

Press Esc to exit full screen

BRAND DEVELOPMENT GUIDE.

The
**Green
Bowl**



CONTENTS

- 1 COMPANY
- 3 HISTORY
- 4 BRAINSTORMING
- 5 PHILOSOPHY
- 6 NAMING
- 7 CONTEMPORARY REFERENCES
- 10 HISTORICAL REFERENCES
- 11 TYPEFACE EXPLORATIONS
- 13 PALETTE
- 15 MARK
- 16 SECONDARY TYPEFACE
- 17 IMAGE STYLE
- 19 BRAND APPLICATION

COMPANY

My Startup is a Bar that serves
Vegan Ramen.

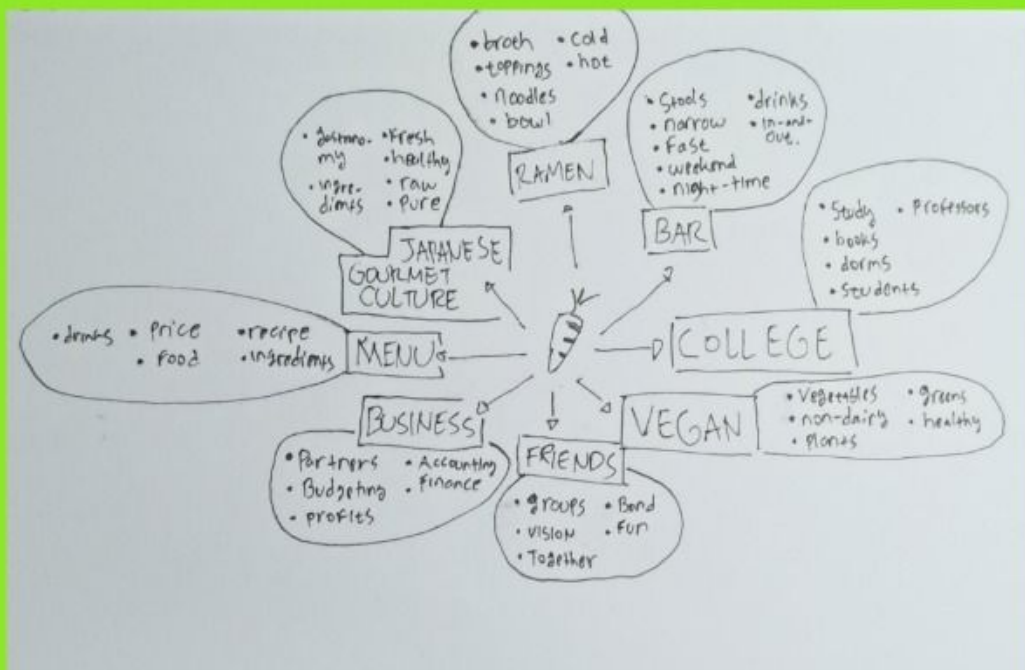
Press Esc to exit full screen

HISTORY

Beni is lactose intolerant since birth. So he became a vegetarian ever since. After High School, he continued his study in the city's community college, he took Japanese Study because he was in love with Japanese gourmet's culture. the first thing that made him fell for it was ramen noodles. Despite his love, he can't seem to find the right place to eat since he is a vegan. He often cooks for himself while studying in college. After he graduated, he and a group of his friends planned to open their own vegan ramen bar, that serves only vegetables from the broth all the way to the toppings. They planned to open this bar business right away after the menu is set so college students like Beni could find a good, convenient, and student-friendly vegan ramen bar.



BRAINSTORMING



PHILOSOPHY

1. Vegan.
3. Student-friendly.
4. Modern.

NAMING

Vegbar Ramen
The Green Broth
The Green Bowl

CONTEMPORARY



HISTORICAL



Typefaces Explorations

Futura
The Green Bowl
Din
The Green Bowl
Supria Sans
The Green Bowl
Franklin Gothic
The Green Bowl
Brandon Grotesque
The Green Bowl

Letter Shapes

Type Skeleton
The Green Bowl
The GreenBowl
The Green Bowl
The Green Bowl
The Green Bowl

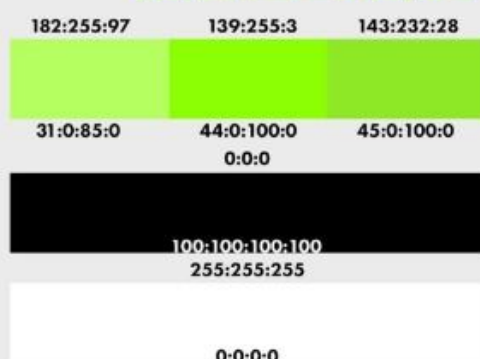


Type Variations

Final Logotype



PALETTE



Taken & modified
from:



MARK



Color



B/W



SECONDARY TYPE

Futura Condense

All Veggies. All Day.

Book

All Veggies. All Day.

Medium

All Veggies. All Day.

Bold

All Veggies. All Day.

Extra Bold

Beni is lactose intolerant since birth. So he became a vegetarian ever since. After High School, he continued his study in the city's community college, he took Japanese Study because he was in love with Japanese gourmet's culture. the first thing that made him fell for it was ramen noodles. Despite his love, he can't seem to find the right place to eat since he is a vegan. He often cooks for himself while studying in college. After he graduated, he and a group of his friends planned to open their own vegan ramen bar, that serves only vegetables from the broth all the way to the toppings. They planned to open this bar business right away after the menu is set so college students like Beni could find a good, convenient, and student-friendly vegan ramen bar.

IMAGE STYLE



MODULAR SYSTEM

WEB/APP
ANIMATION(S).



1.

The Animation for The Bar's Web and App (online Order). Will be shown or presented during loading and/or buffering screen. Presented with the SFX of Ramen Plating process.



2.



3.

This animation could vary depending on certain events, holidays, or the university's important day (graduation day, dies natalis, orientation, etc.)



4.

BRAND APPLICATIONS

1. THE BAR
2. EMPLOYEE UNIFORMS
3. VENDING MACHINE
4. WEB & APP
5. BUSINESS CARD
6. TAKEAWAY GOODS

1. THE BAR



2. EMPLOYEE UNIFORMS



CAP

T-SHIRT (SUMMER)



SWEAT SHIRT (WINTER)



APRON



3. VENDING MACHINE

Customers put their order code which they receive after ordering via their app or web and then their order will be made.



5. BUSINESS CARD

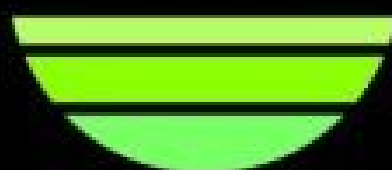


4. WEB & APP



6. TAKEAWAY GOODS





The
**Green
Bowl**

Brand Development Guide

Graphic Design
CalArts
Coursera
2020

Made by Hanif Rifandi