



LOGO PROCESS



I desired the concept of my burger logo to be simple and cute. The shape of the burger became a circle, & the "meat" is a thick brush line segment that also serves to underline the logo title & keep the logo balanced with its boldness. The waffle cone represents the unicorn horn, so the swirls were created. It was important to add a sparkle since unicorns have this idea of being magical. Initially, I put various colors, but I felt like it may have been too much, so I simplified it so that only the sparkle would have color to emphasize the magic of the burger.

STORY

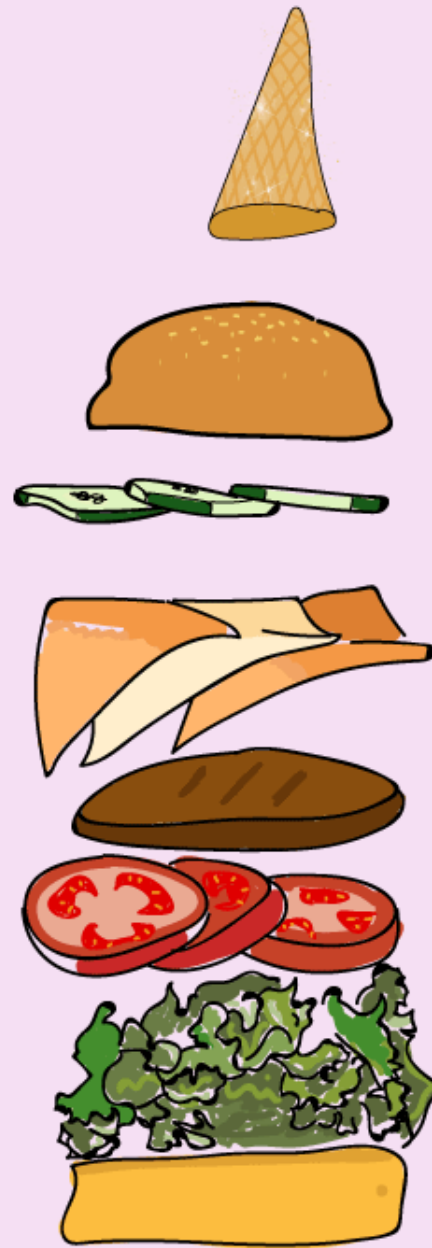
The best burgers are magical.
We want the best quality to enter
your stomachs. Each burger is
filled with all things lovely.

Inspired by unicorns.
Taste the magic.



INGREDIENTS

edible glitter
edible glue
waffle cone
pair of burger bun
sliced cucumbers
sliced cheese
beef patty
tomatoes
lettuce



MENU

FOOD

MAGIC BURGER

DRINKS

UNICORN SHAKE
TINGLING SODA



BURGER INSPIRATION



Inspired by unicorns.
I wondered how unicorns
and burgers would com-
bine. I thought of adding a
glitter waffle cone to the
traditional burger.

STANDARDS MANUAL: FONTS

Aqua Grotesque Regular

This font is intended for ingredients and description. I wanted to have a simple yet playful visual.

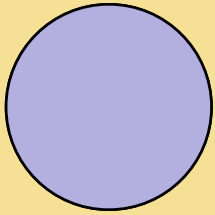
Aqua Grotesque matches what I was looking for because of it shows both bubblyness and simplicity.

Aracne Regular

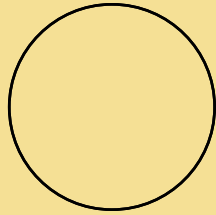
This font is intended for the logotype and headings of each page. Just like the description, I found it important to keep consistency with the concept of simplicity and playfulness. It looks handwritten because of its slightly curvy lines. I made the letters all uppercase because I also wanted my logo to have an impact/boldness to it.

STANDARDS MANUAL: COLOR PALETTE

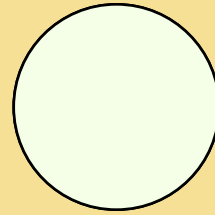
Page Background



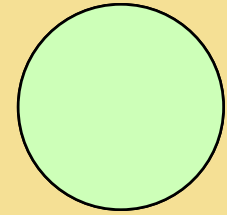
b3b0e0



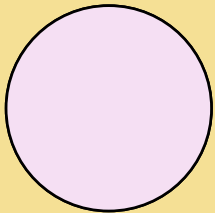
b3b0e0



f5ffe7



cdffb8

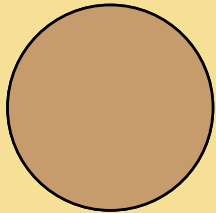


f5dff3

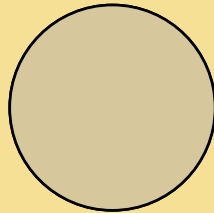
Choice of colors were used because unicorn is associated with the colors of the rainbow. I made the rainbow colors to a lighter tone because of personal preference.

STANDARDS MANUAL: COLOR PALETTE

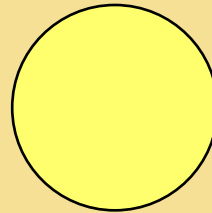
First Logo & Menu



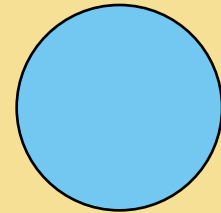
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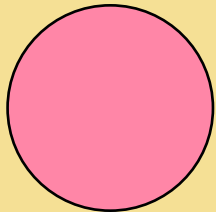
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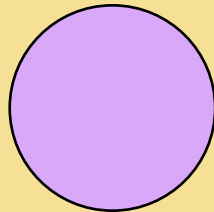
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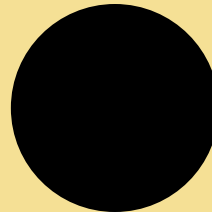
72c8f1



FF86A7



d9a8f9



000000

Choice of colors were used to create the rainbow gradient. Mentioned in the previous page, I chose lighter rainbow colors because of personal preference and its relation to the unicorn concept.

STANDARDS MANUAL: ILLUSTRATIONS

Ingredients & Menu Icon



Both illustrations were drawn by tracing out the layouts of the images. The unicorn icon was found on uppng.com & I liked that the icon had clear lines for me to easily trace. The burger photo was found on unsplash.com & its layout of each ingredient would have a visual representation.