



BRIEF

PALOMINO, a Seattle local restaurant and bar. It's a European inspired with Italian, Spanish, and Mediterranean cuisine. PALOMINO is famous for its artisan wood-fired pizza, cocktails, locally homemade sauces pasta, upscale seafood and steaks.

STRATEGY

The logo does not look like a horse and the shape is very wacky, as well as it's not appeal to its audience. Therefore, my plan is to re-design it's logo to make it much more aesthetic, more obvious shape and attractive to people. The menu is too plain, only used black and white color tone.

My goal is to colorize and maybe change the layout. Intended colors will remain its theme red tone colors.

COMPARISON

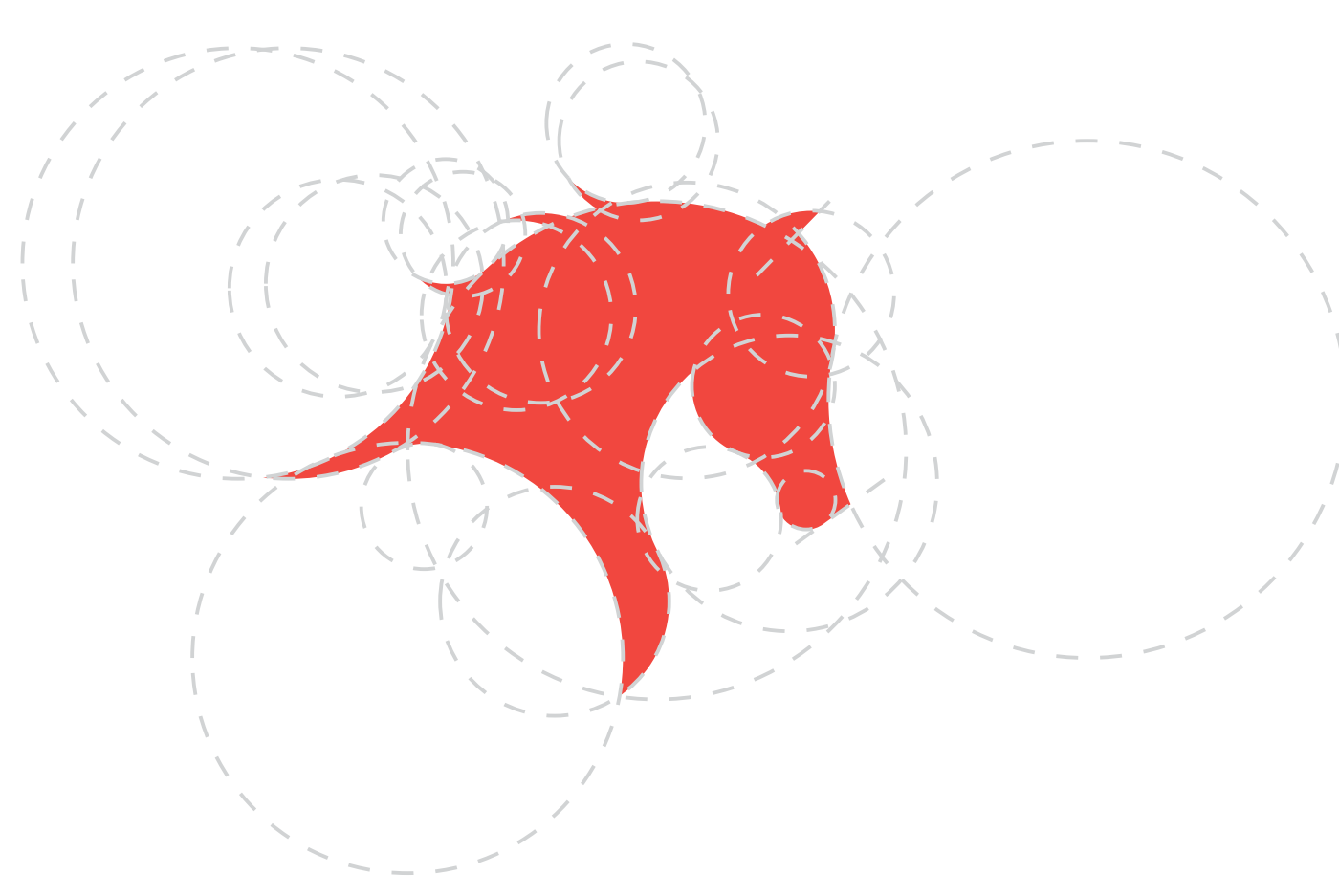
BEFORE



AFTER



LOGO PROCESS



The purpose is using Golden Ratio is to determine proportions of the shapes ,so logo can be harmonious.

