

Creative Brief for Truth and Beauty

SEPTEMBER 28, 2017

Client: Doug Vaira

Deliverables: 3 logo comps

Due Date: ASAP

Breakdown: The designer will construct three logo options for a restaurant opening in Spring 2018 in Frederick, Maryland. The designer will research logos for the competition in the Frederick area as well as researching inspiration from Southern Californian restaurants per the clients behest. The letterforms will also be researched to avoid duplication from other logos from various industries.

Later in this brief the designer will present the three logo options and explain the decision making process for each. The initial renderings will be in black. Once the initial comps are reviewed by the client, a second stage of revisions may be called for by the client, following specific recommendations for editing at which point color, texture and other elements will be introduced. In the final stage, the logo will be supplied in a variety of file types, in full color, single color and reversed single color.

“laid-back, perhaps with a tinge of SoCal vibe, creative American flair”

Concept: My first decision is whether or not to marry the verbage with the visual idea of food. The name does not immediately evoke dining but is more about a deeper connection with food and dining. This visceral essence suggests food that is **honest** and **sublime**. This is boiling down the ingredients and experience to it's raw **essence**. This idea is **timeless** and not bound by trends.

I am drawn to the concepts of **craftsmanship** and **artistry**. Good food does not need to be complex. However, it needs to be done right. **Simple and refined**. These are also values of Transcendentalism. Simplicity should not infer lack of **creativity** and **innovation**. Today's culture demands businesses to be **responsible** and **resourceful**.

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Core Concepts

Artisan-(of food or drink) made in a traditional or non-mechanized way using high-quality ingredients.

Sublime- impressing the mind with a sense of grandeur or power; inspiring awe, veneration, etc.

Refined-1. having or showing well-bred feeling, taste, etc.:refined people. 2. freed or free from coarseness,vulgarity, etc.:refined taste. 3. freed from impurities:refined sugar. 4. very subtle, precise, or exact

Transcendental- the properties of being and are connected with three main human abilities; to think, wish and feel. They correspond to three aspects of the human field of interest and are their ideals; science (truth), the arts (beauty) and religion (goodness)

Antonyms

fake - tending to deceive or mislead; deceptive:

gaudy- ostentatiously ornamented; garish.

Style: The prevalent popular styles that embody these concepts.

1. minimalism (simple, honest, essential)
2. Handmade/crafted (artisan, craftsmanship)
3. Neo-Retro (timeless, innovative, resourceful)

The prevailing idea that I envision from the name is a coupling of ingredients and artistry. This is the core concept I have derived from the title “Truth and Beauty”. The “beauty” term, in particular,inspires me to pay homage to the arts, in particular a few artists/designers. Along the lines of the styles listed above, I will create the logos in the style of Sheperd Fairey, Ralph Steadman, and Saul Bass. These are American icons reknowned for their style and innovation.

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Research

These are some examples of popular eateries in the Frederick area. Some are direct competition, others indirect.

ATTABOY BEER



These are very varied designs. Some are indicative of the era that they were created. Many of the more recent entries favor minimalism and forego color all together. The Black Hog logo is just downright awful. We see a few that use crossed silverware. There are distressed handmade effects in a few of these. There are no dominant colors to avoid, possibly certain color combinations, however.

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I also looked into what the SoCal vibe is like these days. I researched some cool new restaurants and what logos they were working with.



STONEHILL TAVERN
A MINA RESTAURANT



Here we see some common trends that were also noticeable in the Frederick logos. Flat black and white is very trendy. There is a little more experimentation and fresh ideas in these. The color palette for "Elixir" is very uncommon. The victorian/western nostalgia in Polite Provisions is a hot new trend. I was honestly expecting more surf-style ephemera.

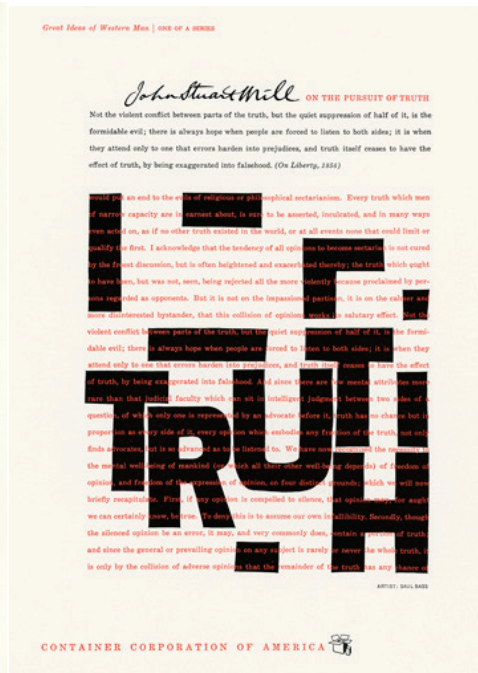


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Inspiration

There are three artists that I will model my three comps after, Saul Bass, Shephard Fairey and Ralph Steadman.

