

# LOGO MAKER FOR RESTAURANTS



**TIPS TO ADD SPICE TO YOUR FOOD INDUSTRY LOGO**



# TABLE OF CONTENTS

<b>OVERVIEW</b>	<b>3</b>
<hr/>	
USING A LOGO MAKER TO CREATE A RESTAURANT LOGO TEMPLATE	
<b>CHAPTER 1</b>	<b>4</b>
<hr/>	
BRANDING IN THE RESTAURANT INDUSTRY	
<b>CHAPTER 2</b>	<b>7</b>
<hr/>	
USING A LOGO GENERATOR TO CREATE A TEMPLATE DESIGN FOR THE FAST FOOD SEGMENT	
<b>CHAPTER 3</b>	<b>14</b>
<hr/>	
BRANDING ELEMENTS FOR FINE DINING RESTAURANTS IN USA	
<b>CHAPTER 4</b>	<b>19</b>
<hr/>	
COFFEE SHOPS AND CAFES IN AMERICA	
<b>CHAPTER 5</b>	<b>23</b>
<hr/>	
FOOD TRUCKS AND DELIVERY RESTAURANTS	
<b>CHAPTER 6</b>	<b>26</b>
<hr/>	
FAMOUS FOOD RETAILERS IN AMERICA	
<b>CHAPTER 7</b>	<b>28</b>
<hr/>	
GET YOUR RESTAURANT'S LOGO WITH DESIGNMANTIC'S LOGO MAKER TOOL	
<b>CONCLUSION</b>	<b>30</b>
<hr/>	



# USING A LOGO MAKER TO CREATE A RESTAURANT LOGO TEMPLATE

## Starting The Course To Your Brand's Success

Using a logo maker is a great way to create logos for restaurant businesses. The increasing trend of creating symbolic, inspired, and creative logos using templates allows business owners to explore design options in a cost-effective manner.

With dozens of online tutorials as well as built-in template libraries, anyone hoping to make a mark in the restaurant industry can create logos that can become the base of a custom made design. The restaurant industry is innovative and rebranding becomes a necessity as restaurant fads change from junk restaurant mania, to fresh restaurant demands and then back.

Yes, custom made logos are something that every restaurant business owner should opt for. But in terms of budget, a logo maker cannot be beaten.





## CHAPTER 1

# BRANDING IN THE RESTAURANT INDUSTRY

A logo is seen as a symbol of brand identity that creates a lasting impression on the audience. It is a brand's essence, its visual individuality, and long term identity. To undermine the importance of the logo in the restaurant industry can be fatal. Think McDonald's, KFC and Subway. Think Starbucks, Dunkin Donuts and Papa Johns.

Each of these restaurant giants is remembered not only by its name, but through the symbol of the logo as well.

## Don't Ignore The Importance of Symbols In Your Logo

Research suggests that before reading the text, people focus on the visual symbol, which in this case the logo. That is why when marketers speak, they always refer to logos when they talk about brand perception and brand identity. The fundamental objective of a well-designed logo is to boost trust, reliability and admiration for the restaurant business.

The restaurant industry has a unique place in the market. Not only does it provide a service, it's also known to ultimately create an experience. The restaurant, whether it is a retail chain, a local eatery, bistro, café or a take away option, is in actuality, a promise



to clients. It promises to provide an experience that will not only be delicious in terms of the quality of the restaurant, but it will also be a differentiator in terms of experience.

## **There Is No Cookie Cutter Approach To Logo Design For The Restaurant Industry**

The restaurant industry is diverse and vast. It stretches to include fine dining establishments, fast food restaurant chains, restaurant on wheels, bistros, cafes, chain restaurants, local eatery's, pizzerias, and then some. Each of these niches has its own unique demographic requirements in terms of logo design.



**TARGET DEMOGRAPHICS FOR DIFFERENT TYPES OF**  
**Restaurants**

<p><b>ETHNIC</b></p>  <p>Focused on Regional Niche Markets</p>	<p><b>FAST FOOD</b></p>  <p>Targeted To Millennials</p>
<p><b>FAST CASUAL</b></p>  <p>On-the-go Fast Food</p>	<p><b>CASUAL DINING</b></p>  <p>Perfect For Informal Parties and Events</p>
<p><b>FAMILY STYLE</b></p>  <p>Highly Sophisticated Environment For Formal Parties</p>	<p><b>FINE DINING</b></p>  <p>Intended For Families</p>

Image: 1.0: Different Restaurants and the Demographics They Target

Various restaurant establishments require their own unique logo characteristics that can be altered as required. However, following some rules will help create a logo that will ensure your brand's success.