LOGO VARIATIONS

VERTICAL



SOCIAL AVATAR



COLOR PALETTE



CMYK: 0, 87, 79, 0

RGB: 241, 71, 63

HEXCODE: #F1473F



CMYK: 36, 28, 27, 0

RGB: 167, 169, 172

HEXCODE: #A7A9AC

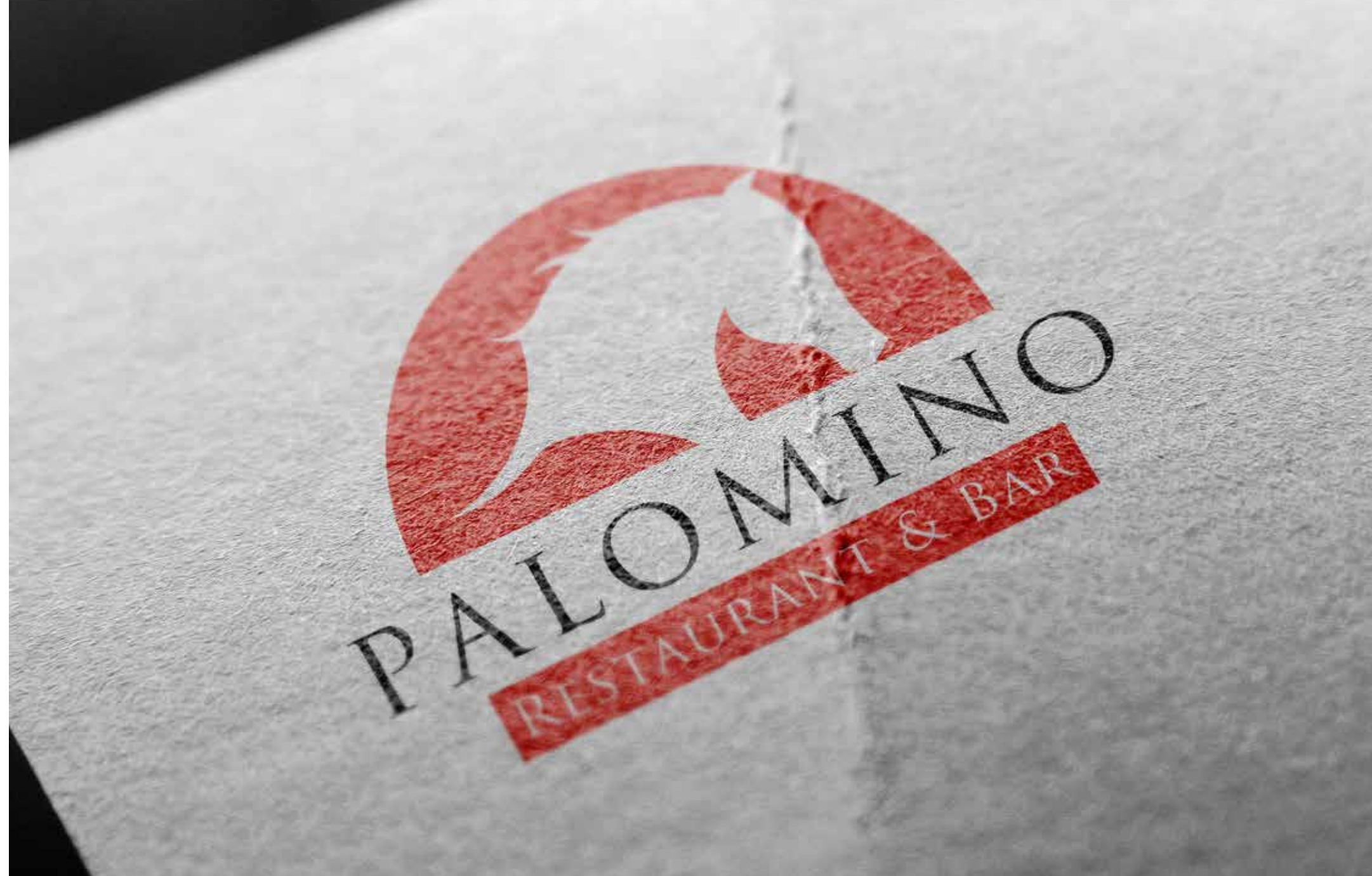
TYPEFACE

TRAJAN PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

SIMULATION



PALOMINO