



Mama Jay's Burgers

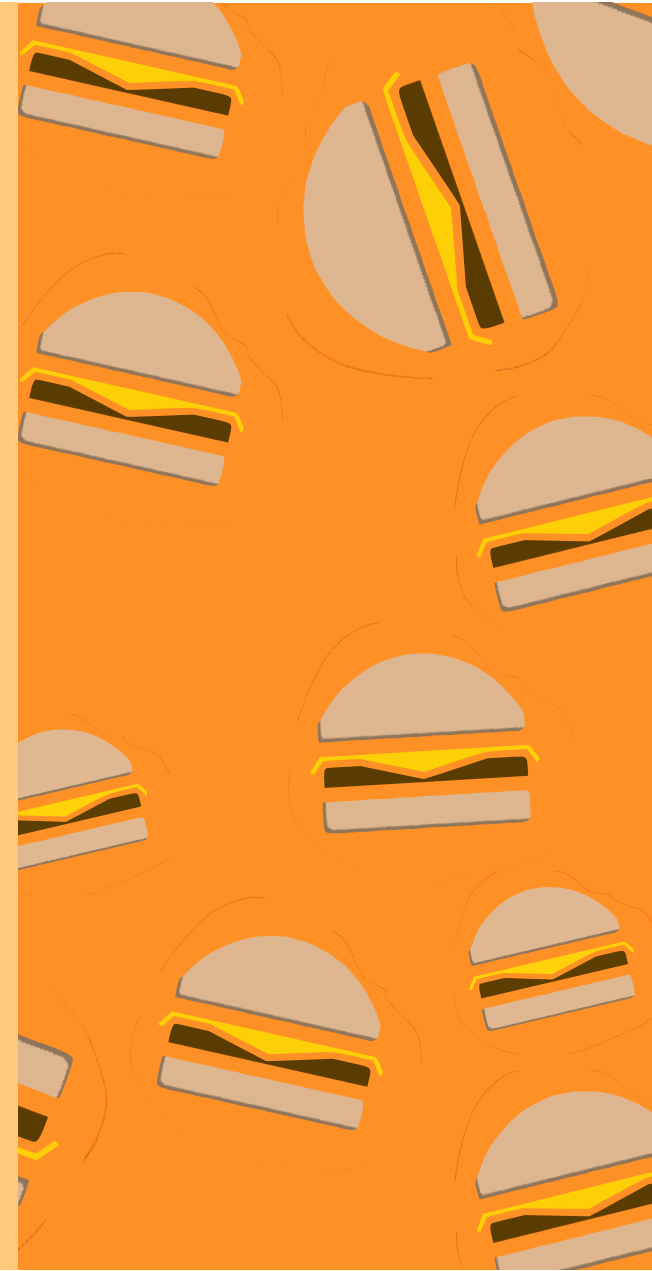
LOGO DESIGN PACK

DANIEL SHARPLES

Logo Description

Mama Jay's new logo design is a deliciously simple representation of our brand's passion for great burgers. Inspired

by Hungry Jack's iconic and timeless aesthetics, we've crafted a logo that captures the essence of classic burger enjoyment



