

THE SPICY BOWL

The Spicy Bowl - Brand & Restaurant Creation

A bold fast-casual food concept built to showcase full brand system development from idea to execution.

Role: Brand Designer

Tools: Illustrator, Photoshop, InDesign

Scope: Logo, packaging, menu, truck wrap, social media assets

The Challenge

The Spicy Bowl was developed as a conceptual fast-casual brand to demonstrate:

- Full identity system creation
- Restaurant branding consistency
- Real-world scalability
- Cohesive cross-platform design

The goal was to create a vibrant but modern food brand that felt energetic without looking chaotic.

Strategy

Target Audience:

- Young professionals
- Families
- College students

Brand Personality:

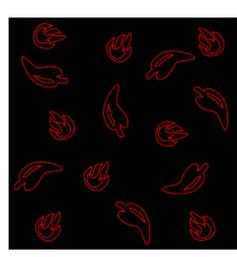
- Bold
- Energetic
- Flavorful
- Clean
- Modern

Visual Direction:

- Strong color blocking
- Confident typography
- Simple but iconic logo
- High-impact food

Process

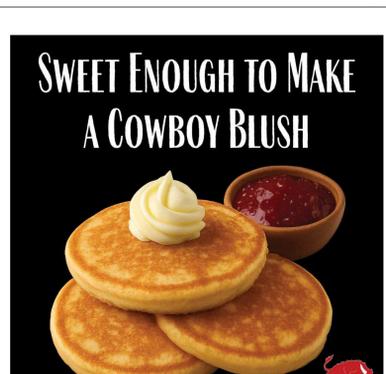
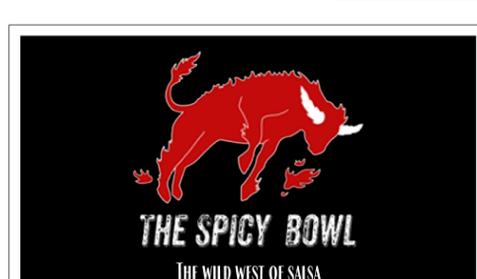
- Logo icon exploration
- Chili/bowl symbol refinement
- Color palette testing
- Menu layout grid design
- Packaging mockups



Final Brand System

Deliverables Included:

- Primary + secondary logos
- Full color system
- Menu design
- Food truck wrap
- Social media templates
- Packaging mockups



Results

The Spicy Bowl demonstrates my ability to:

- Build a brand from scratch
- Maintain consistency across print and digital
- Design for real-world application
- Present concepts professionally

This project highlights my strength in strategic brand building and full-system visual design.