



NUELLA

K I T C H E N

The Delicacy in Naija's Pot

The

Rebrand.

The New Logo Icon

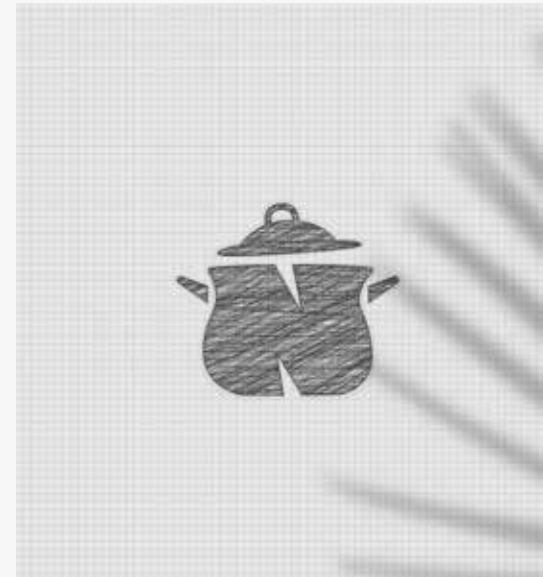
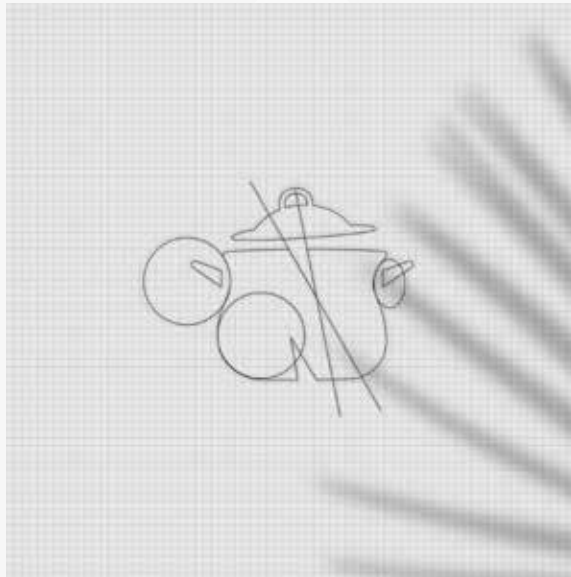
this is the final formula of our logo representing the new way we see things and hoping we connect better and stronger with our audience.



The New Logo Icon

To adapt to the times and with the mind to look more sleek and modern, We have decided to look more simple and modern therefore easily recognizable and easily attractive. We just made the choice of including the letter form N (first letter of NUELLE) into the shape of a pot signifying the mixture of sleek , modern and original The choice of a local looking pot instils that taste we want to keep despite being modern .

N



The New Colors

Colors are very significant and when it comes to food, most ripe used ingredients for cooking turn red. Based on this, we have decided to make use of the color orange as our accent color, to signify fun and sweetness, it's a vibrant color depicting the sweetness of experiencing our dishes firsthand. Our choice of black is not far-fetched, we represent and carry values from the black culture, black is our pride, and we are promoting our culture through local dishes that we offer our clientele.

Black #000000

Orange #f45100

White #ffffff



Typo graphy

Montserrat

we made use of the typeface called montserrat , clean sans serif to depict modernism and also simplicity. different weights will be used accordingly as we will deem fit while branding .Montserrat is a widely used font because of its legibility depicting transparency and its clean architecture. hygiene is important in food and this our way of saying you can be rest assured your food will be clean and you can eat clean from us.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

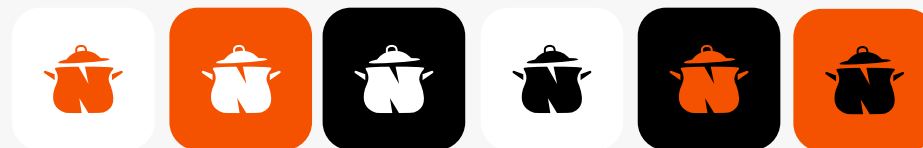
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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The Logo Colors

