

THE REAL SHOW

PROJECT 3

Client Name

Chef Victor Albisu

Problem

Design a brand identity and menu for Huevos: an all-day egg eatery in the fast casual food space.

Audience

Eaters of all ages and from all walks of life, looking to grab a bite. From late night foodies to breakfast-ready early birds, and everyone in between.

Background Information

The concept is all about eggs. Not in one particular style or from one particular region, or for a specific time of day. Sandwiches, tacos, smoked meats, and a kicky beverage program supports the star ingredient in this brand.

The proposed logo system should express the following brand attributes:

- approachable: familiar to the audience, and flexible in its menu
- gutsy: raucous and fun in tone of voice
- unexpected: delightfully surprising. Set apart from the rest of the fast casual landscape.

The solution can include typography, illustration, copywriting, or a combination of all three.

Specifications

The design should, at minimum, consist of:

- logotype with an accompanying mark (an icon, monogram, or shorthand expression of the brand)
- a tagline / slogan
- a logo lockup that combines the logotype + mark + slogan
- contextualization of the logo in a menu, along with provided menu copy

Please provide your logo system in black and white, as standalone images. In addition, please contextualize your branding in a menu, in a color palette of your choosing.

Copy for the logo:

"Huevos": the name of the brand

Tagline / Slogan: please come up with your own unique solution

Copy for the menu:

Chihuahua Cheese Popovers: sweet or spicy, with butter \$8

Hashbrowns: ancho & paprika dusted with yellow sauce \$6

Egg Devils: crispy tortilla crusted poached eggs with ranchera sauce and yellow sauce \$6

Green Eggs and Jam: 63 degree egg with jalapeno potatoes and jalaeno jam, served with a side of potato chips. \$7

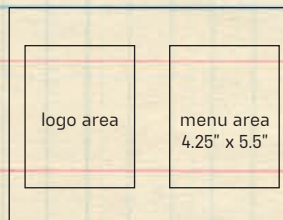
Godzilla Fried Rice Egg Roll: mushrooms, cauliflower, soy chili macha \$5

Mexi-Miyagi Egg Salad: potato chips \$5 / with caviar \$8

Avocado Toast'ada: pressed grain toast, avocado, poached egg, spiced seeds \$9

Presentation

- please submit your entry as one 11" x 8.5" PDF
- display comprehensive logo lockup combining logotype mark + slogan in black and white
- contextualize your branding in a menu, 4.25" x 5.5"



PRESENTED BY GEORGE MASON UNIVERSITY SCHOOL OF ART

REALSHOWMASON.COM

ENTRIES DUE
APRIL 7, 2023

FREE TO ENTER

Submission, judging, and exhibition details to come.

ELIGIBILITY

All undergraduate students currently enrolled in an accredited college or university are eligible to participate. Part-time students working more than 1,000 hours annually in the field are not eligible.

CONTACT

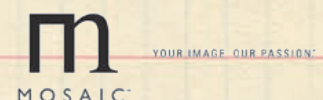
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