

# LOGO DESIGN

Process

## NACHOTOWN, USA





# BACKGROUND

## Nachotown, USA

Nachotown, USA is a fast food Mexican Restaurant with an emphasis on nachos.

The target demographics for the chain are primarily males aged 16 - 25 years old.

The company hopes to identify with the Fun Maker and Revolutionary archetypes.

Nachotown, USA's competition consists of major franchises such as McDonald's, Chipotle and Taco Bell.

The company takes pride in portraying hip, fresh, loud and fast attributes.

The logo must appeal to the key demographics while staying true to the archetypes and attributes.



# MOOD BOARD

Inspiration

NACHO  
MAMAS



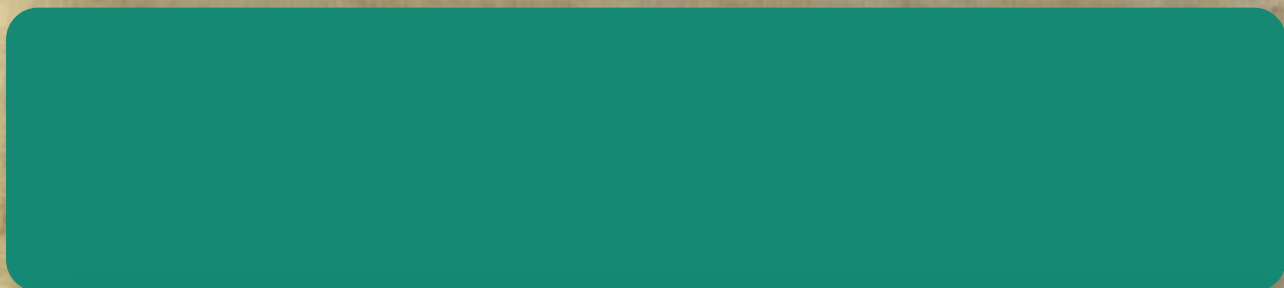
La Mexicana





# MOOD BOARD

Colors





# MOOD BOARD

Typefaces

**NACHOTOWN, USA**

**ANDERSON TORCHY THE BATTERY BOY**

**Nachotown, USA**

Cartoon Character

**Nachotown, USA**

Double Line 7

**Nachotown, USA**

Nearly Dignified

**Nachotown, USA**

SF Espresso Shack

**Nachotown, USA**

Smell the roses



# CONCEPTS

Loose Sketches

NACHOTOWN  
USA



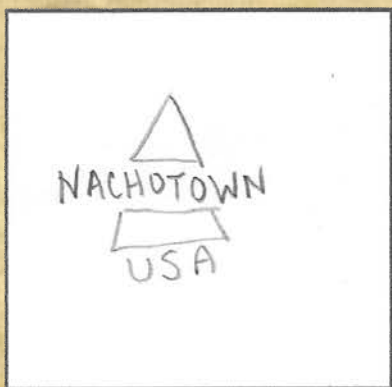
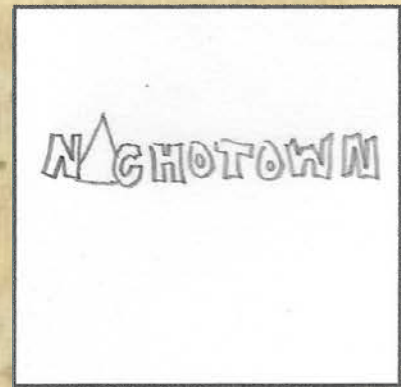
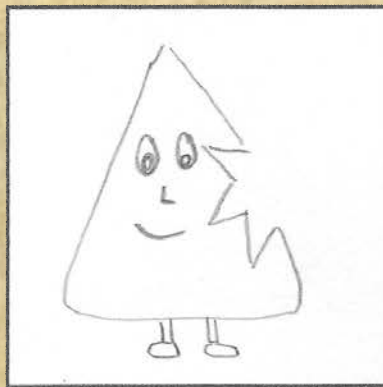
NACHO  
NMOI





