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:
- a 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”