## CHAPTER 2

# USING A LOGO GENERATOR TO CREATE A TEMPLATE DESIGN FOR THE FAST FOOD SEGMENT

The fast food segment is a cut-throat niche in the restaurant and food service industry. With a tough competition facing every establishment, it's only natural that brands which stand out can actually survive. Now this can be difficult considering how the main ingredients they use and ultimately their flavors can be quite similar. Therefore, you need a reason for consumers to select your brand before your competitors'. And that reason can be your logo.

Each of today's top fast food restaurants has design elements that make their logos speak volumes and represent their respective competitive edges. These send through messages to consumers every time, ensuring that they select their brands whenever they need to have something on the go. As a result, they become memorable.

When creating your own food logo via a logo maker, you need to decide on an element that will 'click' with your target audience. Yes, sometimes your logo may be **relatively similar to other food brands**'. However, you need to appear as unique as possible. The following image highlights some of the recognizable fast food logos as well as the aspects which make them memorable.





# THE BATTLE OF IDENTITIES

*Fast Food Chains Recognized By Their Logos*



*Red roof depicts the best stop for pizzas*



*Bold & Strong Typography Highlights Expertise*



*Character based logo that makes it memorable*



*Minimal Design: Bright "M" Is Spotted From Far*



*Big Sized, Fulfilling Burgers*



*Stark Color Contrast Of Pink And Orange*



*The Twin-tail Mermaid In The Logo*

Image: 2.0: The Logos of the Most Prominent Fast Food Chains in the U.S.

# Logo Colors To Opt For To Create Fast Food Brands

Colors tend to give a totally new definition and meaning to brands. There are many **color combinations used on the web and in logos** to ignite passion, hunger, satisfaction, and impulsive behavior in users. Fast food brands have to attract and retain customers, so they opt to appeal to their emotive values rather than commercial ideals.

## Colors And Combinations That Are Popular In Fast Food Chains

### RED

Red is used prominently in the logos of the world's best fast food chains. The color in fast food brands deliberately creates certain emotions:

- The color red activates instant action
- The color red ignites hunger and craving
- The color red asks for attention.

Now, relate these characteristics with the fast food business. People tend to get attracted to the logo first and then develop a craving for the food. If they have the money on them, they'll order.



## **YELLOW**

The color yellow is attractive and eye catching. Using this color allows the logo to be easily spotted from near and distant places. Imagine McDonald's signboards for a second; aren't they visible from distant places even in broad daylight?

- Yellow makes a logo look brighter and vibrant
- Yellow is the color of happiness

Together, red and yellow invite and appeal to restaurant goers, allowing brands to strategically attract them through their logo.

## **GREEN**

Although people relate fast food mostly with junk and “not so healthy” food categories, just changing the color of the logo can help brands be seen as “Clean foods” i.e. green food.

- Green is the color of health and fitness.
- Green is also associated with veggies and herbs.

Brands like Subway, Quiznos, Papa Johns all use the color green to suggest that their food is healthy and fresh. Even Starbucks emphasizes on refreshing moods and people by using color green in its logo.





# 6 SPECTACULAR FOOD INDUSTRY COLOR COMBOS

Brand	Color 1 (Hex)	Color 2 (Hex)	Color Combo Description
Burger King	#A20E1D	#F79E13	MELLOW YELLOW WITH RED
Domino's Pizza	#007BAD	#DE2939	APPETIZING RED WITH BLUE
Starbucks	#007042	#FFFFFF	HEALTHY GREEN WITH WHITE
Dunkin' Donuts	#EA449A	#F38524	MOREISH ORANGE WITH PINK
Panda Express	#000000	#CE123C	SAUCY BLACK WITH CARDINAL RED
Taco Bell	#36399A	#E0008C	SCRUMPTIOUS PINK WITH PURPLE

Image: 2.1: The Color Combinations Used in Six Popular Eateries

## The Font And Typography Of Fast Food Logo Designs

After carefully and closely examining the best and most famous fast food chains' logos, you will notice that the text and typographic art used in most of them are thick, bold, broad, and strong.



Image: 2.2: 10 Fonts Made Popular by Top Food Brands' Logos

The fundamental reason to keep these fonts bold is very simple: ensuring that these names and logos can be easily seen from a distance. Whether it is McDonald's, Dunkin Donuts, Subway or Starbucks, all these brands have logos visible from a distance.

