

Bocca Logo Contest

Description:

We are calling for logo submissions for a new Italian American restaurant based in Seoul, Korea. Bocca is a non-traditional restaurant, we are a ghost kitchen concept, meaning we are focused on takeout and delivery customers only.

Bocca makes timeless Italian American favorites like Spaghetti and Meatballs as well as new-age specialties like a Truffle Cream Penne with grilled chicken and arugula. Bocca's signature Roman, a triangular baked focaccia pocket sandwich, is stuffed with your choice of filling like juicy Fennel Sausage and Peppers—it's a perfect meal on the go. Bocca's favorite is the Chicken Parm Hero—crispy handmade chicken cutlets, zesty marinara and griddled mozzarella cheese on homemade sesame seed Italian bread. Whether it's a Roman lunch for one or a pasta night with your friends, Bocca delivers.

We would like to see either a logotype (or) a logotype with a logomark. The design should have a modern typographic treatment that reflects a digitally-inspired restaurant yet pays homage to timeless Italian cuisine. The design should use our primary color palette of red and white, but may include a highlight color of your choice. The deliverable is an .ai file containing your original logotype and logomark treatments. We look forward to your submissions!

Target Demographic:

Our target audience is Korean females aged 24-44, in affluent neighborhoods of Seoul. They have an advanced education with a university degree, digital literacy, and an interest in cooking, online shopping, restaurants, and social media. They are predominantly Apple iOS users.

Check out our folder of inspiration images on Pinterest:

<https://pin.it/39i1ICL>