

Toro Pro Grills – Logo Design Brief

Background

Toro Pro Grills are a gas grill equipped with a top heat temperature of 800 degrees allowing you to serve the perfect steak in 5 minutes. They are smokeless, small, lightweight and extremely versatile, allowing for them to be used in all different locations, including terraces, balconies and indoor spaces.

Also used by professionals in restaurants, the Toro Pro Grill allows you to grill restaurant quality steaks, vegetables, pizzas and more at high speed, using less energy and reduced smoke.

Requirements

A logo is to be designed that incorporates a nostril flaring bull head in its design.

Creative Treatment

The logo should be able to be transferred into different applications such as a fully represented laser etch into the front steel of the grill, placed on steel plates and printed on other materials such as the grill cover.

The ideal outline should be as a solid line but should also have the internal part of the logo filled with one colour.

Below is a picture showing the basic idea but with a competitor design.

