

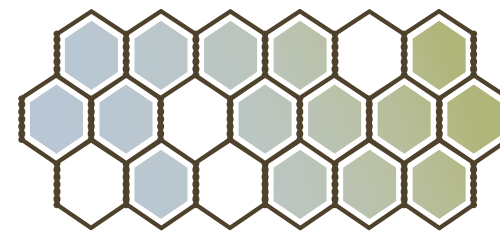
CATALYST

A GREEN/SUSTAINABLE EATING INSPIRED NEIGHBORHOOD RESTAURANT

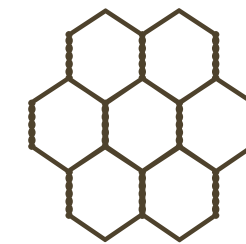
REFINEMENTS ON A DESIGN THEME

- COLOR USAGE EXAMPLES
- LOGO DESCRIPTIONS
- IDENTITY / MARKETING COLLATERAL PALETTE
- ONE COLOR USAGE EXAMPLES
- REVERSE USAGE EXAMPLES

Catalyst



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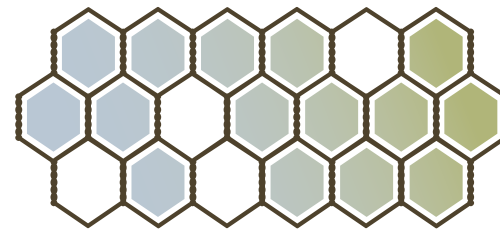


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Color Usage

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Wordmark: stylized font with brush stroke flourish suggests the artisan, handmade nature of green/sustainable cuisine—does not employ the chicken wire visual metaphor because its presentation would become too busy; included here because of initial positive response to this typeface



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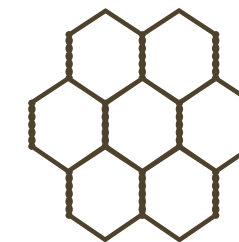
Streamlined chicken wire inspired logo: literal visual cues to old-school farm fencing evoke green/sustainable meaning in addition to its basic earth tone coloration—the color shift fill suggests change agent reaction



Macro-section chicken wire inspired logo: a bold mark that whimsically incorporates the chicken wire's geometry to create the "Y" in "Catalyst"; green/sustainable meaning is evoked both by its old-school farm fencing graphic and its strong color cue



Abstracted hex-chicken wire inspired logo: color shift graphic suggests change agent reaction, effervescence, aroma or flavor; green/sustainable meaning is evoked by its earth tone color cue



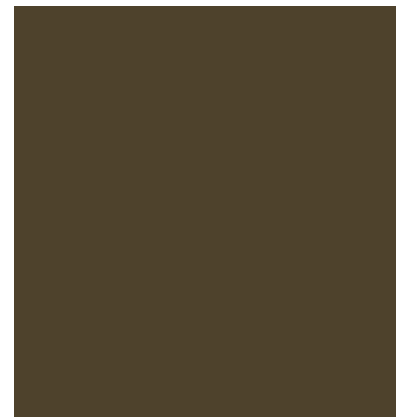
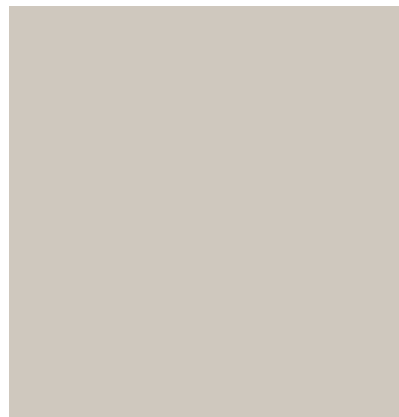
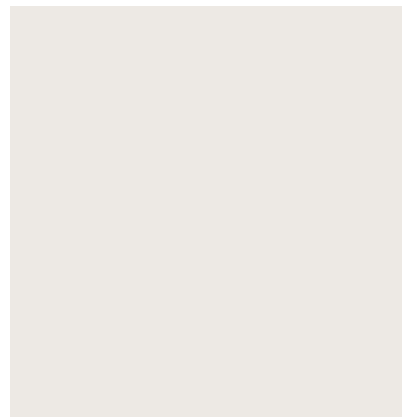
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Clean, minimalist chicken wire inspired logo: back-to-basics green/sustainable meaning is evoked both by its old-school farm fencing graphic and its simple earth tone coloration