## **Logo Maker vs. Custom Logo Design In Fast Food Restaurant Brands**

Logo makers are convenient for small restaurant brands. Local fast food chains can, with precision and accuracy, create awesome logos. If the unique features outlined above are kept in mind, i.e. typography, symbols, colors, styles, etc., a professional logo could be created.



For national and international food chains, custom design is a better choice as the restaurants are usually scattered throughout the globe. Therefore, it is crucial to keep cultural aspects in mind as well when crafting a food logo.



CHAPTER 3

# BRANDING ELEMENTS FOR FINE DINING RESTAURANTS IN USA

To explore every aspect of branding fine dining restaurants is a complicated endeavor. Therefore, studying only the top restaurants of this niche in New York can help create a better perspective.



Image: 3.0: The Best Fine Dining Establishments in New York



By researching the fonts, typography and logos of these restaurants, you can get a better idea of the logo design popular in the US, especially in the East/West coast area where fine dining is thriving the most.

## Logo Colors Recommended For Fine Dining Restaurants

Colors speak louder than words. Colors are used to represent not only the cultural values of a country, but become a symbol of the industry's norms and associations. For instance, the most used colors for the fonts of fine dining restaurant logos are black, white and gray. This can be easily observed from the examples above.

### WHITE

In the food industry, white is also associated with the finest quality. Moreover, it is the color of simplicity and improved efficiency. In the restaurant business, efficiency of service and cleanliness are very important. This makes the color white important for the food industry, especially fine dining restaurants.

### BLACK

Black is the color of sophistication and classic elegance. It represents authority and control. In the restaurant industry business, most fine dining restaurants use hues of black in their logos or icons. This color gives their logos and emblems a dash of creativity.



## **GRAY**

Another color which is largely seen in fine dine restaurant logos and icons is gray. It is the color of maturity and reliability. In the food industry, gray represents expertise and experience, which guarantees good ambience and experience. Therefore, you can win customers over and ascertain them of good service with a little gray in your logo.

## **The Commonly Used Font Style And Typography USA's Fine Dining Restaurants Follow**

Fine dining restaurants always prefer to cast a classy and sophisticated impression. This is because image is the key for every business. In the USA, fine dining restaurants like Eleven Madison Park, Alinea, Le Bernardin, and Per Se use simple fonts that are not so bold or italicized. Instead, their fonts are elegant, straight and dominating with a simplistic touch. This is the reason why fine dining restaurants use sleek and stylish fonts. The typography is, after all, very significant for the brands' success. This is especially true as it represents the brand image of the business.





