





CREATIVE BRIEF & ANALYSIS

CREATIVE BRIEF

Korasada

CLIENT

Korasada is a small gourmet food business that operates out of a food truck which drives around the Northeast Ohio area. Their food style uniquely combines Korean BBQ with Mexican traditional dishes. The truck recently has been growing in popularity amongst the residents of the area and needs to freshen up their advertising to reflect the quality of the food they serve.

PROJECT

The project in short is to create a newer, respectable identity for the company. This includes designing new branding which captures the cultures their menu offers, has a more minimal aesthetic for expanded applications, and has a modern bold flare to truly represent the establishment's atmosphere, client base, and flavors.

DUE DATE

The designated due date for this assignment is

BACKGROUND/PROJECT OVERVIEW

Korasada's food truck, as stated prior, travels throughout northeast Ohio serving Korean fusion BBQ. The truck also has a huge primary focus on quality for flavor; using only local meats, and fresh, local & organic produce. They also offer vegan options and take special requests from customers, keeping options as wide open as possible for all types of diets and taste palettes. They serve gourmet quality food, but name them relaxed and playful titles like *The Korean Cowboy Burger* and *The Kitchen Sink Burrito*. Their workers are passionate about the cuisine they create, and treat all customers as if they were family. The relaxed atmosphere and fun-loving attitudes served with the orders keep long lines of customers coming back with friends- hungry for more.

TARGET AUDIENCE

The target audience for this restaurant are primarily working-class adults between the ages of 20-40. The truck often chooses to park next to small office and business areas to serve food to entire companies on lunch breaks and have plenty of dinner traffic of other workers driving home from their 9-5 jobs. The prices are affordable, but reflect the quality of ingredients as well, so this truck's business rests mainly on young adults and families who want a special meal to take home after a long day.

KEY COMPETITORS

Key competitors are fairly particular. Rival food trucks from the separate areas are obvious competition, but what's actually worse competition are larger food chains. Due to poor branding, Korasada's food quality isn't seen as gourmet, but risky to the passerby. They instead turn to their familiar food chains with cheaper prices: such as Taco Bell, Panda Express, Ming Hing, Chipotle, and various takeout pizza places.

MAIN IDEA

The main idea is that re branding of the company is absolutely necessary for the growth and reliability of the restaurant. The company's mission and food quality doesn't get properly represented in the logo, and with Korasada being a frequently traveling food truck, identifiable branding is key to have clients and perspective clients find them easily and remember their food style and service.

DELIVERABLES

New logo	Email Flyers
Menus	Stickers
Truck Wrap	Letterheads
Invoices	Business Cards
Website	Posters
Aprons and T-shirts	Food Wrap Paper

LOGO COMPARISON ANALYSIS

Korasada & Anju

KORASADA (LEFT)

WEAKNESSES:

Clipart-like illustration, gradient use, shadows, poor font choice. Logo overall does not embody the personality of brand and represent their food's bold flavors and modern flares. Good ideas were presented but poor follow through interrupted a more stylish and eye-catching final brand.

STRENGTHS:

Chopstick and type alignment, fusion of cultures concept, idea of sketchy, expressive type.



ANJU (RIGHT)

STRENGTHS:

Multiple forms for wider usage span, modern illustration, bold tones, entirely unique to brand; extremely identifiable and memorable. Logo keeps expressive drawing styles while still being polished. Good logos make an impression and generate curiosity or inquiry into the business, and this logo gives the viewer interest and a lasting visual memory.





PRELIMINARY SKETCHES

LOGO SKETCHES

Korasada



Aztec Pattern
mixed w/ Tiger



favorite *



Aztec in Tiger Eye



Aztec + Korean
symbol combos?