# CONCEPTS

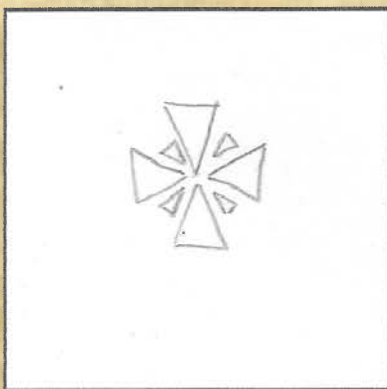
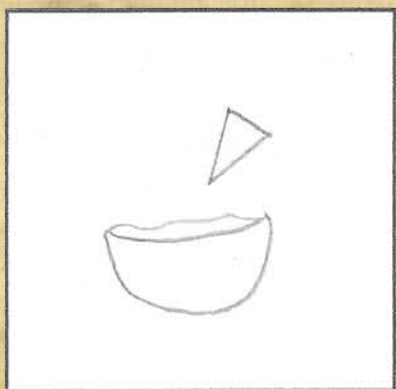
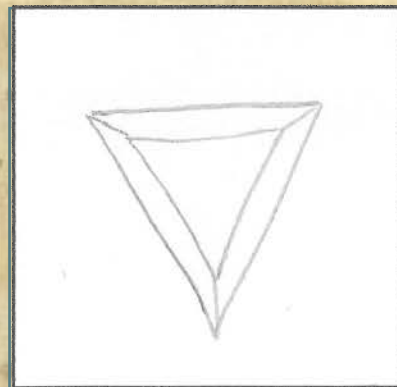
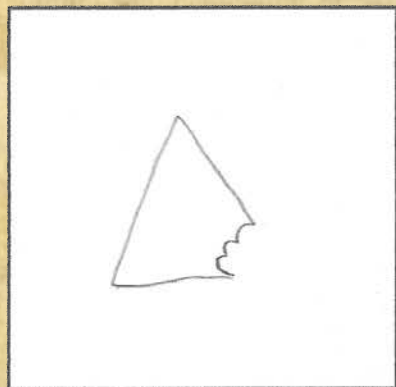
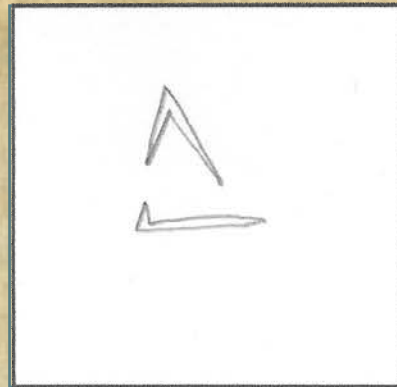
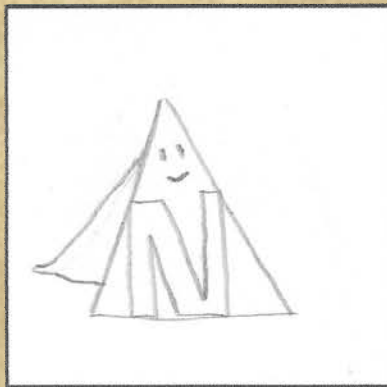
Loose Sketches





# CONCEPTS

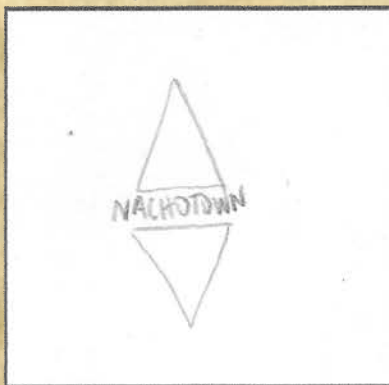
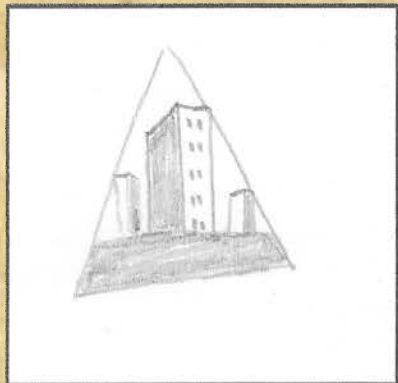
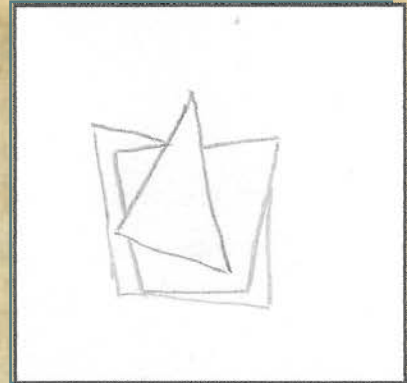
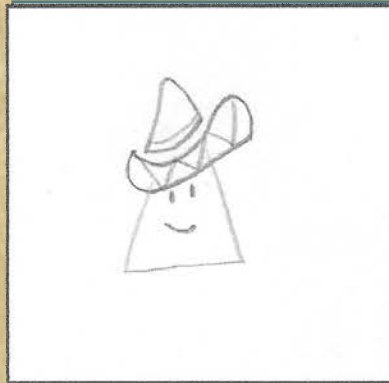
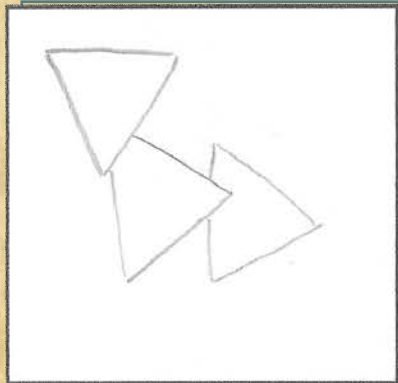
Thumbnail Sketches





