



• The menus express the brand's wit and character. Images were played about with, cut off, moved around.

•• The NB Bar sub-brand sees the wording dance about, conveying the lively energy of the environment.

••• A three-colour palette on these business cards is drawn from warm tones of the restaurant's interior.

•••• Paper stock is heavy and matte. Different sizes create movement throughout the identity system.

••••• Playful stickers brand simple takeaway boxes and help build the overall story.



THE REST OF THE INDUSTRY SAYS...



BEN TALLON
Illustrator and art director
www.bentallon.com

“The restricted use of colour, texture and the interesting and enjoyably unfinished compositions are the strong points. There is nice variation within the elements, comprising an interesting overall brand. The logo could have been pushed further [towards something more playful], with subtle nudges into a more organic space, which holds back this strong body of work from being truly forward-thinking. Trends in fonts hold back more challenging concepts from their overuse. But the overall powerful identity makes up for my minor gripe.”



MARK RICHARDSON
Founder, Superfried
www.superfried.com

“This identity really works for me. It immediately feels modern, fresh and inviting. The robust cap logotype has authority and expertise without pretension. The colour palette is muted and combines well with the natural imagery. Great balance has been achieved throughout – the copy, colour and imagery are never too dominant. [Blok Design has] maintained the styling through all collateral, even the website, which is often overlooked. I like this identity because it doesn't feel restauranty, but simple and natural with a dash of spontaneity – just like good food.”