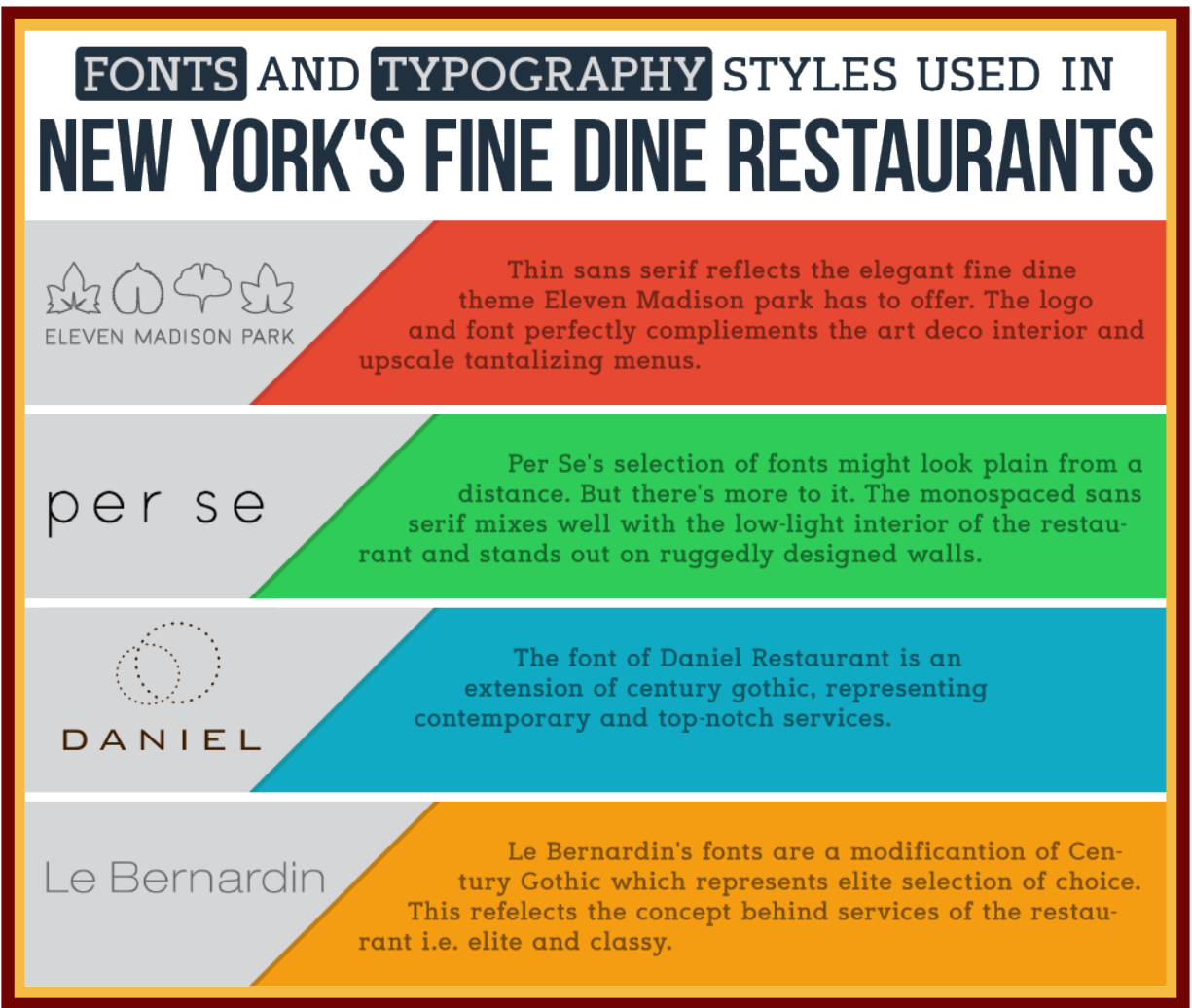


Image: 3.1: Fonts and Typography Used in the Logos of New York's Top Fine Dining Restaurants

# Create An Impressive Fine Dine Restaurant's Logo With DesignMantic's LogoMaker

Now that you have a good idea of what the best colors and typography for fine dining restaurant logos are, you can make

better decisions while creating your own. If you want, you can experiment with the tips you have read in this chapter or try something unique to make your brand stand out. Just remember not to cross the borderline between unique and bizarre. After all, you are in one of the niches where clients tend to be harder to please.



Image: 3.2: Samples of Fine Dining Restaurant Logos Available via DesignMantic's Logo Maker

If you want even more guidance in this regard, take a look at all the fine dining restaurant logo design templates available through DesignMantic. You can customize these templates according to your theme and even add some elements you think can capture your establishment effectively.



CHAPTER 4

# COFFEE SHOPS AND CAFES IN AMERICA

Americans drink coffee as a part of their routine life. However, coffee is more than just a daily drink. It is a part of the culture. That is why entrepreneurs and businesspersons profit off coffee drinkers and add different items to their menus to suit the preferences of their target markets.



Image: 4.0: The Top 5 Coffee Shops in the USA

# Commonly Used Colors In Logos Of Coffee Shops & Cafes

A look at the logos and symbols associated with the aforementioned famous coffee shops and cafes from USA reveals that colors like brown, red and blue are mostly used in these logos. Combining these colors with white adds a visually pleasant contrast.

## BROWN



Image: 4.1: 15 Shades of Brown You'll See in Coffee Shops and their Logos



Brown represents earthiness and warmth. Most importantly, it is the color of coffee. It is also linked with winter warmth and fall, two seasons when coffee is usually consumed the most. Aside from these meanings, brown is associated with comfort and nurturing. These are emotions every cafe aims to flaunt in order to retain its customers and keep them coming back for more coffee and other services.

## **BLUE**

Blue is the color of rational behavior. It is also the color of tranquility, a sentiment coffee may offer to many people. Using blue with brown helps create a wholesome appeal that allows the logo to appear more elegant.

## **HUES OF RED**

Red and shades from its family are also visible in some of the logos of famous coffee houses across the U.S. Red is a very strong and dominating color that represents passion, desire, and thirst. Most of the logos have white as a contrasting color because it soothes the entire impact. White is a cool color that adds compassion and purity to the logo.

