eatery's commitment to quality, value, and customer satisfaction has solidified its reputation as a go-to destination for budget-conscious diners.

II.   Target Audience

The primary target audience for LAINNS eatery are college students from De La Salle University Dasmariñas. These students often juggle academics, extracurricular activities, and social commitments. As a result, they seek an eatery that offers **convenience, affordability, and quality meals** to fuel them throughout their busy days. Competitors include other affordable dining options in the vicinity, but LAINNS' unique selling points, such as its generous servings and established presence since 2013, set it apart.

III.   Project Objectives and Goals

Despite LAINNS' established presence in the vicinity, its online and social media presence remains limited. In today's digital world, effective online engagement could greatly expand the eatery's reach in ways previously unimaginable. The business recognizes this gap and believes that creating a distinctive, well-designed logo is the first crucial step toward increasing customer recognition.

This has been an ongoing challenge for LAINNS since its establishment, further complicated by a relocation to a less favorable spot due to unforeseen circumstances. Currently, most students discover LAINNS through word of mouth from fellow students who have dined there, making it harder for newcomers to find the eatery. The lack of a visible logo outside the store also contributes to this issue, underscoring the need for a strong, memorable brand identity

IV.   Key Message

The key message of LAINNS Eatery is centered around offering high-quality, affordable meals that provide value and comfort to its customers. Positioned as a welcoming and accessible dining option for college students and local residents, the brand emphasizes its unique offering of unlimited rice and soup as a hallmark of its generosity and customer focus. The logo should visually communicate this message of affordability, quality, and warmth, helping LAINNS stand out as a go-to spot for satisfying, budget-friendly meals.

V.   Design Specifications

LAINNS Eatery is seeking a fresh, distinctive logo that captures the essence of its brand and helps elevate its presence both in the physical location and online. The logo will play a crucial role in building recognition, especially among its target audience of college students, while reflecting the eatery's core values of affordability, quality, and customer satisfaction. To ensure the logo aligns with these goals, the following design specifications have been outlined to guide the creative process and maintain brand consistency.

1. Color Scheme

The colors should reflect the brand's approachable, welcoming, and value-oriented identity, while appealing to its primary audience—college students. Consider a vibrant yet warm palette that embodies energy, affordability, and comfort.

- **Primary Colors**: Earthy tones such as **warm oranges** or **reds** can symbolize food, energy, and warmth. These colors should be the dominant hues to invoke a sense of appetite and affordability.

- **Secondary Colors**: Use **greens** or **yellows** to convey freshness, vibrancy, and the welcoming environment LAINNS offers. These colors should complement the primary palette and provide contrast without overpowering the design.

- **Accent Colors**: Minimal use of **black** or **dark brown** can be incorporated for text or outlining to maintain clarity and legibility.

2. Typography

The typography should be bold, easy to read, and have a modern yet friendly aesthetic, reflecting the eatery's student-centric approach.

- **Primary Typeface**: A **sans-serif font** that is clean, rounded, and approachable, such as **Poppins**, **Montserrat**, or **Raleway**, to enhance legibility and modernity.

- **Secondary Typeface**: If a secondary font is needed (e.g., for taglines or supplementary text), it should be a **script or handwritten-style font** to convey a sense of personalization, warmth, and care (e.g., **Pacifico** or **Lobster**).

The fonts should maintain a balance between playful and professional, ensuring it resonates with students yet remains timeless and professional.

3. Logo Size and Proportions

The logo should be designed with scalability in mind, ensuring that it is legible at various sizes, from small applications such as social media icons to larger signage outside the eatery.

- **Size Recommendations**: Ensure the logo is clear and recognizable at sizes as small as 50x50 pixels (for web/social icons) and up to 1 meter wide (for storefront signs). Proportions should maintain balance between text and any graphic elements, ensuring clarity at all scales.

- **Horizontal vs. Vertical Orientation**: Provide both horizontal and vertical variations of the logo to allow flexible use across different mediums, whether on digital platforms or physical signage.

4. Graphics and Symbolism

The graphic elements should convey the unique selling points of LAINNS—its affordability, student-friendly environment, and unique offering of unlimited rice and soup.

- **Main Symbol**: Incorporate **a food-related graphic** (e.g., a simple bowl, rice, spoon, or soup steam) to highlight the eatery's offering. The symbol should be stylized, modern, and minimal to keep the logo clean and recognizable.

- **Visual Representation of "Unlimited"**: A subtle visual cue indicating abundance or generosity—such as multiple bowls stacked or overflowing rice—could reinforce the concept of unlimited servings.

- **Logo Shape**: Opt for a circular or rounded shape that symbolizes inclusivity and comfort, reinforcing the eatery's goal of being an inviting place for students to gather.

5. Tone and Mood

The logo's overall aesthetic should feel **inviting, casual, and student-friendly**, but also express a sense of reliability and quality that has been built since 2013. The mood

should be energetic without feeling too busy or overwhelming, emphasizing warmth and comfort.

6. Brand Consistency

The logo should be designed to function across multiple platforms—both digital (social media, website) and physical (storefront, menus, flyers). The color scheme, typography, and graphics should be adaptable without losing the brand's core identity or becoming visually inconsistent.

7. Specific Elements to Avoid

- **Overly Complex Designs**: Avoid intricate details that might become unclear or unrecognizable at smaller sizes.

- **Cliché Food Graphics**: Stay away from generic, overused symbols like forks and knives unless they are uniquely stylized to fit the brand.

- **Dark or Somber Colors**: Since the brand focuses on affordability and approachability, avoid using excessively dark or muted tones that don't align with its energetic and welcoming personality.

VI.   Timeline

The design process for LAINNS Eatery's logo should follow a structured timeline to ensure timely completion and alignment with the eatery's business goals. The project will span approximately 1-3 weeks, with key milestones including initial concept submissions within the first week, followed by a feedback and revision period in the second week. A finalized logo should be presented by third week, with any final adjustments made. All deliverables should be provided in formats suitable for both digital and physical use, such as vector files (AI, EPS) for print, and web-friendly formats (PNG, JPG, SVG). Adhering to this timeline will ensure the logo is ready to enhance LAINNS' brand presence promptly.

VII.   Project Scope and Deliverables

The scope of the LAINNS Eatery logo design project focuses on creating a unique and memorable logo that embodies the eatery's identity as a go-to spot for affordable, quality meals near De La Salle University Dasmariñas. The designer is expected to deliver a logo that captures the essence of the brand, considering its core values of generosity, comfort, and customer satisfaction. The deliverables will include multiple initial concepts, rounds of revisions based on client feedback, and the final logo in various formats (AI, EPS for print and PNG, JPG, SVG for digital use). Additionally, designers are encouraged to propose solutions that enhance the logo's adaptability across social media, signage, and promotional materials, all within the approved project scope.