



BRAND PRESENTATION D2

Client: Eight- The Rooftop Restraunt

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Draft 1 Review

- Loved the Logo & concept, needs some little bit tweaking

Expectations

- Length of letter 'g' needs to be experimented with
- Color Exploration



Letter 'g' Exploration



Iteration 01

1a.



The Rooftop
Restaurant

1b.



The Rooftop Restaurant

Please Note: shortening the length of 'g' is indeed making it look like '9', as the visual weightage & height of '8' & 'g' becomes equal !

Iteration 02

The logo features the word "8ight" in a bold, black, sans-serif font. The number "8" is stylized with a teal horizontal bar across its upper loop. The letter "i" has a yellow horizontal bar across its stem. The letter "g" is significantly shorter than the other letters, with a yellow horizontal bar across its stem. The letters "h" and "t" are in a standard black font. Below the word "8ight" is the tagline "The Rooftop Restaurant" in a smaller, orange, sans-serif font.

8ight
The Rooftop Restaurant

Please Note: shortening the length of 'g' makes the entire logo look very cluttered & allows us only one option to place our tagline at, because of which the font becomes too small

COMPARISON :

Original.



Please Note: This is highly recommended, because its been created after alot of professional consideration of readability & legibilty angle.

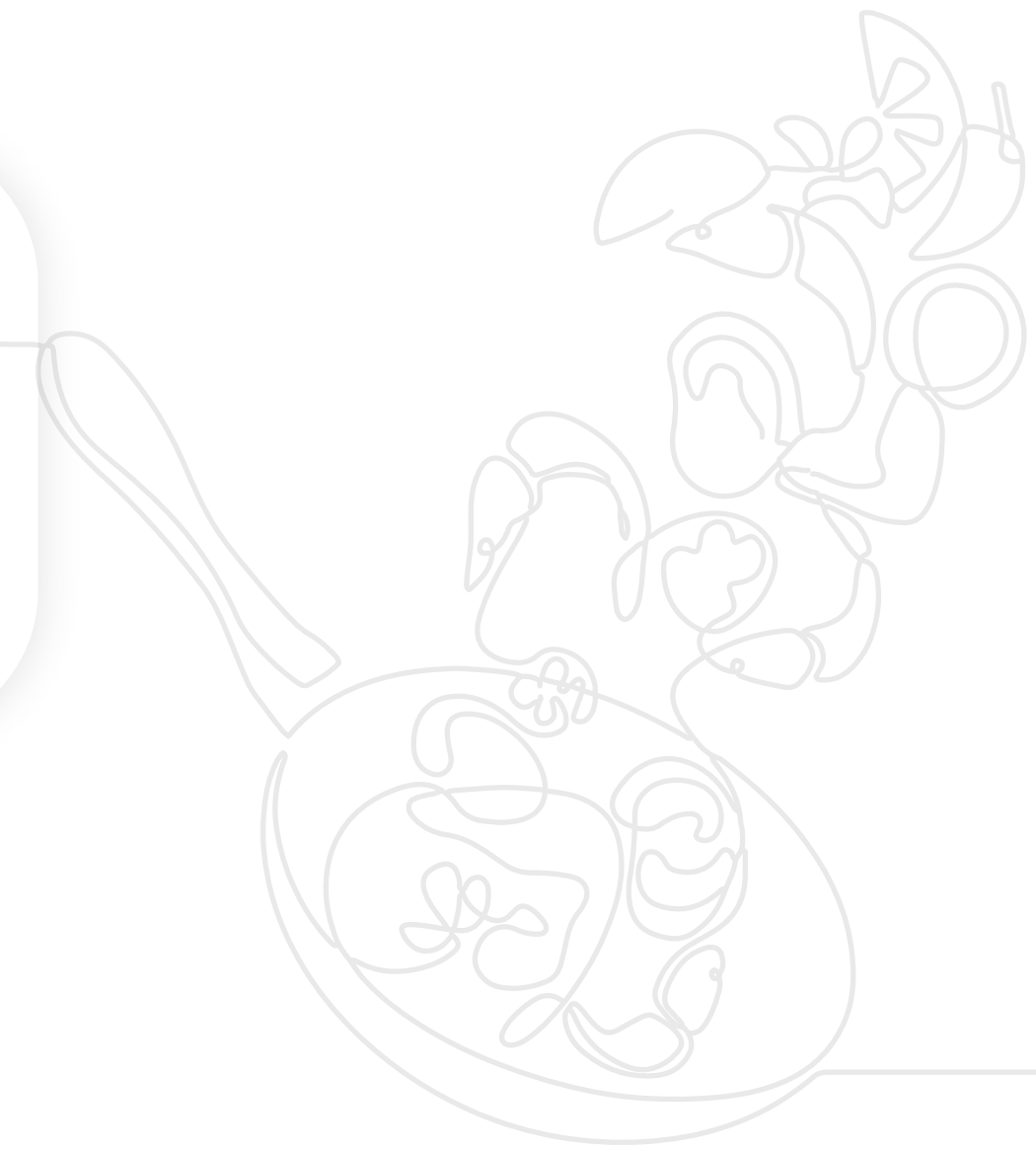
1a.