Saul Bass- the father of motion typography. A New Yorker who peaked in the 60's, made his mark in movie posters. One of his hallmarks was creating type by hand, often using torn paper. Later gained notoriety for doing title sequences for Hitchcock, Kubrick, Scorsese and many others.

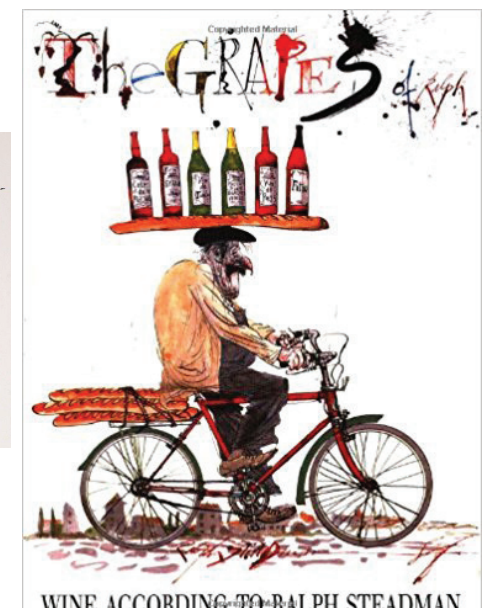


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Shephard Fairey- a self-described “graphic activist”, began in street art and later became famous in the political realm, most notably for his Obama posters. His style often incorporates elements of Art Deco with patterned line work and motion from grid structures.



Ralph Steadman- the king of splatter. He is the long-time companion and illustrator for Hunter S. Thompson. His work is largely ink based with limited color palette. Also the chief designer for Flying Dog, another Frederick staple.



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Conclusion

This is the information that I have gathered to determine the artistic direction for this job. There are still many decisions to make for type faces, color, and format. In researching type I will explore the use of ampersands vs. plus symbol vs. “and”. The first round of comps will be set up for b+w and once we are happy with the logo, I will begin to add color, texture, etc.

In the following pages we will review the initial comps. I will introduce the forms with a short explanation outlining the decision making process. Line work, letter kerning and other elements of the logo form will be revised and refined once we decide on one logo to move forward with.

Logo Comp #1



Faireys wear boots, this first comp was inspired by the work of Shepard Fairey. I used patterned line work, simple geometry and decorative flourishes which are exemplary of his style. This is kind of a marriage between the new and the old, with distinct vector graphics in a Victorian format with decorative embellishments. The letterforms will need some adjusting to fit the circular format better. I had experimented with the central ampersand, having dressed it like a chef, but I feel like the silverware and plate are suggestive enough for food. The corner flourishes will be rebuilt also. This logo will require a simplified version for small scale. I envision a simple color palette with simulated screen printing distress for future graphic elements. I like the color scheme in the samples of his work I included earlier and think it would work well for a restaurant.

Logo Comp #2

TRUTH
AND
BEAUTY

The Bass-o-matic, inspired by Saul Bass. I have gone back and forth about whether to add culinary iconography either to the left or in the top right negative space but I am drawn to the simplicity of the type and the interplay between the letterforms. I am concerned that there is no symbolism for food but we can explore the addition of the icons in future drafts. Since this logo is so clean and geometric, I would like to explore the idea of using metallic textures and foiling, particularly gold or copper, against wood grains. This would enforce the idea of quality craftsmanship. I also imagine a repeating pattern based around the lettering.



Logo Comp #2



Steadman walking, I wanted to allude to the artists without clearly ripping them off. I also was mindful of copying the Flying Dog branding. The splatters here almost work as crumbs with the fork. The text is handmade and distressed, but still very legible. This comp will likely have the most vivid color palette of these options. I am thinking about crushed paper and water color textures for future development.

Outro

So, let me know if any of these strike your fancy. I have about 12 bastards who didn't make the cut from some early drafts I made while brainstorming before I decided on this direction. If I totally missed the mark in the early conceptualization, let me know and I will adjust as necessary.

If one of these *does* work, let me know where you want me to go next with the revisions. I can provide different options/experiment with adding icons/use different type, etc.

Thanks!