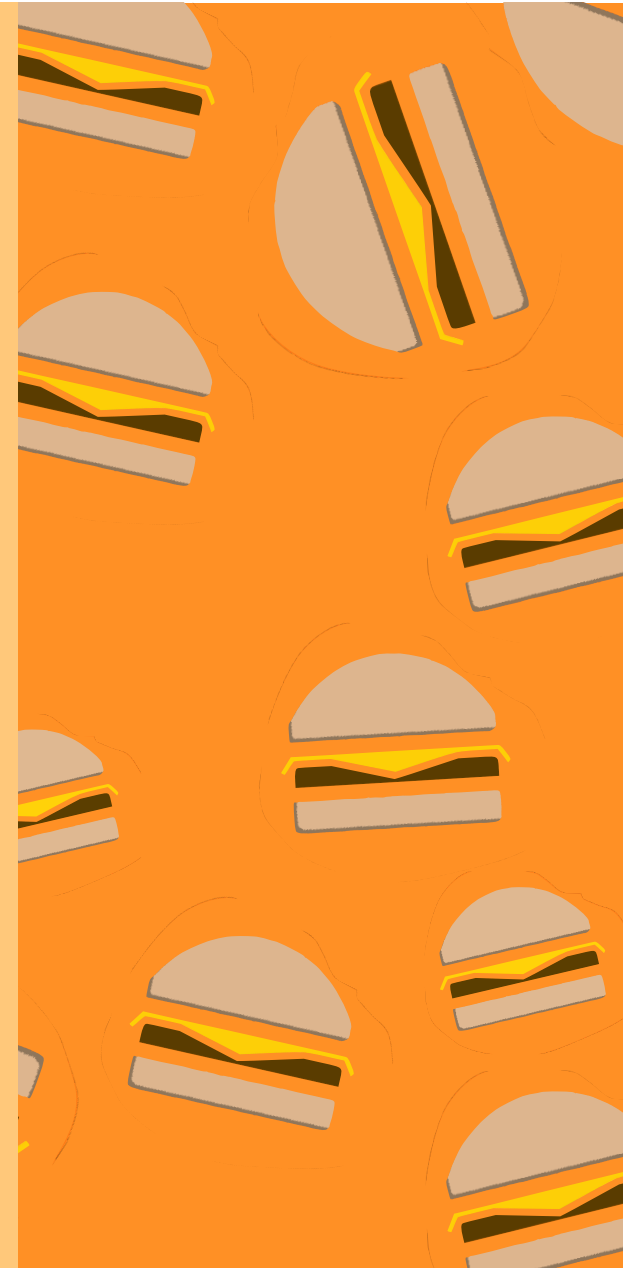


Visual Elements

Burger Icon: At the heart of our logo is a mouthwatering, minimalist burger icon. This icon consists of a perfectly grilled burger patty and cheese, all sandwiched between two fluffy burger buns. The burger icon serves as the focal point of our brand identity, signifying our commitment to serving up top-notch burgers.

Visual Elements

Classy Font: Beneath the burger icon, you'll find our brand name, "Mama Jay's," elegantly written in an elegant font. This font exudes sophistication, creating a perfect balance with the comfort and satisfaction associated with burgers.





Visual Elements

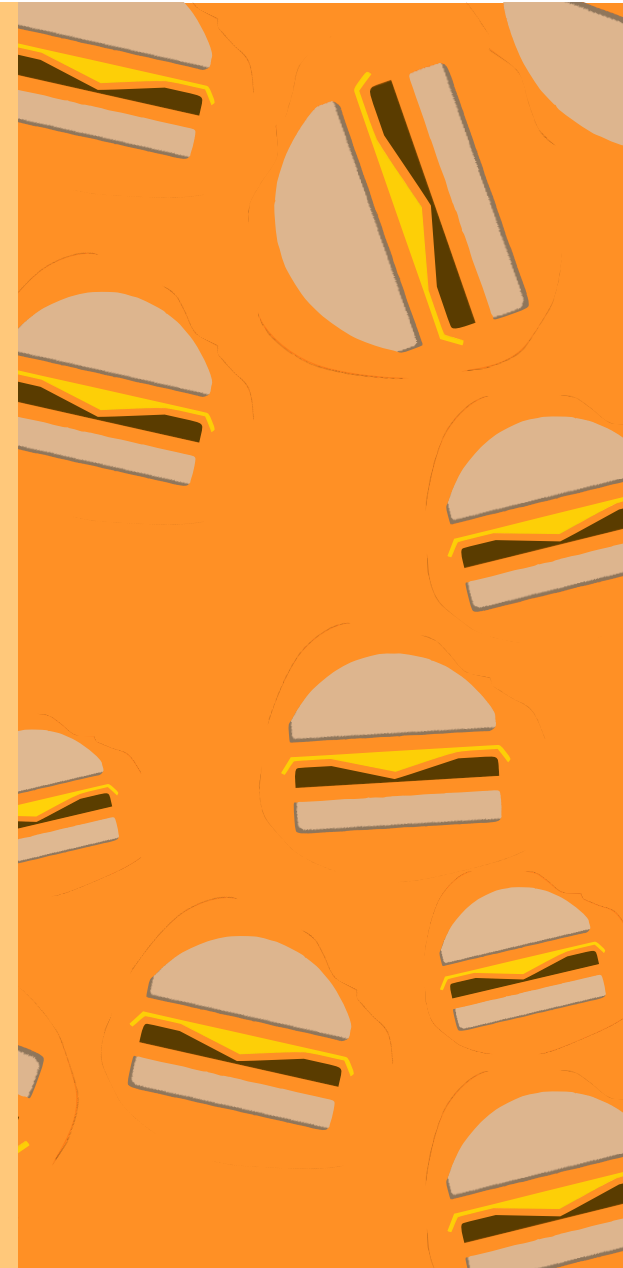
Inspired by Hungry Jack's: Our design draws inspiration from the legendary Hungry Jack's, known for its hearty and delicious burgers. We aim to evoke a sense of familiarity and trust among our customers.

