

## The Brand Identity:



Look and Feel – I wanted a classic simple look with nice lines. Not faddish, but something that would stand the test of time. I decided to use the fork embedding it into the large C, which represents a plate. The name corner of good tastes might suggest the use of a corner element ,but I choose to emphasize the C in the word corner. The script restaurant gives it a casual feel, not too formal.

Memorable – The Corner of Good Tastes as the name suggest each corner of the restaurant offers different tastes. Seems like fun just reading it. It could also mean the corner of the street but whatever, it’ s memorable!

Simplicity – The circle, a large C, with the fork shows a connection to both food and at the same time emphasizes the word corner. The word corner is tucked into the C as if in the corner. The word restaurant uses script text to tone down the formality a bit, a visual of a casual feeling.

Timeless – The plate, the fork, the script text all timeless and should fresh throughout the years.

Relevant – the Corner of Good Tastes logo is appropriate to the current time, period, and circumstances. Its contemporary and its split formal and casual appearance is attractive.

Versatile – The logo looks good on paper, signage, and on clothing. Lots of white space and not too complicated to understand. Fits well in mixed