



Harding Street Deli Identity Campaign | November 2019 | v01

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Introduction

Thank you for the opportunity to present to the Harding Street Deli. By research and visual inspiration, it is Aura Graphic Design's hope to deliver a unique relevant identity that will stand out in your field. Furthermore, creatively brand and promote your organization and products. We have completed three possible marks for your group. Concept one is the primary direction that we feel would best suit your needs. However, we have two other concepts that can be fully realized as well.



CONCEPT v01

Harding Street Deli Identity Campaign

Concept v01



This logo, by far, will give Harding Street Diner the visual presence it needs to stand out in the community and deli industry. It adds a personality to the business with its vintage street sign treatment. It brings back the nostalgia of the older black communities, which had outstanding full-functioning black owned businesses. However, this logo still carries the weight of universal appeal for customers of all colors. The green color associates to the “freshness” of Harding Street Deli’s foods. The tablecloth pattern is a visual cue for “dining,” while the “Delicious & Made Fresh” tagline informs customers that Harding Street Deli is not a “pre-made” sandwich deli.

The logo also keeps its prominence when viewed with second or third level color, as well as in all black or white. All your accompanying branded materials, such as: apparel, promotional items, digital graphics, etc. will create an orderly modern look for your establishment.

Concept v01: Stationery



Concept v01: Package Branding

Custom Sandwich Wrapper



Branded Cup



Branded Bag

Concept v01: Advertisements

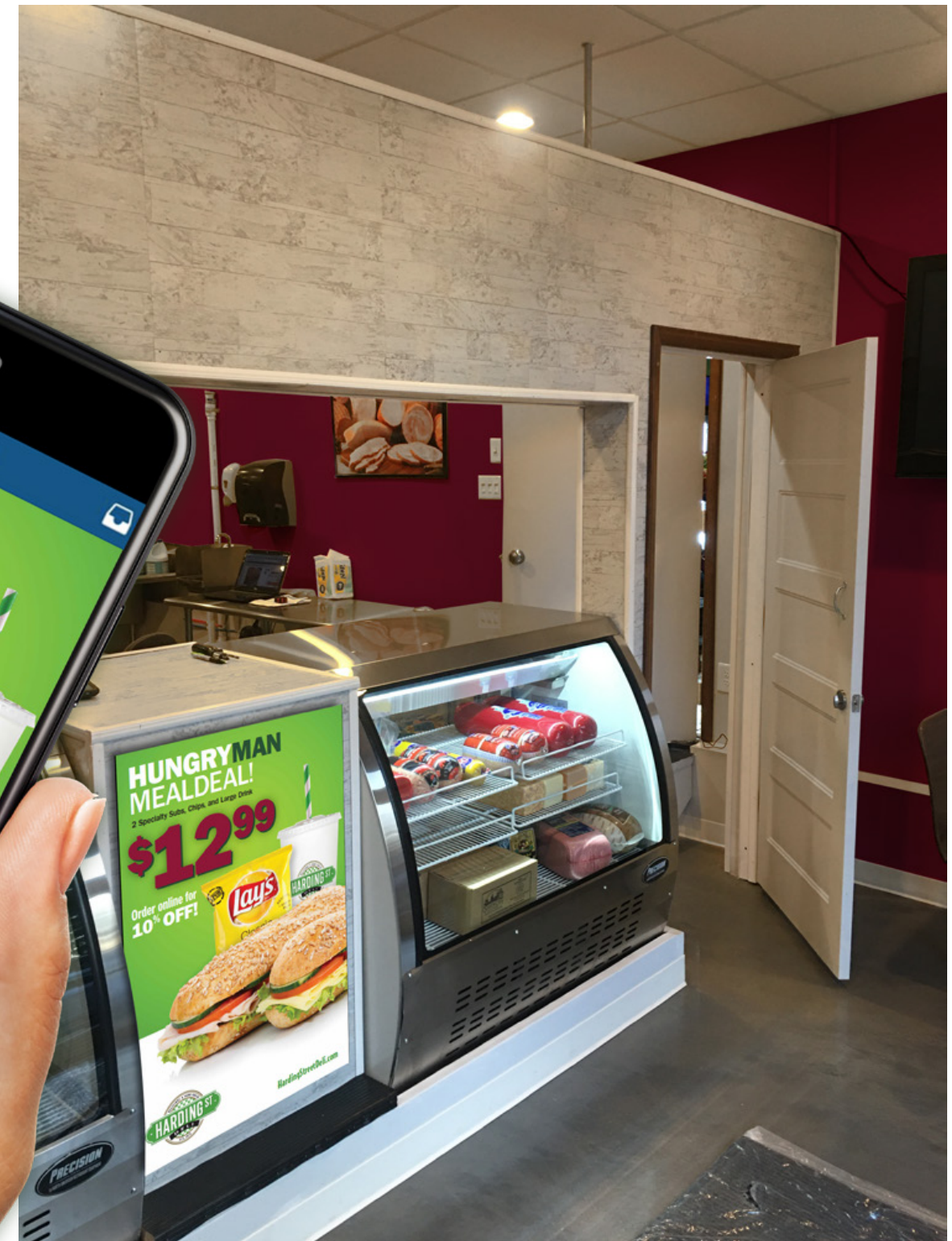
Printed Ad



Digital Ad



Mounted Poster



Concept v01: Apparel



Concept v01: Exterior Treatments

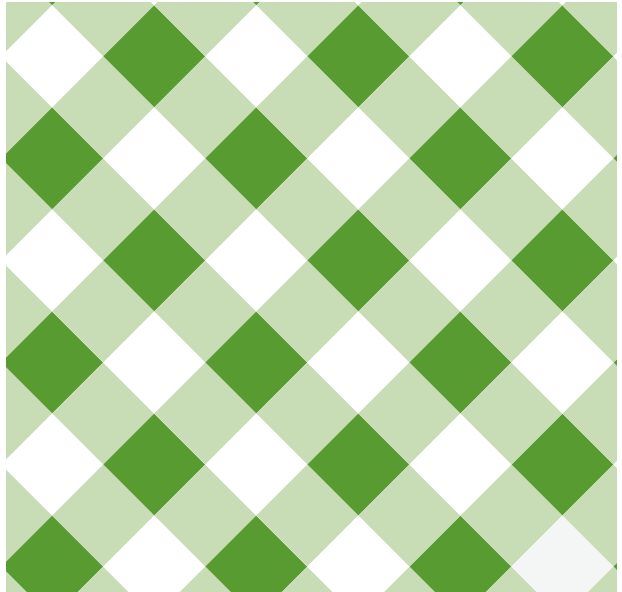


Concept v01: Color Palette

1st Level Colors



Brand Pattern



2nd Level Colors



Textures



3rd Level Colors



CONCEPTS v02 & v03

Harding Street Deli Identity Campaign

Concept v02



This is a more playful concept based off of a street sign as well. The sandwich is drawn in more of an “iconic” style. The bite taken out of the upper right corner is a humorous approach to represent the tastiness of Harding Street Deli’s foods. The green color emulates the color of Indy street signs, but also symbolizes “freshness.”

The thin long nature of this logo, and its color scheme will work well in producing a wide variety of graphic treatments.

Concept v03



This concept is a retro logo that emulates the awnings used by small town businesses in older times. However, the use of contemporary colors help modernized the mark. Just like Subway, the yellow and green color symbolize freshness and newness.

This concept has both vertical and horizontal versions. I don't think this direction is as strong as the first two, but it will look great on promotional materials.