

Creative Brief

Client:

Mary's Country Kitchen

Background:

Mary's Country Kitchen is a small restaurant/cafe based in a small town in Nashville, TN. They specialize in Southern home cooking (specifically breakfast), and offer a wide variety of entrees and desserts.

Project Overview:

The client requests a new, from scratch logo design, and possibly a menu (budget permitting).

Goal:

To appeal to a wider audience and update the existing look of the restaurant branding. Client is considering opening a new location and wants branding worthy of franchising opportunities.

Target Audience:

New clients & prospective franchise investors.

Message & Tone:

The logo should be warm/inviting. Mary's selling point is the good, wholesome, family atmosphere. Colors should be representative of happiness and stimulate the appetite. Client wants the viewer to "get hungry" when they see this logo.

Visuals:

Logo is from scratch. Menu item photos available along with interior photos of restaurant, kitchen, and staff taken less than 6 months ago.

Specifics Needed:

No pink, purple, or wild colors. Owner wants the established date somewhere in the mark.