

# Oak Bar & Grill - Logo Design Brief

## 1. Company Profile Related

**Name: Oak Bar & Grill**

Company Description:

- Oak Bar & Grill is located adjacent to an mid- upscale hotel in an urban/ city location
- A bright and inviting restaurant that merges bar and open-kitchen grill with cosy fire place
- The decore features American light-oak timber panelling with splashes of blue and yellow – think “Hamptons with a touch of nautical” – see design inspiration photos below
- There will also be Charcoal and Copper in the detail of decore
- Guests can indulge in a variety of menus available including gourmet woodfire pizza's, steak and meat grills, Ribs, Salads and past and pub favourites
- For a catch up after work for a drink or a great night out, Oak Bar & Grill is the new “local with class” – the social heart of the area where you can mix it up anyway you want – quick drink, long meal etc
- Add to this a wide-ranging wine list, all your favourite spirits, and cocktails for that special occasion and you'll be sure to find what you need to hit the spot

## 2. Target market

- Local businesses, after work drink crowd, local residents, hotel guests from next door – largely business travellers
- People looking for a good quality and unique food and beverages in an atmosphere that has new, modern decore, is relaxing and entertaining
- Un-pretentious but suited to people who are happy to pay for a quality experience
- Ideal for groups of people, couples or business travellers dining/ drinking solo

### 3. Design Inspiration Photos



## **Design Related**

What message do you want your logo to convey to your audience?

- All-natural, light, earthy, warm and friendly place
- The menu - Steak and meat grills, Ribs,
- Quality and unique – A destination in itself

What style of logo we prefer?

- Font that expresses who we are
- Drawn graphic (minimal details) that reflects brand that can also be used on it's own on merchandise etc
- No clip art

Logo will primarily be used on;

- Website
- Signage
- Merchandise
- Menus