02.



Color Exploration



COMPARISON :

Original [Recommended]



01.



02.



03.



4a.

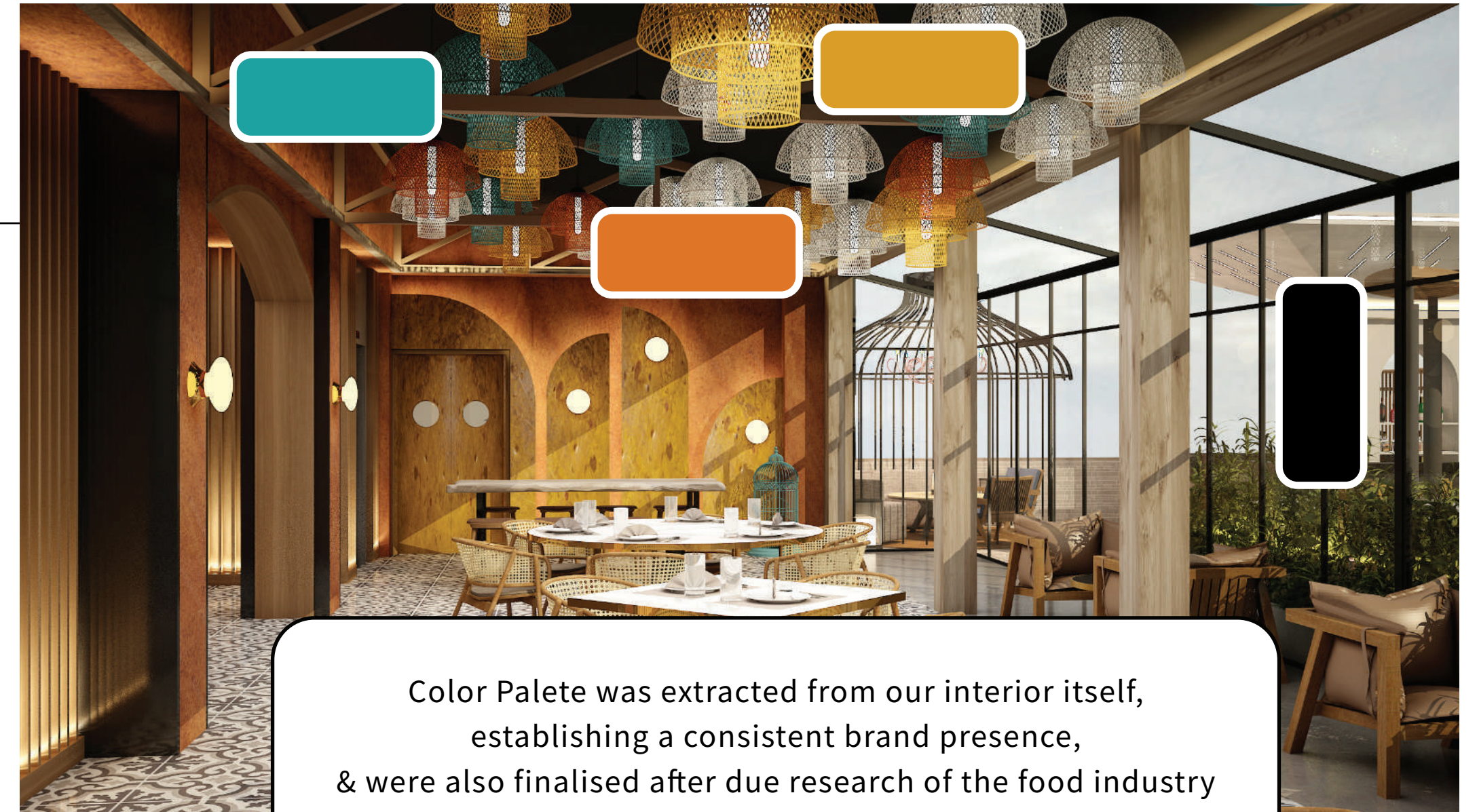


4b.