# CONCEPTS

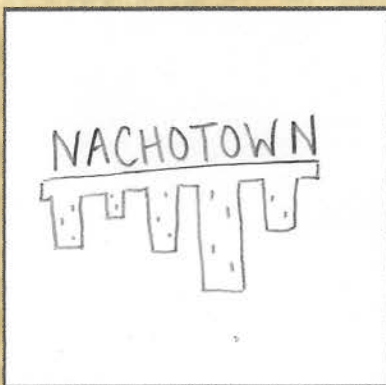
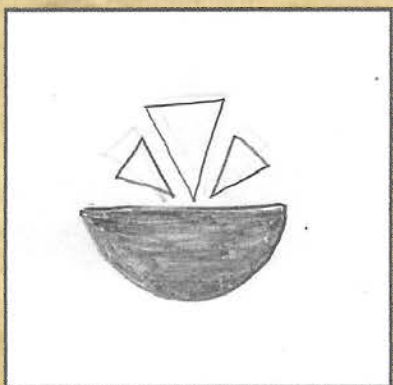
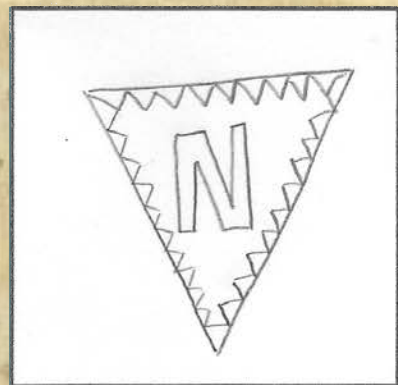
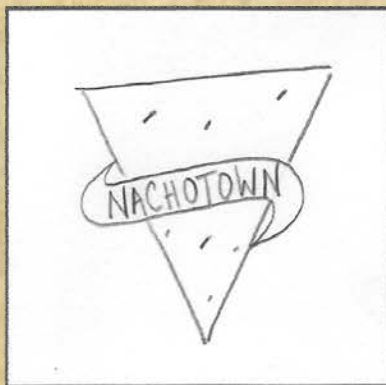
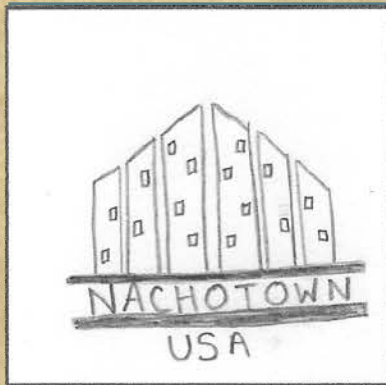
## Thumbnail Sketches





# CONCEPTS

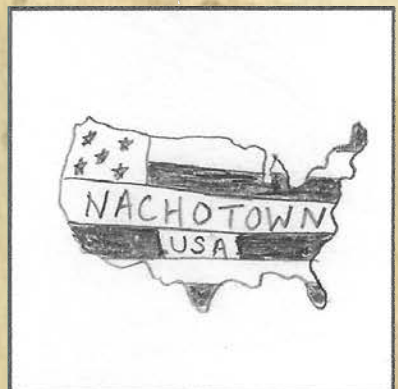
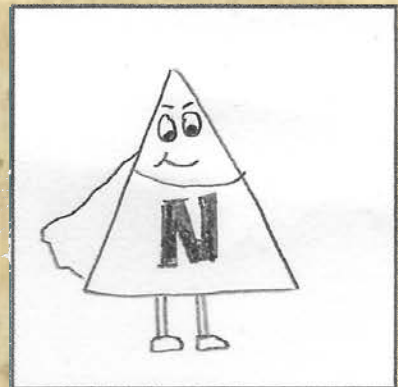
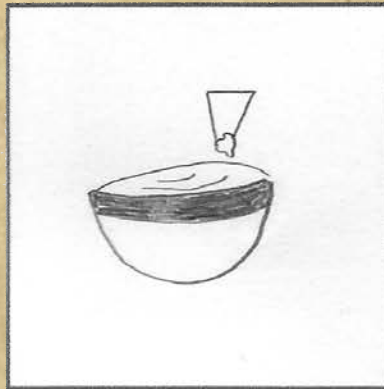
Tight Sketches





# CONCEPTS

Tight Sketches





# FINAL LOGO

Final Concept



For my final logo design, I decided to incorporate a simplified city skyline to represent "Nachotown, USA". Using the fun color palette to display themulti-color city represents the diverse audience we hope to appeal to. I feel that this design will be easily scalable and easy to identify to build the new national brand. I feel that this logo will best represent the branding image of a fun, hip, healthy place to eat.

These logos will appeal to the target demographic of 16 - 25 year old males. In a broken down thumbnail version, the logo can easily be placed on promotional merchandise as small as keychains and other products as the brand grows. These logos also do a great job representing the company's Fun Maker and Revolutionary archetypes.