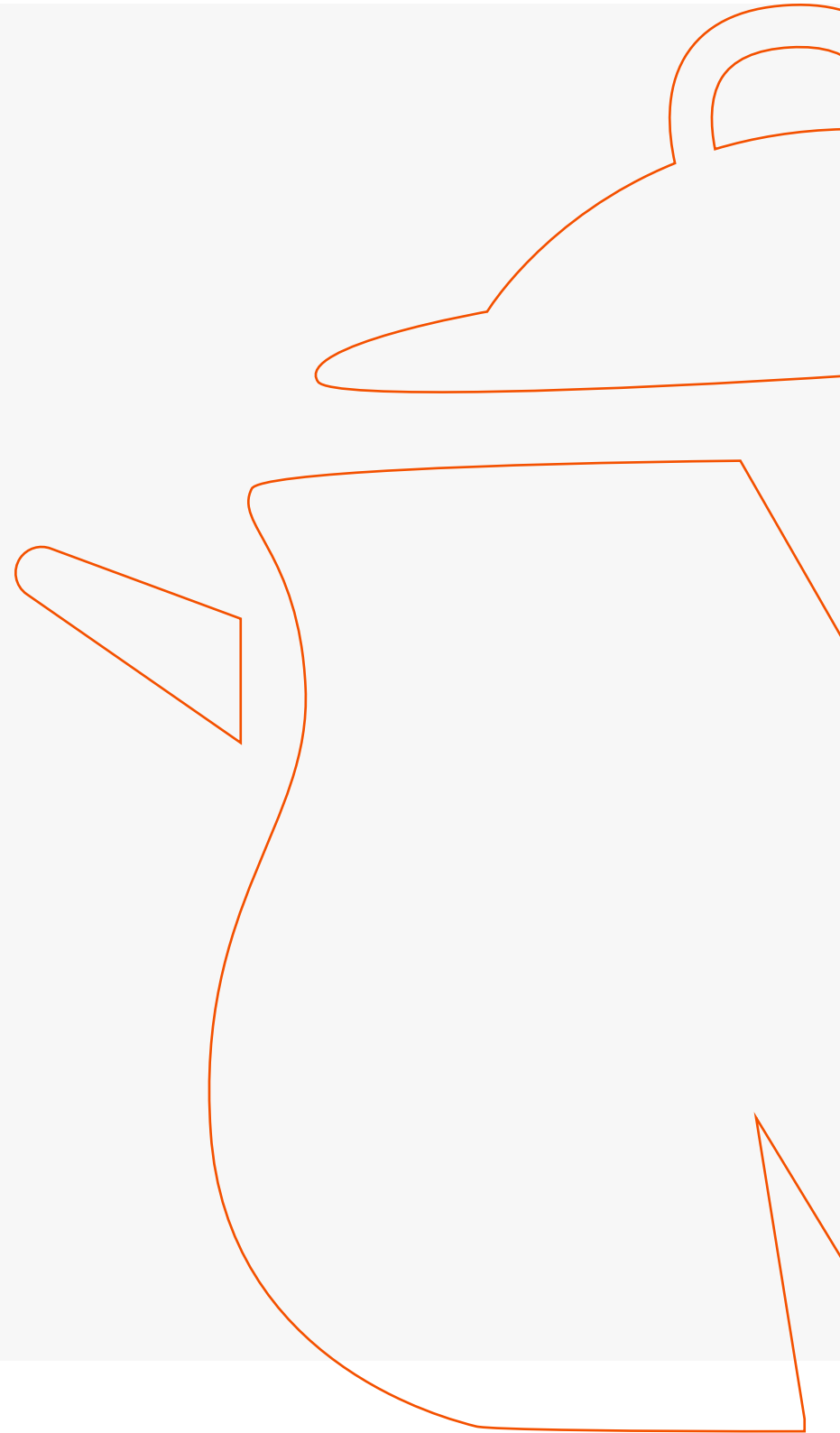
Logo on Backgrounds



Icon Set



Mockups & Deliverables





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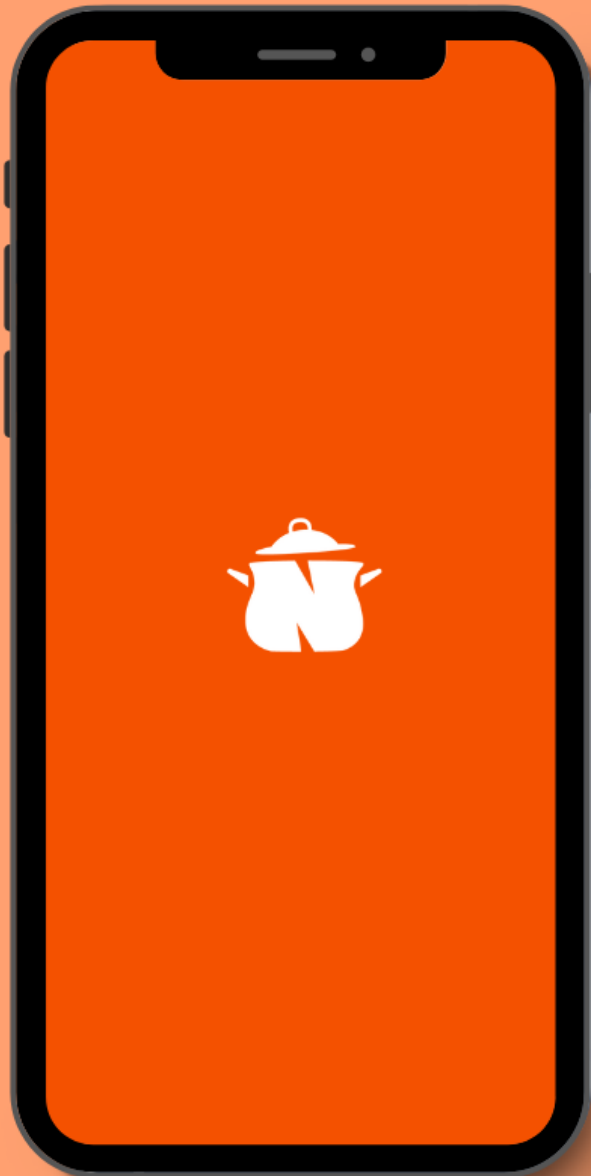

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Watch Out

You can now Order Food
right from your phone

[Learn More](#)





Nuella Kitchen

March 10, 2020
Friday

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John Doe

John Watson
Managing Director



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KITCHEN



THANK YOU