# **Typefaces For Coffee Shops**

There are two forms of types used in coffee shops depending on the representation the coffee brand is looking for. Some use a modern font while others opt for a traditional typeface.



Look up the typeface used in the logos of Café Demetrio and White Rock Coffee. Both are very stylish and modish. These fonts are bold, broad and stand out because of their fullness and modernity.

On the other hand, fonts used for Blue State Coffee, Ebenezers and De Café Baristas are more towards Bookman Old Style and Copperplate Gothic style. These fonts are prominent, light and very striking. Therefore, they complement the main essence of these brands, which is to keep their operations simple, friendly and welcoming.



CHAPTER 5

# FOOD TRUCKS AND DELIVERY RESTAURANTS

The ‘food on wheels’ culture is quite famous in America. In fact, many food trucks have actually started to mint money in the last few years as the trend is catching fire.



Image: 5.0: The Logos Used by Famous Food Trucks in the U.S.

The following are five of the most famous and liked ‘food on wheels’ ventures that have gained acclaim and generated tremendous revenue in the past few years:

- Oink and Moo
- Rickshaw Stop
- The Grilled Cheeserie
- Two for the Road
- Wok n Roll Food Truck

## **The Exciting Colors In Logos For “Food On Wheels”**

Colors are the biggest way to attract attention. This is the reason why the best food trucks are painted in bright colors and flaunt vibrant logos for their brands. Some famous food trucks logos in America use colors like yellow and blue (e.g. Wok N Roll and Two for The Road), green (e.g. Rickshaw Shop) and purple with maroon (e.g. Oink and Moo BBQ). All these hues are on the brighter side of the palette. So, for the food-truck business, brighter shades of color should be used in the logo.

## **Variation In Food Trucks Fonts**

The fonts used in the logos of the food trucks mentioned above are very stylish and chic. The different strokes of typefaces along with various bold and thick styles, give the logos a totally different look



and visual appeal. Various styles are used to enhance the logo and make it an artistic endeavor rather than a scientific choice. Food truck logo fonts have to be visible as well as attractive.

Therefore, fonts like Times New Roman would be an epic fail.

The fonts used in “*The Grilled Cheeserie*” is Sympathique Pro Regular, which is smart and classy. However, Oink And Moo BBQ uses the font Chunk Five Regular. It is designed with bold typography and the fonts actually represent the concept of ‘stuffing’ in a way. Customers and the target market look at the font and can immediately get an idea of the type of food offered: comfort food, reminiscent of home.

Wok N Roll uses a sans serif font and Two for the Food uses Fontdinerdotcom. Both show a different style of font in different sizes. Wok n Roll has the typical font used in most Asian food joints, while Two for the Food has a more dated country feel to it.





## CHAPTER 6

# FAMOUS FOOD RETAILERS IN AMERICA

In America, like any other nation, the food retail industry is very lucrative. Brands like Wal-Mart, Costco, and Kroger are among the most prominent names in the business. According to a rough estimate, the entire amount of sales under the food retail industry in the USA is expected to be more than \$6 trillion.

## FIVE MAJOR FOOD RETAILERS IN THE USA

- Wal-Mart
- Kroger
- Costco
- Safeway
- Giant

Every brand mentioned above has a distinctive logo which communicates a definite message to its target customers.

## Food Retail Is All About Attracting Consumers – Red Is Addictive

Designing a logo for a food retail business in America is anything but easy. There are rationales already assigned on the basis of which any logo is conceived and designed. Red is the most commonly used color in the logos of famous food retailing





businesses in America, i.e. Costco, and Giant. Kroger. These have a red circle that is drawn around the typeface. Red ignites passion and boosts impulsive behavior. That is a good thing as most retail food businesses are all about impulsive buying.

Blue is the other color that is largely used in the logos of America's top food retailers. Costco, Kroger and Wal-Mart all use this color in their logos. Blue is also known as a corporate color, which is why many companies use it to balance the color red and prevent being seen as unstable.

## **Bold Typefaces Are Commonly Seen In Food Retailer's Logos**

Most, if not all, the food retail logos listed here have bold, thick and broad font styles. The typefaces are massive yet very prominent. Fonts like Arial Black and Impact are used to make the typography attractive and appealing. For instance, the logo of Costco is very bold and dominating. This grabs the entire focus of the customer or viewer without any distraction. Similarly, the logo for Publix, Safeway and Giant all focus primarily on font and then on color.

