# Case Study:

## Food Truck Conference Logo



By: Kimberly Miller

## The Project:

Create a a logo for the "Big Idea" Conference *(conference of your choice)*.
**My choice:** Food Trucks.

### About this Food Truck Conference:

This conference will be about celebrating the evolution of food service. Food trucks have become extremely popular and have changed the food service industry. At this event there will be access to 50+ food trucks outside, and inside will be a list of speakers who will give expert advice to grow a food truck business. This will be an opportunity to get priceless advice from those in the industry, network with dozens of vendors and local farmers, and meet with a group of lenders who can help you get your business off the ground.

### My Process:
1. Do some research, and brainstorm.
2. Create thumbnails.
3. Peer Review
4. Narrow Down
5. Create digital rough.
6. Peer Review
7. Refine
8. Create final digital logo.

## What I Found
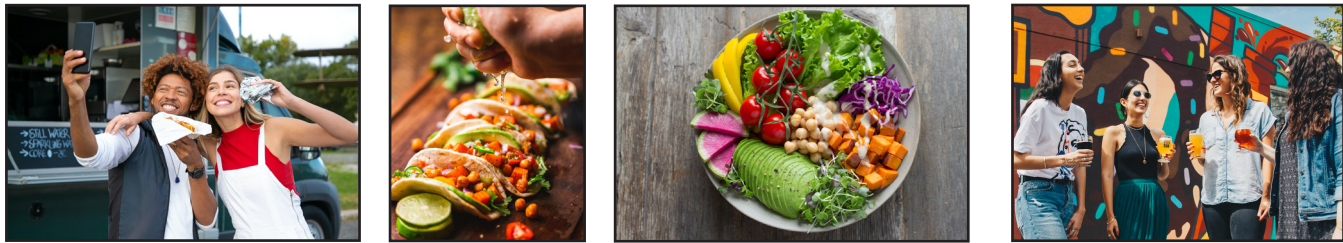


**Theme:** The beauty and flavors of food.
**Patterns:** Happy people, people eating, food on display, bright colors
**Personality & Mood:** Fun, bright, hospitality, joyful

## Thumbnail Sketches



# Step 1:  Research & Brainstorming

To get ideas, I looked up food truck events on the internet.  I looked for the themes, patterns, color schemes, and personality of other food truck events.

