



**MADINA GRILL**

---

New Brand Identity

# SUMMARY

---

Primary and secondary logo.....	3
Primary and secondary logo mono.....	5
Symbol.....	6
Logo variation - Prohibitions.....	7
Logo minimum sizing/spacing.....	8
Typography.....	9
Colours.....	10
Applications examples.....	11

# PRIMARY AND SECONDARY LOGO

---



# PRIMARY AND SECONDARY LOGO

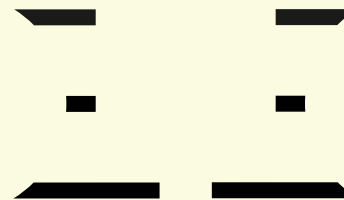
---



The concept of the logo is based on grilling, which is the main concept of the restaurant, and this concept is reflected in the name: "Madina Grill". The logo is composed of two flames that heat the text placed on a grill like a meat that is cooked on the grill.



The old identity did not have a logo, but flames were present on the front of the restaurant. So I decided to create the new identity around this symbol. The flame is also a reminder of grilling



These symbols represent the grill. They are here to remind us of the shop's concept of grilling.

# PRIMARY AND SECONDARY LOGO MONO

---



# SYMBOL

---



# LOGO VARIATION - Prohibitions

---

Do not distort the logo



Do not change the typography



Do not change the colours



Do not change the composition of the elements



# LOGO MINIMUM SIZING/SPACING

---

Minimum spacing



The "safety zone" corresponds to the area around the logo which must always remain blank, its size must be equal to the size of the "M" of "Madina".

Minimum size for printing





# TYPOGRAPHY

---

## ORIGIN

The typography "ORIGIN" should only be used for the logo. It is simple but allows to enter the theme of the fast food thanks to its size.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 / \* % & ' ( ) \$

## BERINGAS

The "BERINGAS" typeface should only be used for titles. Its design is reminiscent of grilling.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 / \* % & ' ( ) \$

## Made Likes Slab

The font "Made Likes Slab" should be used for the texts. Its design allows it to be easily readable and to stay in the fast food theme.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 \* % ' ( ) \$

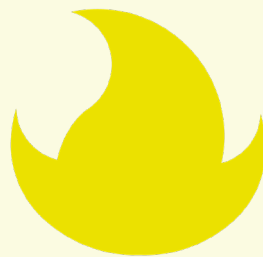
# COLOURS

---

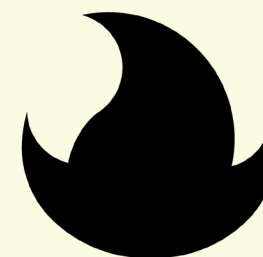
## Primary Colours



CMJN **14 97 100 5**  
RVB **199 29 14**  
HEX **C71D0E**



CMJN **13 1 93 0**  
RVB **235 225 0**  
HEX **EBE100**

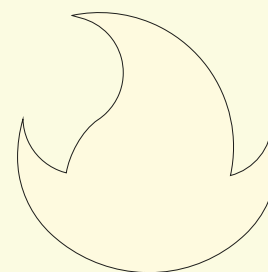


CMJN **91 79 62 97**  
RVB **0 0 0**  
HEX **000000**

## Secondary Colours



CMJN **5 88 100 0**  
RVB **222 57 20**  
HEX **DE3914**



CMJN **2 0 18 0**  
RVB **254 250 223**  
HEX **FEFADF**

I have chosen three colours to represent the flame: Yellow, Red, Orange. Besides representing the flame, these colours have other meanings. Yellow and red are the ones that represent fast food because they are eye-catching. Red creates excitement and yellow is the most cheerful colour. The choice of orange is due to the fact that it matches the yellow and red of the flame and can be used on the menu. I chose to use two additional colours, black and yellow-white, as they help to make the menu more streamlined by matching the yellow, red and orange. Finally, black is reminiscent of the charcoal used for grilling.

# APPLICATION EXAMPLES

---

