



Crazy
Grills

Brand Identity



Brand identity

This brand identity document takes you through the elements of Crazy Grills, that will make it distinguishable and easy to identify for the consumer. From the colors, to the design, logo and fonts, it has it all.



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01

Philosophy Logo

The logo is circular and consists of flames, grill and utensils.

The main part of the logo consists of the bright orange flames that represent the fiery passion and evokes a sense of hunger and heat, which is fitting for a food business like this.

The logo is circular with the flames on top of the grill, which ignites a sense of excitement.

The font used for the words "Crazy Grill" is modern and cool, giving the impression that the restaurant is trendy and fresh.

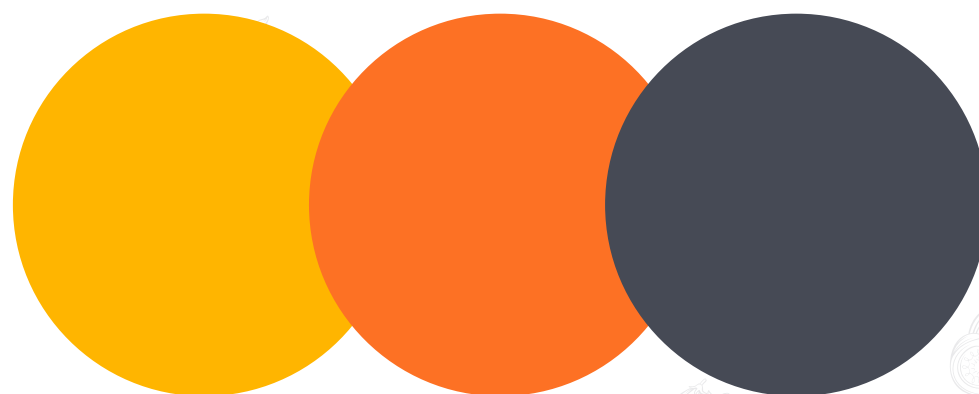


02

Color guideline

There are three main colors being used in the band's logo which are the following:

Main color



#ffb500

#fd7124

#464a55

Philosophy behind the colors chosen:

The color amber which is a huge part of the flames is primarily made of yellow followed by golden undertones, which makes the color shine and gives it depth. It is associated with warmth, vibrancy and brightness.

The second color being used is a deep orange which signifies creativity and friendliness, that is super important for a restaurant business.

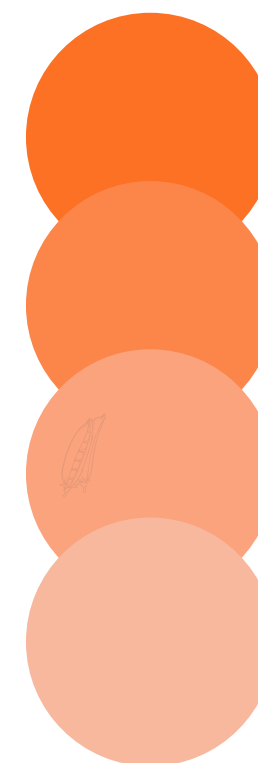
The last color, black used in the outline and in the text, showcases elegance and authority/. It is powerful, just like our vision and hardwork.

Color derivatives

The following are the color variations which can be used when designing the posts and other marketing materials for the brand.



Color 1



Color 2



Color 3

Yellow

R: 255
G: 181
B: 0

C: 0%
M: 32%
Y: 100%
K: 0%

Blue

R: 253
G: 113
B: 36

C: 0%
M: 69%
Y: 95%
K: 0%

Black

R: 41
G: 41
B: 48

C: 75%
M: 69%
Y: 57%
K: 63%

Logo Imlementation

03

This is how the logo is supposed to look on white and black backgrounds. This part shows the placement and implementation of the logo on branding materials.



Implementation with light color



Implementation with dark color



Implementation with background image



Brand
gridlines

05

Typography

Type set

Typography provides a voice and direction to a logo.

Every font plays an important role in determining the voice of a brand. For Crazy Grills, the font chosen is "Comfortaa".

This font is a rounded geometric styled font with minimal edges, which supports the brand message of flexibility and no boundaries, when it comes to creativity and flavor.

Aa

Font name: Comfortaa

Headline typeface

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

06

Logo usage

This part determines how the logo should look like. Under any circumstances, the logo is not to be reversed, the colors aren't meant to be swapped, the typography is to remain the same.

No changes in the body of the logo will be done. Be it on print media or digital, the logotype, color and body will remain the same to maintain consistency across all platforms.



✓ How logo is supposed to look like



✗ Do not reverse the color of the logo



✗ Do not just use the external outline



✗ Logogram must not be bigger than the logo itself



✗ Logotype must have balanced size with logogram

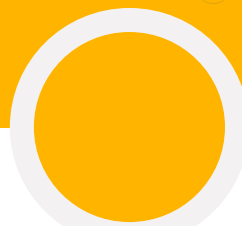


Mood board

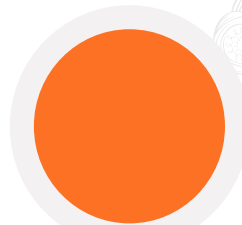
Mood Boards are a valuable asset as they set the aesthetic and style for the brand, consistent with client goals and expectations. The same brand colors will be part of every design process.



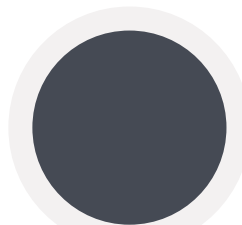
Choose image represent brand and logo



#ffb500



#fd7124



#454a54

08

Logo Placement in Images:

This section demonstrates how the logo shall be placed on images such as social media posts, brochures or on any other platform. The position of the logo can change but the flames in the background will be a constant part of every image.



“

You can't build a
reputation on what you
are going to do.

Henry Ford

”

09 Stationary

The logo will appear in (mention dimensions) on business cards and the colors used will be the same as mentioned in the color guidelines section. Any other color outside these guidelines is not to be used.

Design name card



Side front



Side back

Information

Material:
Hard paper with dope
lamination

Card size:
Length: 3.5 inch
Width: 2 inch

Format:
CMYK





Material:

A4 Paper with great texture

Card size:

Length: 8.27 inch
Width: 11.69 inch

Format:

CMYK





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