

HERBIE BURGER

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Design Brief: Looking for a minimalist logo, with possibly a retro feel.

Font: Some font examples that I like are to the left. These are Amboy, Robinson Outline and Alternate Gothic No. 1 D. Open to options here, but please stick to sans serif, easily readable fonts.

Graphical Elements: Would like to see options that incorporate a burger bun in unique and original ways. I do NOT want to incorporate typical “plant based” graphics such as leaves, plants, etc. This should feel like an American burger restaurant, not a typical vegan restaurant. I’m looking for something unique, not a copy of existing burger places such as shake shack, etc. Please be original and feel free to play with retro looks, negative space, etc.

Texture: Open to ideas, either a clean, solid “icon” look, or maybe something more washed out, retro looking.