**Time:** ~1  hour
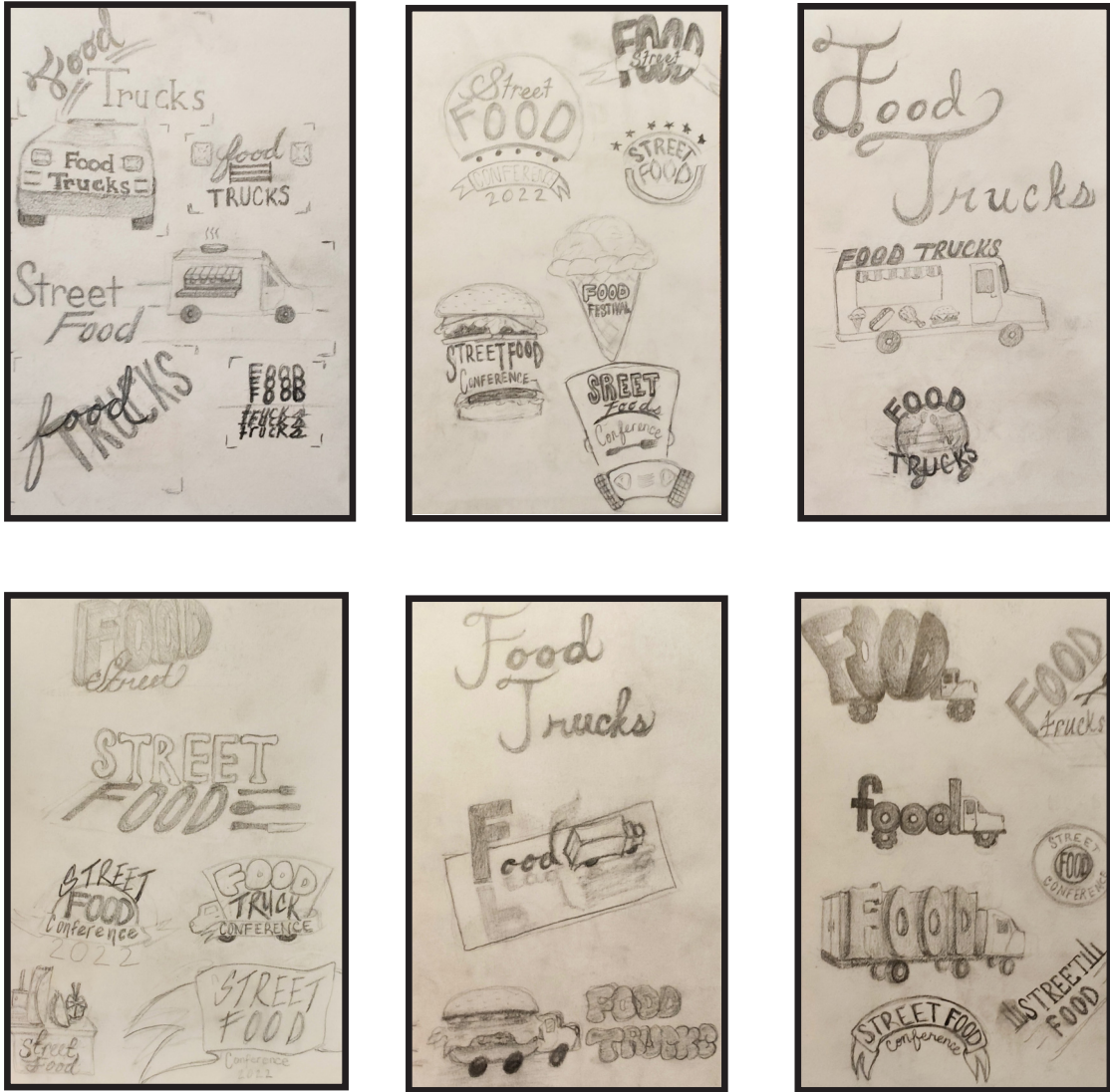
# Step 2:  Thumbnail Sketches

I created a plethora of different thumbnail sketches.  Tried to do as many different styles as I could think of, and tried out different names for the conference.
This gave me a lot of options to choose from to move forward with the project.
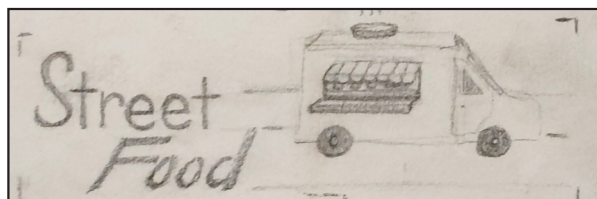
**Time:** ~2-3 hours

## Peer Review



## Step 3:  Peer Review

  Classmates gave critiques and suggestions, which helped me narrow down my top choices of the thumbnails.

**Time:** ~30 min

## Top Choices



## Step 4:  Narrow Down & Refine

  After getting contructive criticism and critiques, I was able to narrow down and choose a few top choices.

**Time:** ~1-2 hours

## Digital Roughs - Different Variations



## Peer Review



**Step 5: Digital Roughs** *(Adobe Illustrator)*

This is where I decided on the name. I changed "Street Food" to "Food Truck" and when I did, I noticed the lettering almost made an outline of a truck. This is was the starting point of the design.

**Time:** ~-4 5hours

**Step 5: Peer Review**

After working on the same peice for a long time, it can be hard to see what others see. Get their opinions and take critiques openly.

**Time**: ~30 min

**Refined Rough**


**Final Design**

## Step 6: Refine

After recieving input on the digital roughs, I decided which one to go with, and shaped up the fonts, condensed the white space, and adjusted the colors.

**Time:** ~2-3 hours

## Step 7: Create and Save Final Logo

I always like to take the time to look at everything and make sure there aren't any more edits I need to make. I made a couple adjustments and finalized the logo.

**Time:** ~1-2 hours

<u>Mock Ups</u>







## What will it look like on actual produts?

Once the final logo was complete, I created mock-ups to display the logo on actual products and advertisements.

*This project was a fun challenge to tackle, and the steps I took played a huge role in helping me get to the end result smoothly.*