

Rebranding Process Book: The Toasted Owl

Gwendolyn Lawson

DSGN 340 WI 21

Client Brief

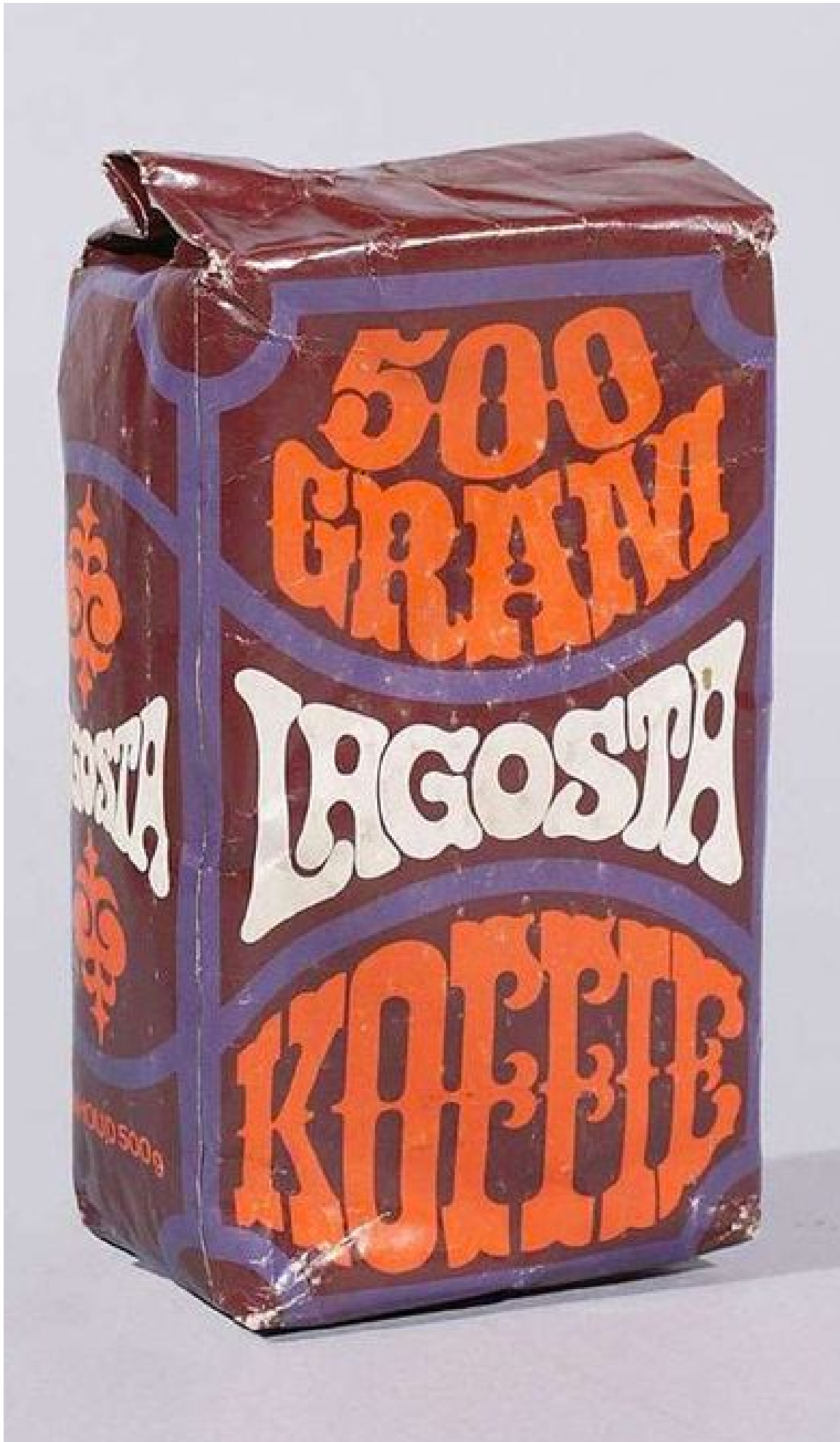
About the client

“Cecily Maniaci opened the first Toasted Owl Cafe in Flagstaff, AZ in 2013. The small flagship location was decorated with Maniaci’s collection of vintage owl figurines which inspired the cafe’s name. It’s decorated with unique vintage decor that is all for sale.”