LOGO SKETCHES

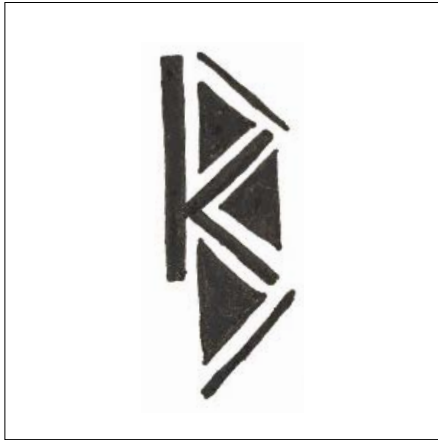
Korasada



Symbol



Logotype



Monogram



Pictogram



Pictogram

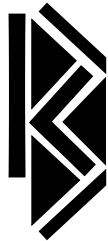
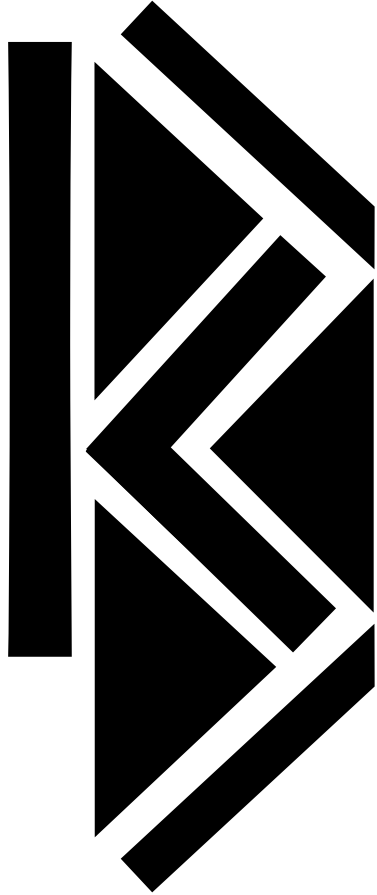


Combination



DIGITAL ROUGHS





KORASADA

KORASADA



BRAND REFINEMENT



LATO BLACK

OVERPASS BLACK

LATO REGULAR

OVERPASS SEMI

LATO LIGHT

LIGHT



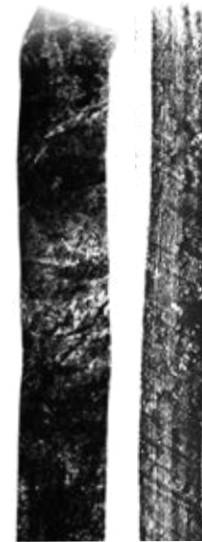
KORASADA

KORASADA
KOREAN FUSION

KORASADA
KOREAN FUSION



KORASADA



KORÂSÃDA

KORÂSÃDA

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BRAND STYLE GUIDE







KORASADA

KORÁ
SADA

KORASADA

KORÁ

SÁDA

KORASADA

KORÃ
SADA

SUBHEADERS AND CALLOUTS

OVERPASS BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

OVERPASS EXTRABOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

OVERPASS EXTRABOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

BODY TEXT

OVERPASS SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

OVERPASS LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

OVERPASS EXTRALIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

The Korasada brand identity will consist of clean design paired with illustration with personality. The type will be treated similarly. All typed text will come from the Overpass family and be adapted accordingly to create visual rhythm throughout the compositions. Overpass will also accompany hand-drawn headings with variance in textures and illustration combinations.





SIGNAGE & POSTERS







WHEN WE'RE OPEN

SUNDAY-THURSDAY 11-11:30 PM
FRIDAYS & HOLIDAYS 2-11 PM

**KORÂ
SÃDA**

REAL PEOPLE. REAL INGREDIENTS. REAL GOOD.

WHERE WE'LL BE

WAYNE & SUMMIT COUNTY
SC-14 CODE FOR DAILY UPDATES





LETTERHEADS & BUSINESS BUNDLE







KORASADA

JOIN OUR ROADIES

The Korasada van parks at these various locations- all over Wayne County. Scan the QR code to get your favorite bite's current location!



- | | |
|----------------|---------------|
| Ashland | Fredricksburg |
| Berlin | Fairlawn |
| Cuyahoga Falls | Orrville |
| Doylestown | Wooster |





KORÂ SÃDA

ORDER UP!
 Make a little for the
 818 234 1425
 800 234 1425

CHECK US OUT!

Dear Korâ Sãda Customers,

Lorum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

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Zach



IT'S TIME TO FORK IT OVER!!!

YOUR INVOICE IS HERE.

KORÂ SÃDA

425 States Ave
 Woodbury, OH 44891
 330.234.1425

BILL TO

J&F WOODLEY BREWERY
 172 Small Ave
 Woodbury, OH
 44891

INVOICE NUMBER

80000000

DATE

12/10/20

DUK BY

12/30/20

ITEMS	DESCRIPTION	QUANTITY	PRICE	TAX	AMOUNT
Bottle	500 2017 1000	10	100	1.00	101.00
Bottle	1000 2017 1000	10	100	1.00	101.00
Traffic W/tes	1000 2017 1000	10	70	0.70	70.70
Wood Taxis	2000 2017 1000	10	100	1.00	101.00
Wood Taxis	1000 2017 1000	0	0	0.00	0.00

NOTES

It was a pleasure doing business with you!
 Thank you for the ordering opportunity!

If you or any business partner is in need of more special event catering, please contact a date on our website or call 330.234.1425 to request a time and date slot.

TOTAL \$71.71

THANK YOU!!!