RECOMMENDED :

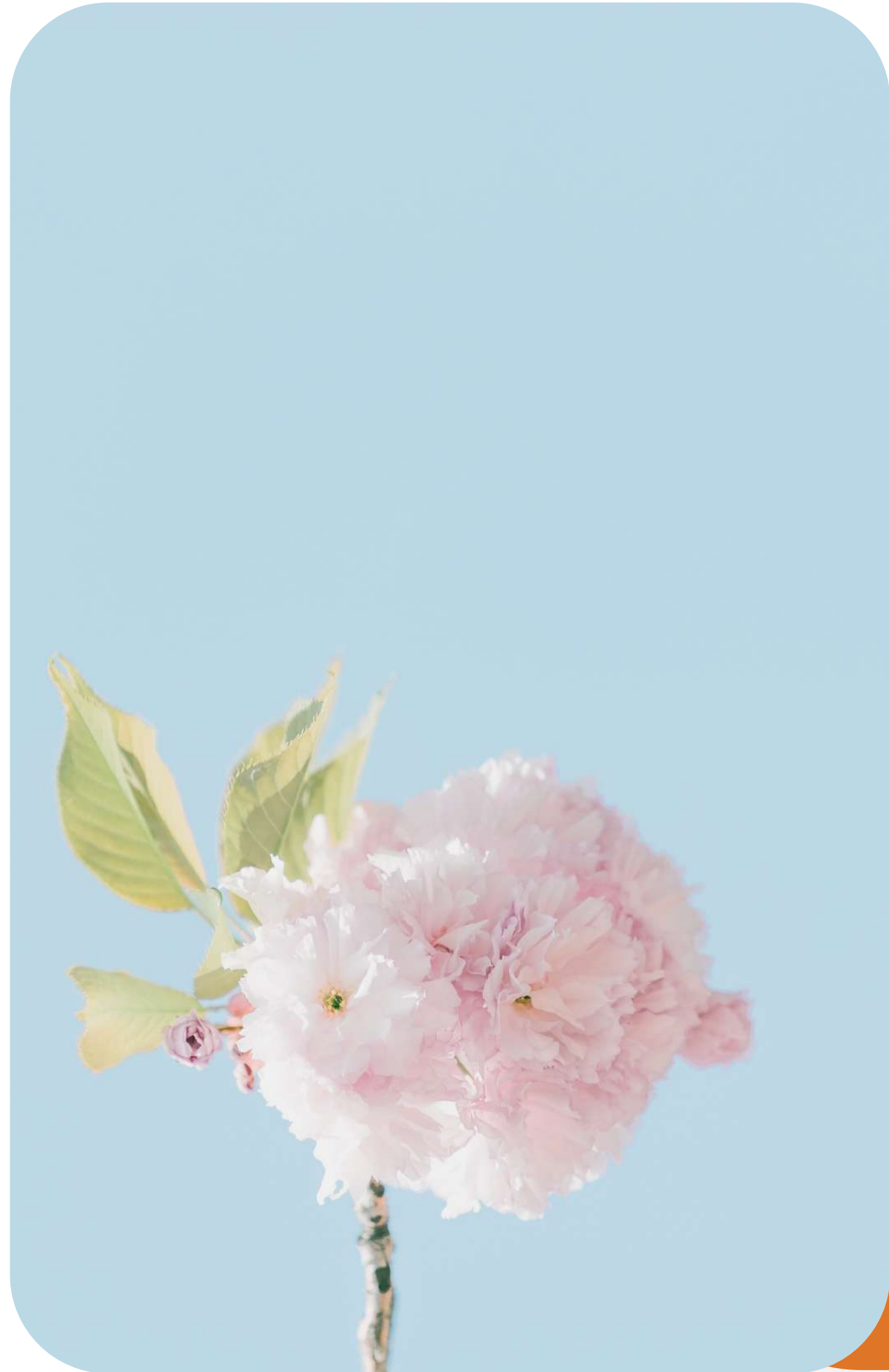
8ight
The Rooftop
Restaurant



Color Palete was extracted from our interior itself, establishing a consistent brand presence, & were also finalised after due research of the food industry

- This particular form of 'g' was created after alot of professional consideration of readability & legibilty angle.
- It adds to the visual aesthetic of the logo, creating a very unique, eye catching, well balanced logo unit.

8ight
The Rooftop
Restaurant



Thank You

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