

NUSH - FAST FOOD RESTAURANT

**LOGO  
GUIDELINES**

# BRAND OVERVIEW

**BRAND NAME:** “NUSH”

**BRAND TAGLINE:** *HUNGRY? NUSH IT!*

**BRAND KEYWORDS:**

Playful · Modern · Premium

**TARGET AUDIENCE:**

Aged 16 – 30 Gen Z and young millennials

**BRAND STATEMENT:**

When someone hears “Nush”, they should instantly feel cravings, taste and vibes like this is the spot everyone talking about. Its not just food its a Gen Z fast-food plug.



**NUSH**

The word "NUSH" is written in a bold, yellow, sans-serif font. The letters are thick and have a slight shadow or glow effect. The letter "U" is stylized with a small blue liquid-like droplet or swirl positioned above its center.

**HUNGRY? NUSH IT!**

# TYPOGRAPHY

Aa

POPPINS

Aa

CHUNKO BOLD

**HUNGRY? NUSH IT!**

**H1 34pt CHUNKO BOLD**

**HUNGRY? NUSH IT!**

**H2 22pt Poppins Bold**

Hungry? Nush It!

**H3 18pt Poppins SemiBold**

Hungry? Nush It!

Body Text 14pt

Poppins Medium

Hungry? Nush It!

Description 14pt

Poppins Regular

# LOGO VARIATIONS

PRIMARY LOGO

NUSH

SECONDARY LOGO

NUSH

HUNGRY? NUSH IT!

# COLOR PALETTE

#ffce1b

#292974

#000000

#ffffff

# MISUSE EXAMPLES

STRETCHED/SKEWED



ROTATED LOGO



EFFECTS/SHADOW



Low-Resolution/Pixelated



# NUSH

HUNGRY? NUSH IT!



**LOGO REPEATED ON A BURGER WRAP**





**LOGO DISPLAYED ON A RESTAURANT WALL**

# THANKYOU