Now you may question how a small business can compete with the companies that spend thousands on a logo. Simple: start with a logo maker tool and then take your logo to a designer and say, "This is what I want, with some changes". It saves time and money.





## CHAPTER 7

# DESIGNMANTIC'S LOGO MAKER TOOL

Getting your food logo designed using a logo maker has its perks, including giving you more command over how you want your design to appear and saving your time and money. DesignMantic's Logo Maker offers these perks as well as an easy interface that's easy to use by non-professionals as well. Whether you want an interesting logo for your café, an appealing one for your fine dining establishment, or a hunger-inducing logo for your fast food joint, DesignMantic has just the template for you.

Once you click on the Logo Maker tool, you can select from hundreds of food logos before customizing your choice using a range of objects, symbols, and images. The tool also offers an extensive color palette, allowing you to select the shade you like and believe your future patrons will appreciate in your logo.

Here are some of the features which DM's DIY Logo Maker offers:

- A continuously expanding collection of food logos
- Niche-oriented logo designs for all the members of the foodservice industry
- Tools create an instant brand identity with minimal hassle
- Free logo design where you only pay for the results you want

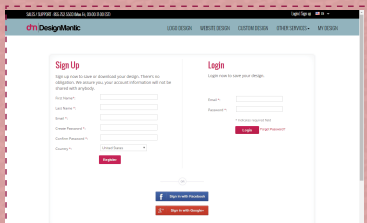
But the best part? All it takes is the following five steps detailed below.

# HOW TO CREATE A DELIGHTFUL

# FOOD LOGO

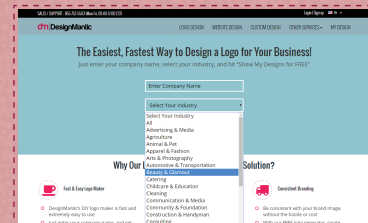
USING DESIGNMANTIC

## STEP 1



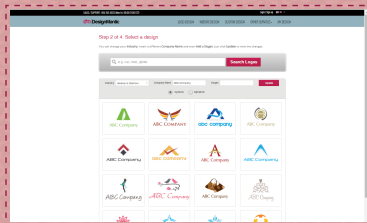
Join In: Sign-up an account on DesignMantic in less than a minute. It's that simple.

## STEP 2



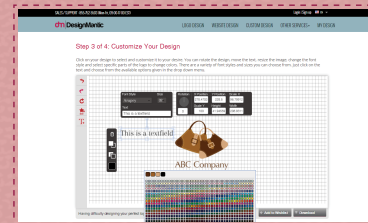
Find Your Niche: DesignMantic features range of industries from healthcare to retail, tech and more. Select "Food and Beverages" from the list and proceed.

## STEP 3



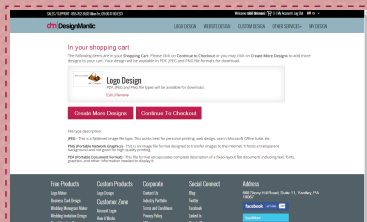
Dig Into Logo Library: There are literally thousands of logo templates to select from. You can select the one based on your liking or need.

## STEP 4



Customize Template: Edit colors, font or orientation to design a tailored logo.

## STEP 5



Download logo.

Image: 7.0: Steps for Creating a Food Logo with DesignMantic's Logo Maker



## CONCLUSION

Whether you're launching or rebranding your fast food restaurant, coffee shop, or fine dining establishment, you need to ensure that your logo is well-designed. Though the entrees you serve may have the power to establish your name in the foodservice industry, it's your restaurant's logo that'll help you make your way into your customers' hearts and, ultimately, their pockets.

Through this guide, you've been introduced to the design elements, colors, and fonts and typefaces used by the best brands in the restaurant and foodservice industry. Now, it's time for you to use that information for your own logo.

To further help you save time and money by cutting the middle man out (a.k.a. the logo designer), you learned the five steps you should follow to get a great logo through DesignMantic's free logo maker.

With this information in mind, don't waste another time without a hunger-inducing, profitable logo for your establishment. Head to the Logo Maker Tool and enter your company name to get a large collection of logo designs for you to customize. Unleash your creativity to customize the logo you like and then download the final design for a fraction of the cost of a logo designer.

Sounds too good to be true? Check DesignMantic's Logo Maker Tool yourself.

And congratulations, in advance, on your new, well-designed, and VERY effective food logo.

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