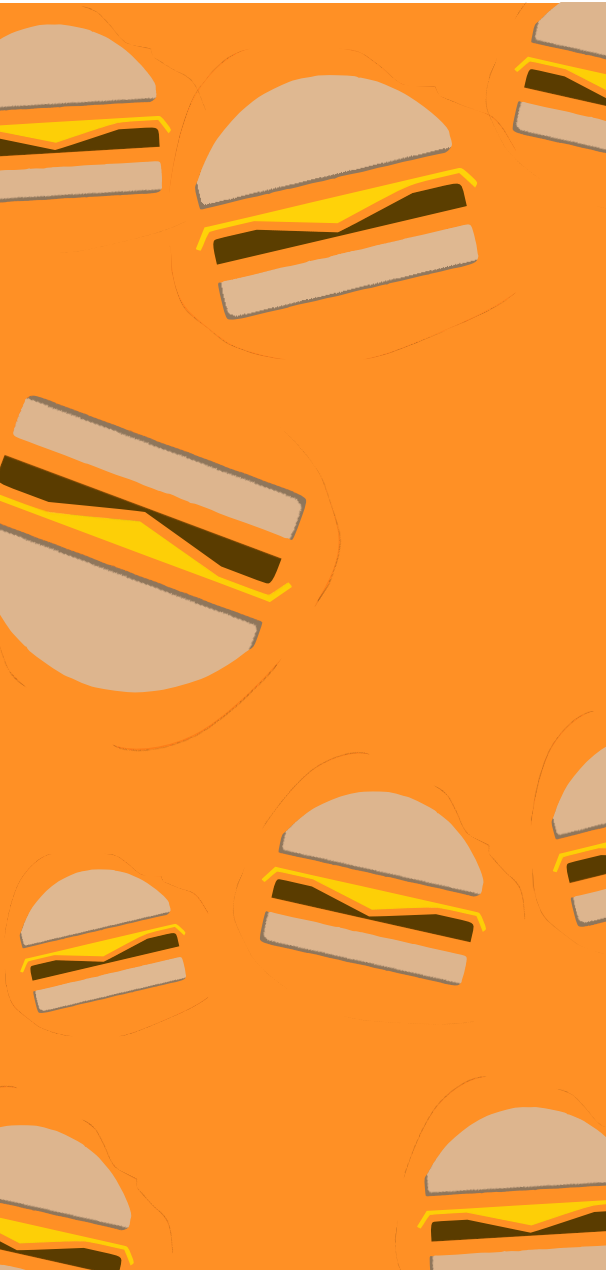
Colour Scheme

Orange: The primary colour of our logo is a warm and inviting shade of orange. Orange represents energy, enthusiasm, and the vibrancy of our brand. It's a colour that ignites the appetite and creates a sense of excitement.

Black: The black colour elements in our logo symbolise elegance and sophistication. They add a touch of class to our brand, making it clear that we're all about delivering high-quality burger experiences.

Brown: Brown is used sparingly to represent the earthiness and authenticity of our burger ingredients. It reminds customers of the wholesome, handcrafted nature of our burgers.





Mockups:

Our logo design seamlessly integrates with various brand elements, including a Burger Wrap, Burger Box and a Soft Drink Cup

Burger Wrap & Box

Burger Wrap: The logo can be prominently featured on our burger wraps, ensuring that every bite of our delicious burgers comes with a reminder of Mama Jay's commitment to quality.

Burger Box: Our logo graces the burger boxes, making the unboxing experience a delight for our customers.

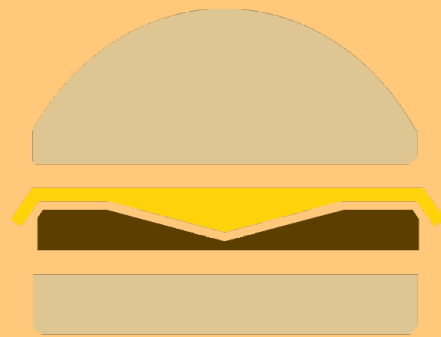


Soft Drink Cup



Our soft drink cups proudly display our logo, reinforcing brand consistency throughout the dining experience.

Mama Jay's new logo design embodies the spirit of Mama Jay herself - a passion for cooking up mouthwatering burgers that leave a lasting impression. With this logo, we're not just selling burgers but creating memorable moments.



**Mama Jay's
BURGERS**