

Great Wall Brand Identity

The logo for 'Great Wall' is a red circle. Inside the circle, the words 'Great Wall' are written in a white, bold, sans-serif font, arched across the top. Below the text is a yellow line-art illustration of a fan or a stylized wall structure with many vertical lines radiating from a central point at the bottom. At the bottom of the circle, the address '104 E Main St, Wilmore, KY (859)-858-0226' is written in a small, white, sans-serif font.

Great Wall

104 E Main St, Wilmore, KY (859)-858-0226

Who we are:

Our GREAT values: We strive to bring you our freshest and high quality food we can provide.

Our GREAT voice: We strive to be a bright, flavorful, kind environment for our customers.

Our GREAT use: For our community we want our logo to be recognizable and cohesive. Our brand should be unique and specific.

Our GREAT mission: We strive to be a place where the people of Wilmore can come together in community and enjoy a meal.

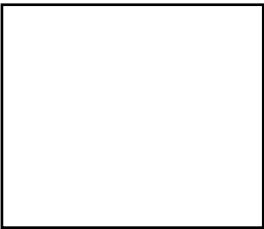
Great Wall Color theme



C=1 M=98 Y=85 K=0



C=0 M=29 Y=94 K=0



C=0 M=0 Y=0 K=0

Brand Elements

Our Typography

Aa Bb Cc
Dd Ee Ff Gg
Hh Ii Jj Kk Ll
Mm Nn Oo
Pp Qq Rr Ss
Tt Uu Vv Ww
Xx Yy Zz
1 2 3 4 5 6 7
8 9 0

The Type
face we have
chosen for
our brand is
Myanmar MN

You can use
this typeface
in **bold** if
you feel that
the occasion
applies to use
this typeface.

My design style

While designing the Great Wall
Logo I wanted to impliment my
personal style of bright color and
sense of whimsy.

With this logo I wanted to show,
contrast both in the colors chosen
and the style vs the implied style
set forth by most standard chineese
returants.

Logo Do's and Don'ts

Great Wall's Tone

Shirts



No large corner logos



Centered logos look best

We want our branding to be warm and inviting. Not too serious, something that our coustomers find relateable and likeable. Like some popular resturants we chose a red and yellow color scheeme, this is not only associated with food but also with our chineese culture.

Text



No Adjustment to the text

