Logo
PRESENTATION

The 3 Rules of Good Logo Design

Good Logo Needs to be:

1) Appropriate: Logos should be appropriate in its feeling. It is like a personality thing; it is a core idea and feeling of it. If it is for sports, it may be bold and dynamic, if it is in fashion it needs to be elegant.

2) Distinctive & Memorable: It has to be unusual enough to persist in our mind. If you see it once or twice, you should be able to describe it to someone or doodle it in a piece of paper.

3) Simple: The logo should be able to be reproduced in every pixel size. Now a days, logos are used in the email signature, Twitter and Facebook Avatar to the small as fav icons on the top of your website.

Project Goals:

Al-Baik is a broasted/fried chicken brand whose aim is to provide tasty & healthly food to its customers & provide taste of Middle East in India.
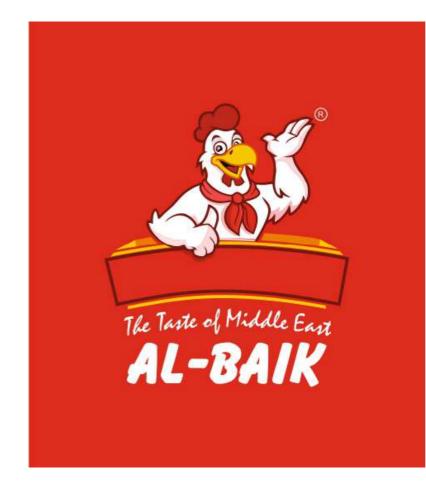
Concept

About the Concept

This concepts perfectly encapsulates what 'Al-Baik' is about. The logo is a combination of chicken icon combined in a way to create a perfect looking logo accordingly to brand name 'Al-Baik'.

The colours & tagline in the logo also add attractiveness to the logo making it more appealing to the target audience.

The Taste of Middle East
AL-BAIK

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The Taste of Middle East
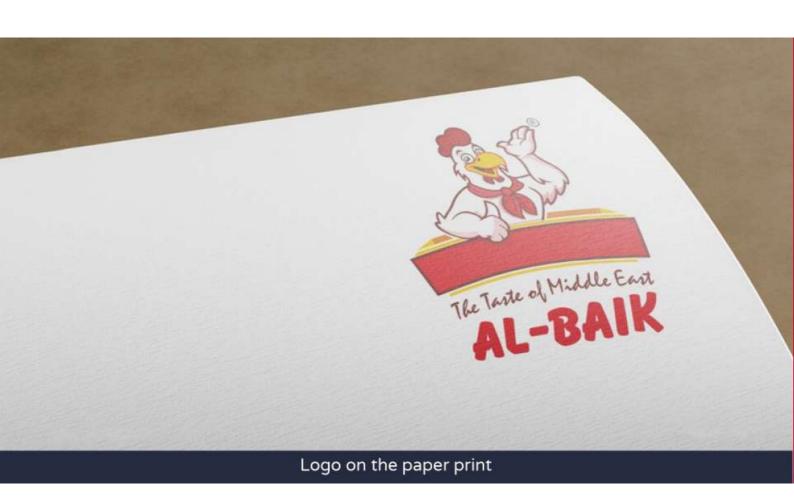AL-BAIK

AL-BAIK

Logo showcase on the outlet board

Aa

AaBbCcDdEeFfGgHhIiJj
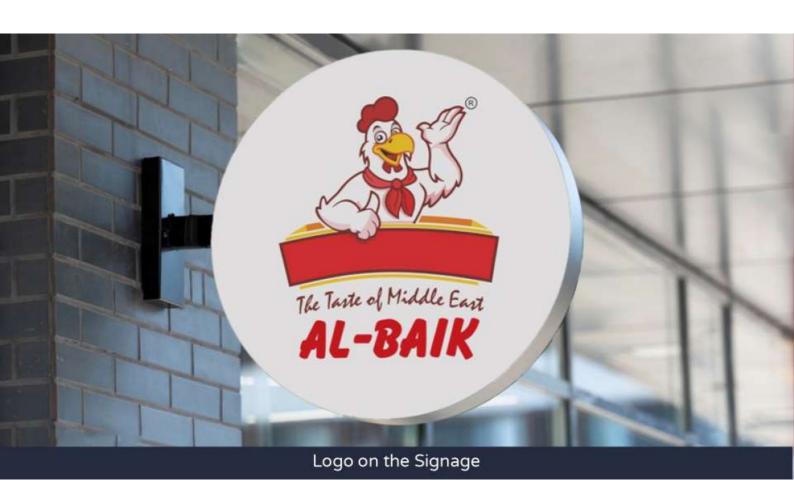KkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz

| #D9040E | #752621 | #FAC700 |

Logo on the outdoor billboard

Logo on the paper print

Logo on the Chicken Bucket

Logo on the Food Packaging

Logo on the Signage

Logo on paper cup

Logo on the Cap

Logo on the paper bag

Logo on the tshirt

Thank you