



BURGER FRESH

REBRANDING

BY CHUKWUDI PATRICK ENUMAH

**BURGER
FRESH**
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BY CHUKWUDI PATRICK ENUMAH

LOGO CONCEPT ONE



FONT TYPE - CHUNKFIVE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BRAND NAME

**BURGER
FRESH**

The font is inspired by the brand's purpose, feel and appearance.
Burger Fresh is perceived as an accomodating and friendly brand





The principle below helped in ensuring that the content of the brand is represented, ensuring that the consistency is not mistaken or overlooked.

Below are the contents of the brand image that should not be overlooked or mistaken

Reference image for the brand identity



Burger Buns



Burger Patty



Ketchup



Lettuce



Pickles



Cheese



Tomato



Mayonnaise





The peculiarity of the brand image is key in the presentation of the brand identity.
The Sole purpose is to communicate the function of the brand to it's potential consumers

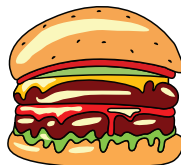
Reference image used in creating the brand identity



Realistic image



Brand identity image















2D Drawing





The peculiarity of the brand image is key in the presentation of the brand identity.
 The Sole purpose is to communicate the function of the brand to it's potential consumers



R: 246 G: 169 B: 91 #F6A95B		
R: 218 G: 41 B: 49 #DA2931		
R: 156 G: 199 B: 110 #9CC76E		
R: 255 G: 193 B: 15 #FFC10F		
R: 139 G: 0 B: 0 #8B0000		
R: 255 G: 255 B: 186 #FFFFBA		

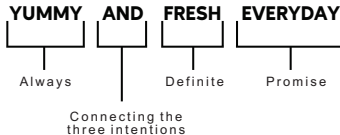




"Yummy and fresh, everyday", a payoff/slogan that makes a promise without basically spelling out as "we promise", "promises" or "promising".

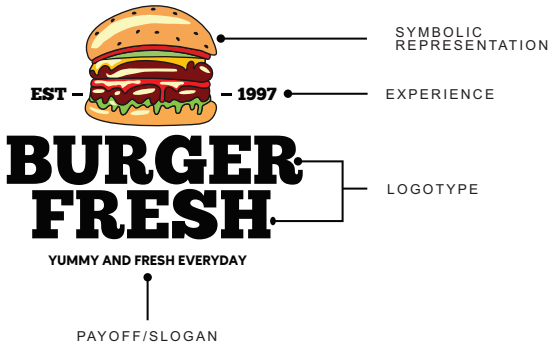
The reason behind this new payoff/slogan is to seal their proposed commitment to their new and, existing consumers.

This new payoff/slogan will redefine burger fresh's commitment and services to it's target customers and in a long term create a large client base of loyal customers.





OPTION A





OPTION B



THE USE OF A GREEN BACKGROUND IS TO SEAL IT'S COMMITMENT IN THE PAYOFF/SLOGAN, WHICH WILL ALWAYS BE FRESH EVERYDAY.

THE USE OF A CIRCLE DEPICTS INCLUSIVENESS





FURTHER LOGO EXPLORATIONS



LOGO CONCEPT TWO



FONT TYPE - AGE0 PERSONAL USE HEAVY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

BRAND NAME

**BURGER
FRESH**

The font is inspired by the simple and accommodating qualities of the brand.





The same reference image description in concept one, applies to concept two.

Reference image for the brand identity



Burger Buns



Burger Patty



Tomato



Mayonnaise



Pickles



Cheese



Ketchup



Lettuce





The shift from concept one brand identity to concept two brand identity reveal the significance and purpose of both ideas. concept one present the content of the brand while concept two reveals the same content of brand.

Reference image used in creating the brand identity



Realistic image



Brand identity image









2D Drawing





The peculiarity of the brand image is key in the presentation of the brand identity.
 The Sole purpose is to communicate the function of the brand to it's potential consumers



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R: 218 G: 41 B: 49 #DA2931	
R: 156 G: 199 B: 110 #9CC76E	
R: 255 G: 193 B: 15 #FFC10F	
R: 139 G: 0 B: 0 #8B0000	
R: 255 G: 255 B: 186 #FFF8FA	

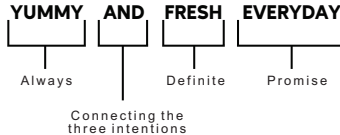




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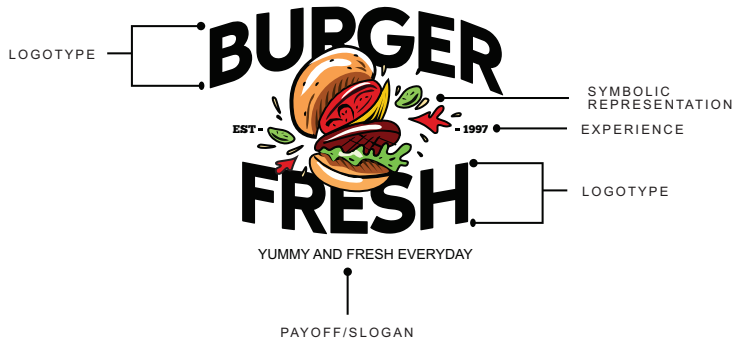
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This new payoff/slogan will redefine burger fresh's commitment and services to it's target customers and in a long term create a large client base of loyal customers.





OPTION A





OPTION B



THE USE OF A GREEN BACKGROUND ALSO SEALS IT'S COMMITMENT IN THE PAYOFF/SLOGAN, WHICH WILL ALWAYS BE FRESH EVERYDAY LIKE IN CONCEPT ONE.

THE USE OF A CIRCLE DEPICTS INCLUSIVENESS





FURTHER LOGO EXPLORATIONS



PUBLICITY

FLYER, AND BUS STOP LED DISPLAY
(PORTRAIT ORIENTATION)



BRAND IDENTITY

The best combos
are found in
Burger fresh

RE-AFFIRMING
THEIR PROMISE
TO CONSUMERS AND
PROSPECTIVE CUSTOMERS



THE LOCATION ICON
IS ASSOCIATED WITH
THE BRAND SERVICE
AND THE PROMISE



THE BURGER IS
ASSOCIATED WITH THE
BRANDS SERVICE

THE BACKGROUND
COLOUR "ORANGE" SYMBOLISES
A SENSE OF WARMTH.
IT SERVES AS A UNIFIER

BRAND LOCATION

YUMMY AND FRESH EVERYDAY

BRAND PROMISE

THE BACKGROUND COLOUR
"ORANGE" SYMBOLISES A
SENSE OF WARMTH.
IT SERVES AS A UNIFIER

THE BURGER IS
ASSOCIATED WITH THE
BRANDS SERVICE

THE LOCATION ICON
IS ASSOCIATED WITH
THE BRAND SERVICE
AND THE PROMISE

RE-AFFIRMING THEIR
PROMISE TO CONSUMERS
AND PROSPECTIVE CUSTOMERS

BRAND IDENTITY

BILLBOARD
(LANDSCAPE
ORIENTATION)



BRAND LOCATION

BRAND PROMISE



**BURGER
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