



Brand Name: Café Hulu

Concept: Café Hulu aims to position itself as the “cool neighborhood dining and social space ” in a trendy area shopping mall Beijing, the mall is renowned for its ability to attract affluent, young and well-travelled shoppers. The restaurant will offer an international café-style menu that features feel-good western comfort food that emphasizes on the quality of the ingredients and a well-balanced nutrition. The ethos- “Simple Things Done Well”, is what we believes would best describe our backbone philosophy with this place.

At Café Hulu, asides from having an international-style cafe menu, we will also have a strong barista coffee & artisanal bakery vibe, take-away and delivery service, serving both the shoppers at the mall as well as the nearby office workers and residents of the neighborhood.

The Name Hulu : The name Hulu comes from the Chinese words, húlú (葫芦葫蘆) also known as “calabash; bottle gourd”. The primary meaning is that it is used in an ancient Chinese proverb that describes the Hulu as the holder of precious things. In ancient time, vegetable Hulu was hollowed out and used to hold precious things. Hulu is one of the most ancient vegetable type in history of mankind and it is known to repel evil spirits. Hulu in general is considered a very lucky symbol in the Chinese culture context.

Logo Design Approach : Referring to a draft design of the logo provided here, which takes inspiration from the shape of Hulu, we favor such design because of its simplicity and modernity, also the sense of intrigue and mystery it exudes (as you would not have easily guess what does this shape entails without any further explanation).

Some keywords to keep in mind when designing “Modern”, “Contemporary”, “Clean”, “Graceful”, “Elegant yet playful”, “Refined yet casual”. “Eye-catching without trying too hard”

We are open to either having the name Café Hulu as part of the logo, or leave it out.

Base on these information, please come up with original designs that you believe would best represent the brand.