Red Lobster is a restaurant passionate about making high-quality seafood available and affordable to everyone, including people who lived far from the coast. Since the 1960's they have been through a few generations of logos, with the latest one designed in 2009.

Coming up on 9 years since their latest design, they needed another logo refresh that still was true to their name. After multiple iterations of lobsters and font faces, two opposite styles were chosen to present.

**Logo #1 - New England Style**

**[images]**

**Logo #2 - City Style**

**[images]**

**Iterations**

The logo process went through a few iterations below, before narrowing down to the two chosen for presentation.

**[images]**