



SEASONED VEGAN REAL QUICK

Logo Development for
Concept Pivot

ABOUT SEASONED VEGAN

Seasoned Vegan, owned by mother and son team Brenda “Chef B” Beener and Aaron Beener, closed their beloved Harlem location after nine years. The Harlem restaurant pivoted to takeout and delivery exclusively during the pandemic and, drawing on that, a new Seasoned Vegan to-go concept will open in the East Village, featuring a more concise menu of favorites like their BBQ vegan crawfish, chicken nuggets, and more.



ORIGINAL LOGO

- Old fashioned script
- Difficult to read
- Lotus flower icon doesn't represent the concept well
- "The food you love, veganized" tagline
- Good for the Harlem restaurant location but not reflective of the new location



INITIAL OPTIONS PRESENTED TO THE CLIENT



- Client wanted a stamp effect
- Utilized tagline
- Focus on readability



- Created new tagline for updated concept
- Included another font option
- Used "neon" effect for nightlife feel



- Created eye-catching "SV"
- Refined text style to evolve clients existing branding
- Updated tagline

FINE TUNING THE LOGO



- Emphasis on "Real Quick"
- Added neon effect for "SV"
- Includes new tagline



- "Real Quick" stamp effect
- Larger text for readability
- No tagline



- Made the "S" thinner
- Larger text
- Double circle for cleaner stamp effect
- Uses all brand colors

NEW LOGO

- Contemporary script
- Utilizes brand colors
- Curved edges
- Easy to read / eye catching
- "Real Quick" tagline for to-go style offerings
- More modern and appropriate for the new East Village location



Font 1

Alex Brush

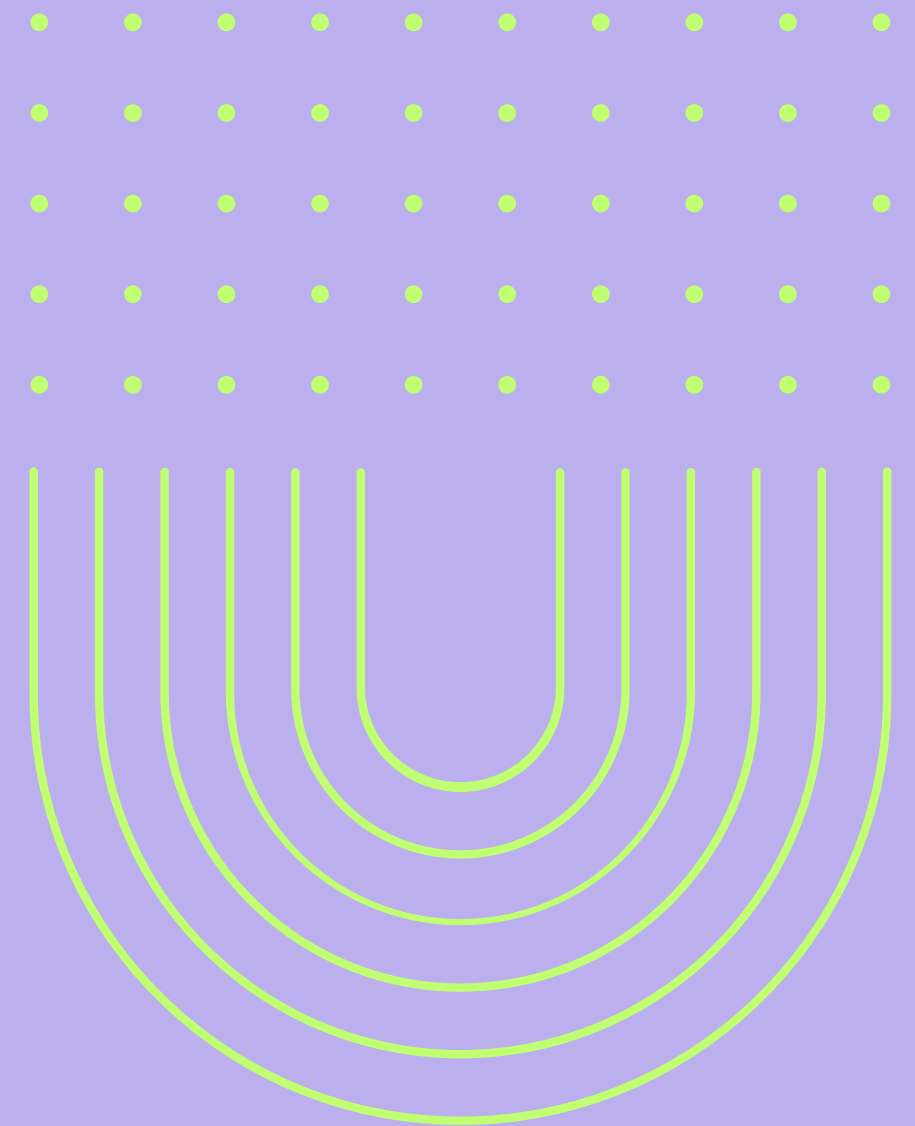
Font 2

Vintage Goods

Font 3

POPPINS LIGHT

FONT
DEVELOPMENT



COLOR CODES

LIGHT PURPLE

#BCAFED

DARK PURPLE

#5E1479

NEON GREEN

#C1FF72