

Assignment 3

Q3: Data format (File extension PNG and AI)

1. Find the concept of logo:

- **Spicy Food Restaurant:**

+ **Product and target audiences:** This logo designed for restaurant that provide all spicy foods in menu and expect to get a lot of audiences and supporters.

+ **Brand values:** That is kind of fun logo by look attractive.

+ **Company name:** Spicy Food Restaurant. But name can change then if it sounds terrible.

+ **Design style:** Following art of chilly and flame that these things are attractive in spicy foods.

+ **Inspiration:** Spicy Foods can make you smile with your meeting up.



2. This logo can be used for restaurant or industry that sell spicy foods.

1. Find concept of logo:

- **Food Flash:**

+ **Product:** This logo designed for food delivery.

+ **Brand values:** That is kind of fun logo by look attractive.

+ **Company name:** Food Flash. This name is following the name of Hero in DC universe, the Flash. The flash means fast and if we use in foods delivery, it means food will arrive fast more than expectation.

+ **Design style:** Using art of figure and text to make art. Motor cycle can create by double O of word FOOD.



+ **Inspiration:** Customer can also use app FOOD FLASH to order foods as your preference, and Food Flash's staff will deliver soon.

2. This logo can be used for delivery food service.

1. Find the concept of logo:

- **Cool Men:**

+ **Product:** This logo was designed for a clothes shop.

+ **Brand values:** That is kind of luxury fashion logo by look attractive.

+ **Company name:** Cool Men.

+ **Design style:** Using imagery on Korean K-pop hair style and luxury men's clothes. That look cool.

+ **Inspiration:** Handsome man must be from brand clothes and his attitude to be suitable with clothes.

2. This logo can be used for a clothes shop for men.

