



F&B - BRAND IDENTITY & DESIGN PROPOSAL

CRAFTING BRANDS THAT DON'T JUST LOOK GOOD
"THEY FEEL UNFORGETTABLE"

BRAND VISION

In today's hospitality landscape, a restaurant is no longer just about food — it's about creating a complete brand experience. From the logo to the menu design, packaging, signage, and communication style, every detail shapes customer perception and recall.

This proposal outlines a complete branding and identity development package for your F&B; brand, designed to create a visually strong, emotionally engaging, and culturally relevant presence across every touchpoint.

1. BRAND BRIEF

- Brand discovery session
 - Understanding target audience
 - Competitor & market study
 - Brand positioning strategy
 - Defining brand personality
 - Mood board & creative direction

2. VERBAL IDENTITY

- Brand tone of voice
 - Messaging framework
 - Communication style
 - Tagline / slogan development
 - Storytelling approach

3. VISUAL IDENTITY

- Logo design / revamp
 - Color palette selection
 - Typography system
 - Design language development •
- Brand guideline document

5. PACKAGING DESIGN

- Takeaway packaging
 - Delivery packaging
 - Sticker & label design
 - Bag & box design

4. SIGNAGE DESIGN

- Exterior signage concepts
 - Indoor branding elements
 - Wayfinding signage
 - Wall graphics & typography

6. MENU DESIGN

- Food & beverage menu design
 - Typography hierarchy
 - Menu category structuring
 - QR menus & inserts

ESTIMATED TIMELINE: 4-6 WEEKS

DELIVERABLES

- Brand Strategy Document
- Verbal Identity Guidelines
- Logo & Visual Identity System
- Signage Design Concepts
- Packaging Design Files
- Menu Design Files

OUR RECENT WORK

LOGO DESIGNING

Toquo



Iroki



LOGO DESIGNING

Bon Patisserie



Bon Patisserie
Bakery • Cafe



Bon Patisserie
Bakery • Cafe



Fauxy



CREATIVE DIRECTION

MASCOT DESIGNING



Mochi a samurai or sensei makeover, blending that futuristic alien vibe with traditional Japanese warrior wisdom.

The hilt of his katana, or a sash/belt, drawing a direct connection to the leaves of the tree in the logo

Mochi's main body color, making him appear soft and welcoming, much like the light tones in the tree's trunk or background elements.

EXPERIENCE DESIGN

MENU CARD DESIGNING

Aromas Cafe



Malt - Kitchen . Bar



Kadak



Toquo



PACKAGING SYSTEMS

PACKAGING Designed to blend aesthetics, storytelling, and customer experience into one cohesive identity system.

Burger box



Ramen Bowl



Chop Sticks

PACKAGING

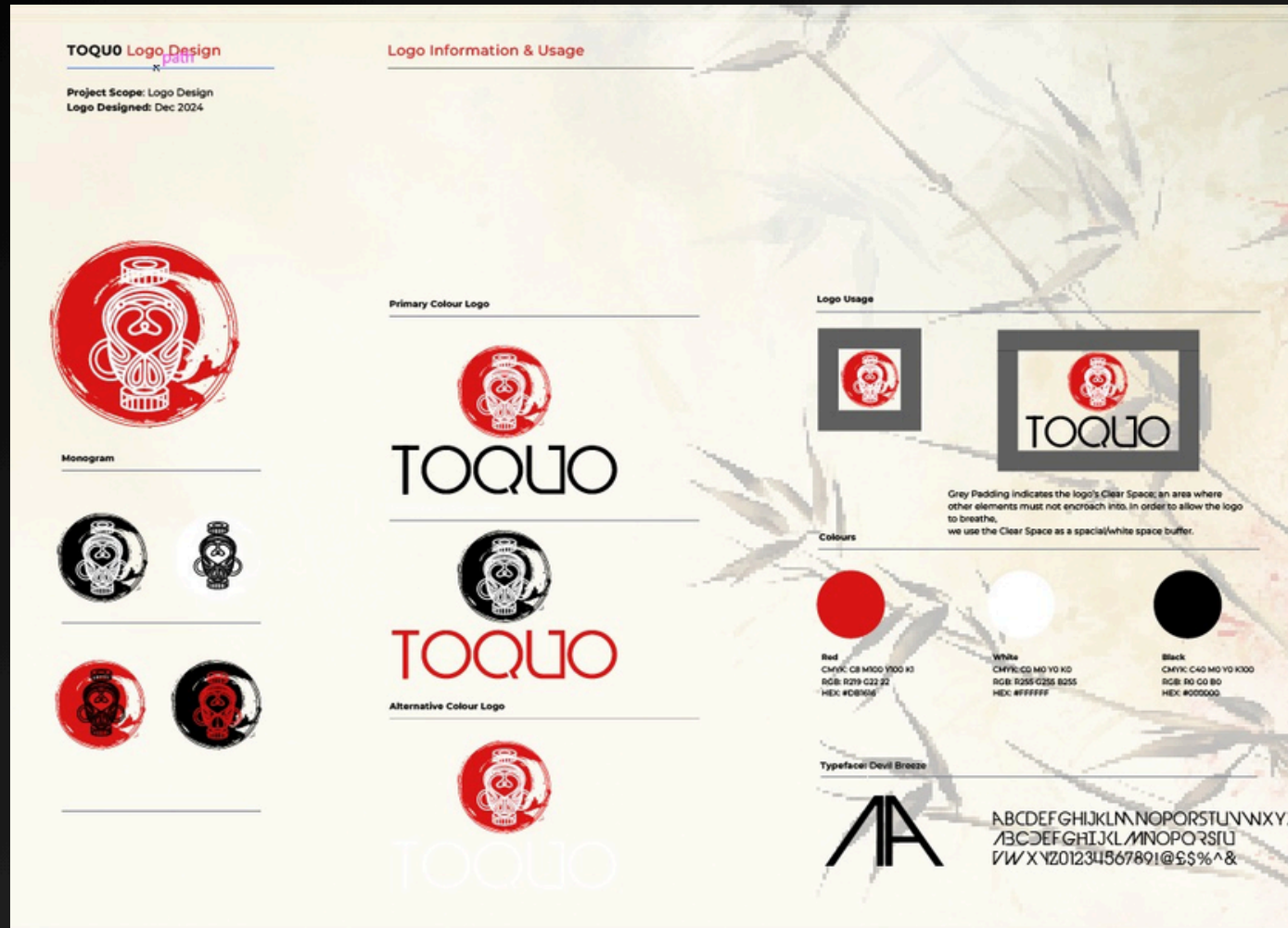
Cup Designs



BRAND CONSISTENCY

BRAND GUIDELINES

Designed to blend aesthetics, storytelling, and customer experience into one cohesive identity system.



HOSPITALITY STYLING UNIFORMS



LET'S BUILD SOMETHING ICONIC

Our goal is to create a cohesive, memorable, and experience driven brand identity that not only looks visually strong but also builds long term customer recall and emotional connection.

WE LOOK FORWARD TO COLLABORATING AND CREATING A DISTINCTIVE F&B BRAND EXPERIENCE TOGETHER.

ALIVE
AI+ GENZ = AGENCY

9225587587



ALIVE__AGENCY



[HTTPS://ALIVEAGENCY.NETLIFY.APP/](https://aliveagency.netlify.app/)

