

MYNAME!SDAN

A PRESENTATION TO:
KLOUD KITCHEN

INSPIRATION

Looking at the competition for Kloud Kitchen and what brands it will be competing with, I have pulled together a few examples of logos.

There is an opportunity to really stand out from the cloud (pun intended) with this logo and inject some more colour into the market place. On the following pages are a few concepts for you to have a think about.

I would really appreciate feedback on the following presentation, & if you see potential, the possibility of finalising one of them, to move the brand forward.

Thanks you for the time & opportunity,

Dan



**BOMBAY
TAKEOUT**



POTAGE
eat well together

apetito

thyme



LOGO CONCEPT ONE:

This concept merges a chef's hat with the titular cloud of the brand name, to create a strong, recognisable icon. Like many modern brand names, a space is omitted and each word has it's own colour.



LOGO CONCEPT TWO:

A more traditional, or 'hand-made' feel was the order of the day for concept two, to hopefully show that craft that goes into each meal.



Kloud Kitchen
FRESH FOOD DELIVERED



Kloud Kitchen
FRESH FOOD DELIVERED



LOGO CONCEPT THREE:

A heavily illustrated concept using a bowl of rice/curry and a floating cloud - again taken from the brand name. The bowl could be used in different colours for differing locations of the company going forward.



Kloud Kitchen
FRESH FOOD DELIVERED



Kloud Kitchen
FRESH FOOD DELIVERED

LOGO CONCEPT THREE V2:

A slight tweak on concept three where the icon is placed in a different position and the use of colour on the typography creates a different emphasis.


MYNAMEISDAN

Daniel Tiller

Graphic & Web Designer

07595 397 242 | dan@mynamedan.co.uk

www.mynamedan.co.uk

 [@my_nameis_dan](https://twitter.com/my_nameis_dan)