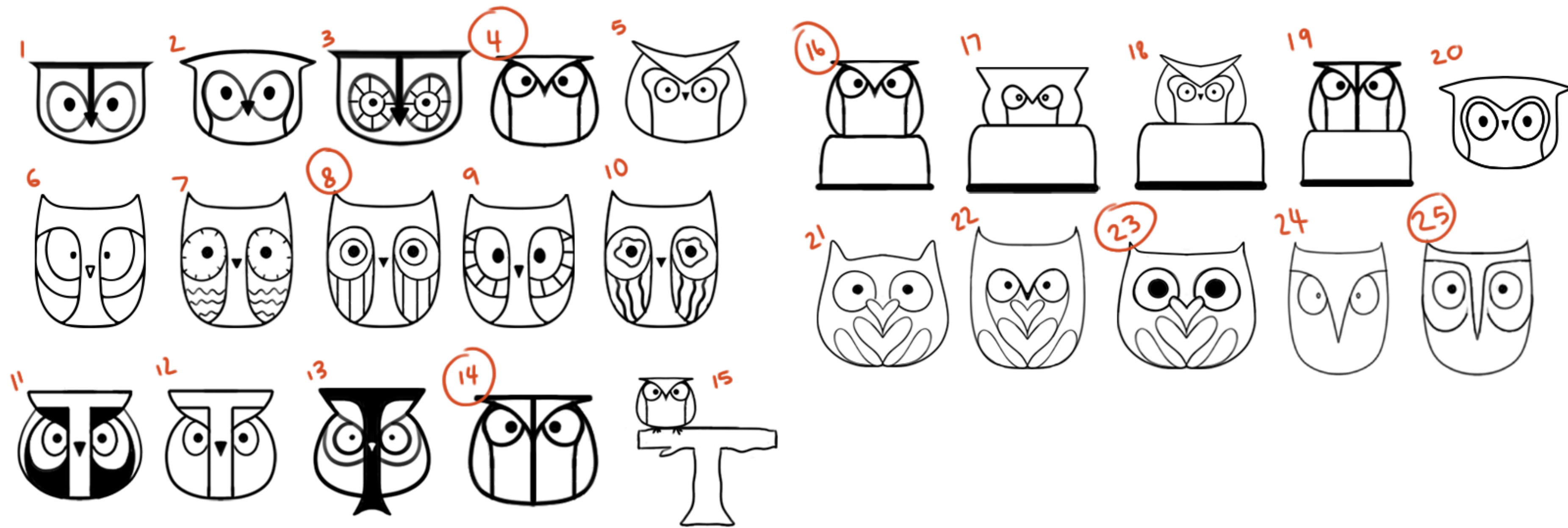
Objective of rebrand

- Create a more cohesive brand identity
- Simplify logo so it is easily recognizable and can be scaled down to fit on mugs/shirts/etc.

Moodboard



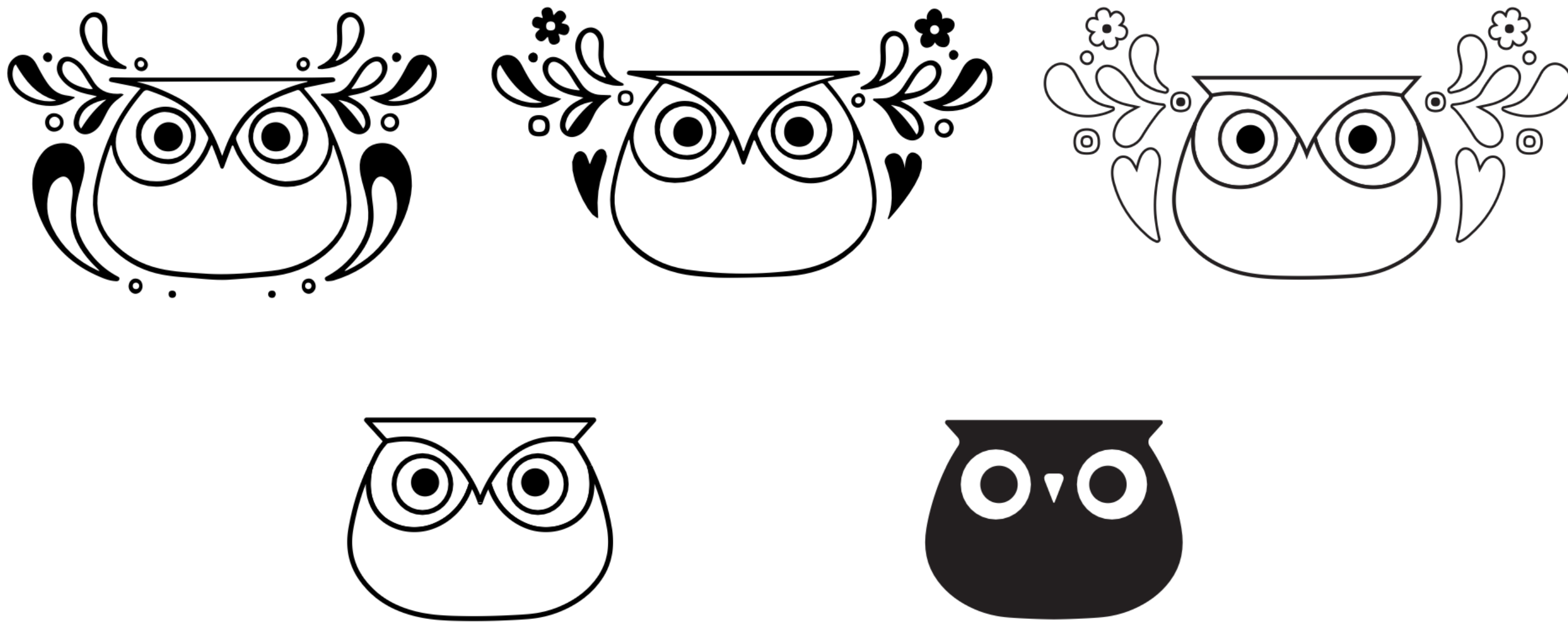
Sketches



More Sketches...



Early Computer Comps



Final Mark

