



MEXICAN GRILL



TIB CREATIVE STUDIO // B'S MEXICAN GRILL LOGO PRESENTATION



Welcome to the vibrant evolution of B's Mexican Grill. As we spice up the culinary landscape with our unique approach to Mexican cuisine, we are thrilled to present two dynamic logo concepts that embody our festive and flavorful journey. Each design has been meticulously crafted to capture the essence of our fun and inviting dining experience, celebrating the joy of authentic Mexican flavors.

At the conclusion of this presentation, we encourage you to share your thoughts through a feedback form. Your feedback is essential as we finalize a visual identity that truly resonates with the spirited atmosphere and culinary excellence of B's Mexican Grill.

MOOD BOARD

FIESTA FLAVORS

Overview:

The mood board for Fiesta Mexican Grill captures the essence of a lively and engaging dining experience that the name suggests. It combines the joy and festivity of a Mexican fiesta with the fresh appeal of a grill-focused restaurant.

Typography:

The typography choices lean towards modern vintage and playful fonts. These styles not only enhance the brand's approachable and festive character but also bridge traditional Mexican cultural motifs with a contemporary dining feel. The fonts are selected to be eye-catching and memorable, mirroring the vibrant atmosphere of a true Mexican fiesta.

Color Palette:

The color scheme is intentionally bright and vibrant, featuring a mix of bold and lively colors to reflect the festive nature of the restaurant's name. These colors set an upbeat and energetic tone, ideal for attracting a diverse clientele looking for a fun dining outing.

Imagery:

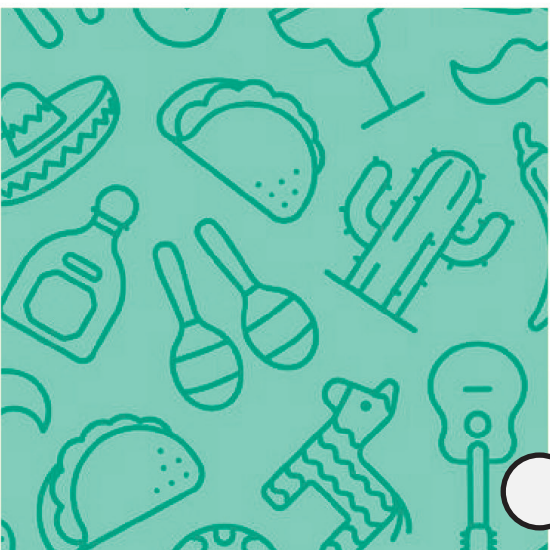
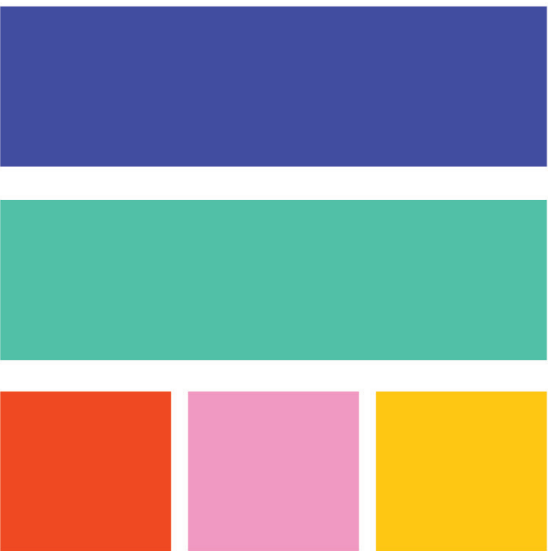
Logo Concepts: Initial logo ideas consider incorporating iconic Mexican symbols such as a chili pepper or a sombrero. These elements will serve to immediately connect the visual identity with Mexican culture while also symbolizing the zest and spice of the cuisine.

Food Photography: The imagery will focus on healthy food options available at Fiesta Mexican Grill. Photographs will be set against bright and vibrant backgrounds, enhancing the freshness and appeal of the dishes. This approach aims to attract health-conscious diners by visually emphasizing the quality and freshness of the ingredients.

Notes:

Please note: the colors may change in the design process. But this shows you a rough idea of the colors.

Modern vintage and playful fonts



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Brand's approachable and festive character but also bridge traditional Mexican cultural motifs

Incorporating iconic Mexican symbols such as a chili pepper or a sombrero



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Icon Design:

The logo prominently features the letter “B,” representing Brian, the owner, which personalizes the brand and gives it a unique identity. This is topped with a classic Mexican sombrero that is stylized yet simple, using vibrant colors and traditional patterns to evoke the essence of Mexican culture.

The combination of the personalized “B” and the sombrero immediately signifies a welcoming atmosphere that is both personal and culturally rich, appealing to patrons who appreciate a personalized dining experience.

Typography:

The typography utilizes a bold, rounded sans-serif font that is both modern and legible. This choice enhances readability from a distance and contributes to the restaurant’s contemporary and approachable vibe.

“B’s” is distinctly placed above “MEXICAN GRILL,” which is spread out in larger letters below, anchoring the logo and emphasizing the restaurant’s specialization in Mexican cuisine.

The playful yet straightforward style of the lettering aligns with the friendly and inviting nature of the restaurant, encouraging a family-friendly and festive dining environment.

Symbolism:

The sombrero is a potent symbol of Mexican heritage and festivity, paired with the “B” to emphasize both the cultural theme and the personal touch of the restaurant’s owner, Brian. This element of the design symbolizes the integration of authentic Mexican culture with Brian’s personal hospitality and commitment to quality.

The circular backdrop behind the “B” suggests unity and completeness, implying that “B’s Mexican Grill” offers a well-rounded dining experience.

Color

The logo utilizes a palette of deep blue, vibrant orange, and crisp white, which are not only visually striking but also carry significant meaning. These colors are synonymous with Mexican fiestas, known for their lively and colorful celebrations, which help convey the festive spirit of the restaurant.

Deep Blue offers a modern touch that symbolizes reliability and professionalism, appealing to a broad audience looking for a trustworthy dining experience.

Vibrant Orange is evocative of energy and fun, capturing the essence of a fiesta. This color makes the restaurant appear warm and welcoming, ideal for attracting families and groups seeking a joyous meal out.

Crisp White is used to balance the vibrancy of the other colors, ensuring the logo maintains a fresh and clean look. This helps modernize the brand while keeping it light and accessible to everyone, from locals looking for a casual dining spot to tourists seeking an authentic Mexican experience.



Classic Mexican sombrero that is stylized yet simple

“B,” representing Brian, the owner, which personalizes the brand and gives it a unique identity

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bold, rounded sans-serif font that is both modern and legible

Colors are synonymous with Mexican fiestas, known for their lively and colorful celebrations, which help convey the festive spirit of the restaurant.

