

Task description

Create a logo for the renovated restaurant with the new name “Roots” - visually endorsed by the old name of the restaurant “Cabana”.

- The logo should contain (at least) the following words: “Roots” & “by Cabana”.
- “Roots” is the main element and “by Cabana” is sort of a subscription
- Ideally the logo also contains an extra line that indicates what the new horeca concept is, like “Foodbar / Food & Wine / ...” and/ or a visual aspect.



CONCEPT

Background

The owners of the restaurant are currently renovating their restaurant “Cabana”, which – when it’s finished – delivers a total new concept with the name “Roots”.

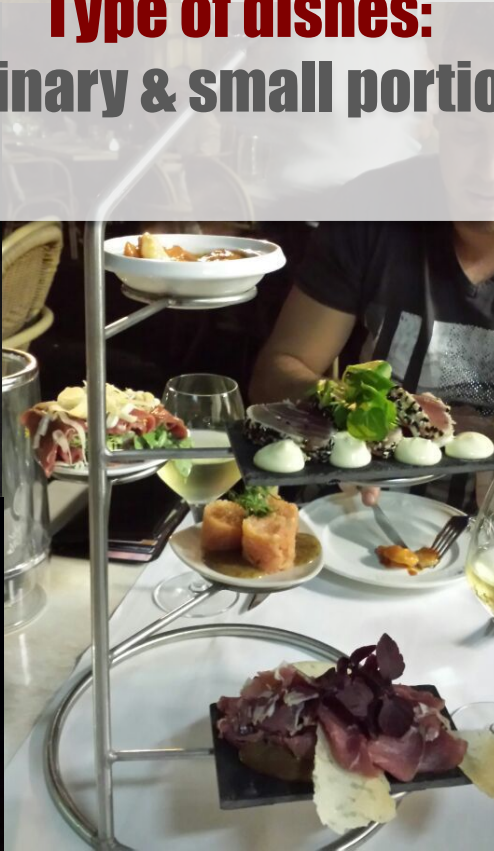
The old restaurant “Cabana” was originally a traditional Spanish tapas-bar serving meatballs, potatoes, bread with aioli etcetera. The interior and look & feel was also more traditional with a lot of terracotta, earthy colours, chalkboard menu’s.

Over time the restaurant transformed from the traditional tapas-bar with basic Spanish dishes towards a restaurant that still served small dishes but inspired by other cuisines and leading culinary approaches. Therefore it is now time to rebuild the restaurant and launch a new restaurant concept.

The new restaurant “Roots” is all about their passion for food, honest & most of all delicious ingredients, 5 senses experience, blurred lines in day/night (DJ comes in), take-away/eat-in, food service/food retail (there is a small shop inside). The food that is served is rather culinary; small dishes that are more complex in taste and combinations. Yet, the restaurant is not too upmarket; reasonably priced with relatively conservative guests in a smaller village in the south of the Netherlands. Please see an impression enclosed.



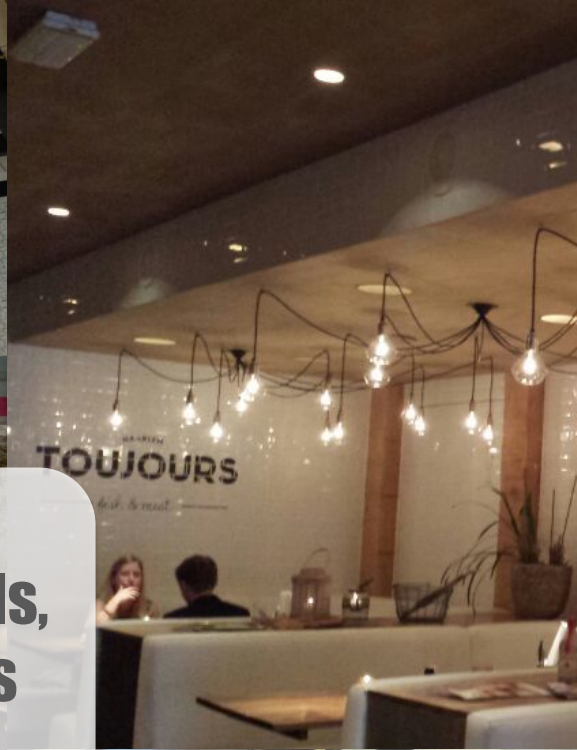
Type of dishes:
Culinary & small portions





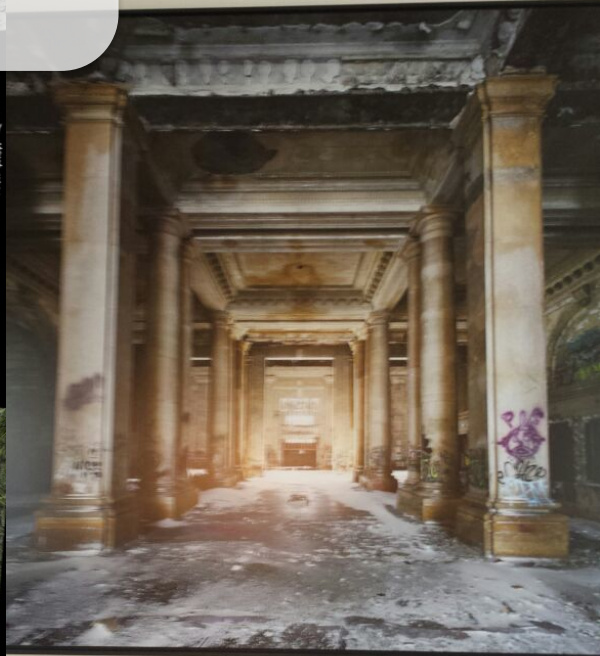
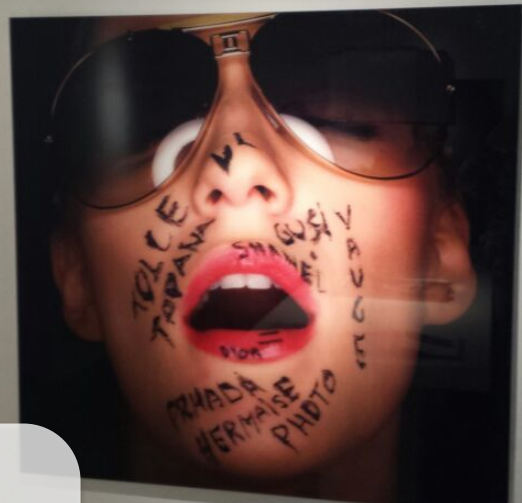
Presentation:
Product is hero, everything happens in sight, total food experience





Interior:
Old meets new: robust materials,
raw, natural & rough materials
like wood & leather





Look & Feel:
Warm, edgy & sexy but always sophisticated