TAKE-HOME & TRUCK MENUS









THE ABSOLUTE BEST

PARKING (MENU) TICKET

YOU'VE EVER GOT.

THIS SLIP IS ISSUED DUE TO ONE (OR MORE) OF THE FOLLOWING:

- VEHICLE HAS PARKED AT OR NEAR KORASADA FOOD TRUCK.
- VEHICLE NEEDS TO RETURN TO TRUCK FOR MORE FOOD.
- OWNER OF VEHICLE FAILS TO OBTAIN ENOUGH KORASADA.
- NEGLIGENCE TO TRY KORASADA'S FULL MENU ITEMS.
- FAILED MAINTENANCE OF KORASADA DRAWINGS.

FAILURE TO RETURN TO KORASADA & BUY MORE DELICIOUS KOREAN FUSION WILL RESULT IN EXTREME DISAPPOINTMENT FROM FRIENDS AND FAMILY MEMBERS, INCREASED DRAWINGS FOR QUALITY CUISINE FROM YOUR GUT, AND APPEAR IN SYMPTOMS OF EXTREME HANGRINESS.

DO THE WORLD A FAVOR AND EAT A TACO.

Please, show this ticket with your purchase and receive \$2.00 off the entire order!

KORASADA

CALL IN ORDER FOR PICKUP @ 330.641.2348

#KORASADAFOODTRUCK
#KORASADAFUSION

CHOOSE YOUR PROTEIN
PORK & CHICKEN & TOFU

CHOOSE YOUR TOPPING
KIMCHI

CHOOSE YOUR STYLE
YUM!

BOWL - choice of protein & toppings served with lettuce, kimchi, rice, red cabbage, carrot, cucumber, cilantro, green onion, and sriracha aioli.

BURRITO - choice of protein & toppings served with lettuce, kimchi, rice, red cabbage, carrot, cucumber, cilantro, green onion, sriracha aioli, and flour tortilla.

TACOS - choice protein & toppings served with salsa, cilantro, green onion, and sriracha aioli. Choice of 3 hard wheat or shells or 3 flour tortillas.

KITCHEN SINK - choice a beef or turkey, comes with chicken & corn, shredded cheese, and everything else!

QUESADILLA - chicken, mozzarella, beans, cilantro, green onion, and sriracha aioli.
Add protein (\$1.00)

BURGERS

HAND-DRESSER! BANGERS!

KOREAN CONDOY - chicken, mozzarella, pulled pork, kimchi, green onion, crisp onion, and sriracha aioli.

BASE - 100% all-vegete. With cheese, lettuce, onion, and green onion. Lettuce and mustard processed on the table.

FRESH-CUT FRIES

KIM-FRIES - Korean barbecue, chicken, mozzarella, cilantro, green onion, sriracha aioli.

TRUFFLE FRIES - truffle oil, shaved parmesan, extra mozzarella, melted garlic, and herb aioli.

POUTINE FRIES - spicy cheese sauce, green onion.

PLAIN FRIES - sticking with the classic. Served with ketchup and salt.

WAIT! THERE'S MORE TO LOVE

KOREAN PHILLY - classic Philly steak, Korean BBQ, kimchi, red onion, green onion, cilantro, and topped with chopped kimchi.

Bacon WRAPPED DATES - stuffed with goat cheese and topped with balsamic glaze.
2 for \$3.00 or 6 for \$10.00

DOMINATING BARK OR UNCOOKED MEATS OR POULTRY MAY INCREASE RISK OF FOODBORNE ILLNESS



FOOD PACKAGING











APPAREL













WEB PAGES & FLYERS



KORASADA

WHAT'S ON THE MENU THIS WEEK?

DEALS, PROMOS, AND MORE!



saved you
A PLATE!



HEY!
SEE NEW MENU ITEMS

\$5 BUCK BURGERS!!

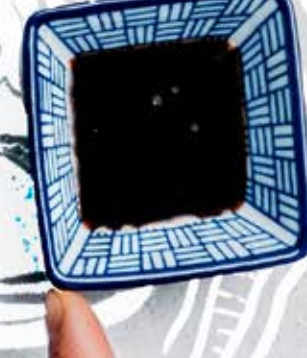
ONE for THE ROAD!



CLICK HERE FOR coupon code

NOW SELLING signature sauces

yum!



SPICE IT UP!



SEE MORE

Take A Picture - IT'LL LAST LONGER.



KEEP UP with the TRUCK

Follow us on SOCIAL MEDIA





VAN WRAP





COMPILATION PAGE



AMANDA EBERT DESIGN
KORASADA
AMANDA EBERT DESIGN

AMANDA EBERT DESIGN

