

Client

Olu

Brand Essence

Olu is a vibrant and innovative fast-casual restaurant that draws inspiration from the rich tapestry of West African cuisine. The brand's mission is to introduce the exciting flavors and cultural depth of West African dishes to a youthful and diverse audience. In a market flooded with conventional fried chicken restaurants, Olu offers a unique alternative by merging fast-casual dining with the authentic and diverse tastes of West African culture.

Design Rationale

The design of Olu's, featuring the word "Olu" as a face with a wink, serves as a warm and approachable symbol for the brand. It resonates with the rich cultural traditions of West Africa, signifying hospitality and inviting customers in a friendly manner. In a market saturated with fried chicken restaurants, this unique design helps Olu's stand out and pique curiosity, making it memorable and distinct. It effectively targets the youthful and diverse audience the brand aims to attract, as the design is modern and relatable. By avoiding intimidation and instead exuding friendliness, Olu's face design is a versatile and effective branding tool, ensuring customers associate it with great food and a welcoming dining experience.

The image shows two large, stylized versions of the word "Olu". The "O" is a circle with a dot inside, resembling an eye. The "L" is a thick, blocky letter. The "U" is a thick, blocky letter with a horizontal bar above it. The first version is in a dark red color, and the second is in black. Both have a slightly textured, hand-drawn appearance.

The image shows two smaller, stylized versions of the word "Olu". The "O" is a circle with a dot inside, resembling an eye. The "L" is a thick, blocky letter. The "U" is a thick, blocky letter with a horizontal bar above it. The first version is in a dark red color, and the second is in black. Both have a slightly textured, hand-drawn appearance.

Larry A Lesley

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Design Rationale

The script wordmark for Olu, with a serious and hand-drawn font, adds a touch of sophistication while maintaining the brand's organic and inviting essence. The use of a more serious font conveys a commitment to quality and authenticity in West African cuisine. The hand-drawn aspect of the font brings a personalized and artisanal feel, suggesting a hands-on approach to crafting each dish. While it elevates the brand's image, it also preserves the warmth and cultural depth of Olu's, ensuring that the restaurant remains approachable and rooted in its mission. This design choice captures the balance between seriousness and the rich, welcoming experience Olu's seeks to offer its diverse audience.

Two large script wordmarks for the brand name 'Olu'. The first wordmark is rendered in a dark green color, and the second is in black. Both are written in a fluid, cursive script with a prominent swirl on the letter 'O'.Two smaller script wordmarks for the brand name 'Olu', identical in style to the larger ones above. The first is in dark green and the second is in black, both featuring a cursive script with a swirl on the 'O'.

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Design Rationale

Incorporating three dancers into the design of Olu's logo adds a dynamic and contemporary touch while staying true to the restaurant's West African theme. The dancers represent the vibrant and lively cultural tapestry of West Africa, infusing energy into the brand's identity. This choice aligns with Olu's mission to introduce exciting flavors and cultural depth, as dance is an integral part of many West African traditions. The contemporary twist adds a fresh and youthful appeal, attracting a diverse audience while maintaining a strong connection to the restaurant's roots. It not only differentiates Olu's but also signifies that the dining experience will be a celebration of both tradition and modernity, creating a compelling and unforgettable brand identity.