Chicken wire as visual metaphor for green/sustainable eating



Primary Identity Color



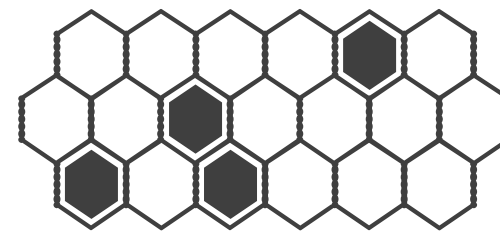
Identity Warm Grays | Earth Tone Shades



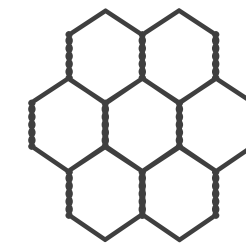
Identity Accent Colors

Identity / Marketing Collateral Palette (web site, etc.)

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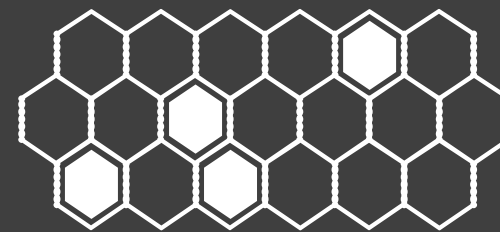
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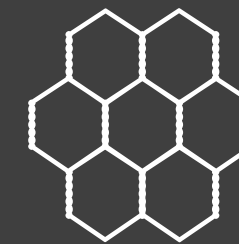
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One Color Usage

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Reverse Usage

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A GREEN/SUSTAINABLE EATING INSPIRED NEIGHBORHOOD RESTAURANT

Option 1: 3 Variations



I. Adding the chicken wire visual metaphor



II. Streamlining the visual presentation

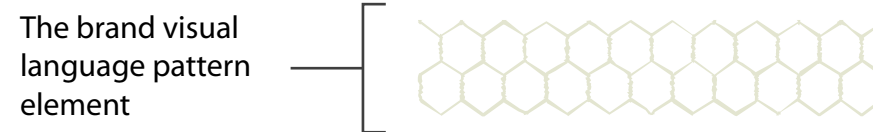
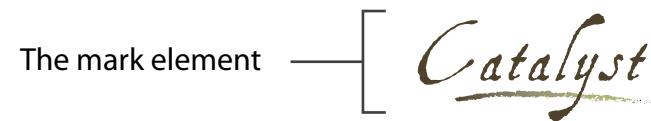


III. Strengthening the mark's presence

Option 2



Note: The example above represents a possible application of the 2 brand elements NOT a fixed identity!



In this option the brand identity is comprised of 2 separate autonomous components, the mark and its companion brand visual language chicken wire pattern element.

In all applications the mark is used to represent the Catalyst restaurant brand and by degree the brand visual language pattern element is introduced according to the intensity of the branded message.

Full trade dress (the mark used in conjunction with the chicken wire pattern and used according to strict usage guidelines TBD) is appropriate for all strongly branded applications such as signage, web site and advertising.

The mark element can be used on its own for mildly branded applications where the full trade visual identity has already been established such as on menus, bar napkins and where the pattern element cannot be practically applied.

The pattern element can be used on its own for subtly branded applications where it acts as a brand reinforcing design motif such as on printed collateral, etched glass partition screens and painted borders.

Refining The Selected Mark: How To Incorporate The Visual Metaphor?