

# Wood Hearth

RESTAURANT

STRATEGY



DESIGN



IMPLEMENTATION

The visual identity for "**Wood Hearth**" restaurant was created based on the core values of the brand: naturalness, authenticity, warmth, harmony, and quality. The resulting graphic system harmoniously combines the elements of **nature** and **fire**, reflecting their primal force through **minimalist** yet expressive details. As a result, the brand has gained a unique image that effectively distinguishes it in the premium gastronomic segment. The central element of the visual identity is the logo, designed in a minimalist style, with **organic** accents referencing tree rings and flames. An **elegant** typeface with a rustic character was used to convey the connection between nature and modern design. For the textual materials, a **modern** monospace typeface was applied, ensuring simplicity, readability, and a professional appearance. The main color scheme is based on classic **black, white** combined with a deep, expressive **green**, reflecting the brand's connection to nature. Additional graphic elements, such as **wood** textures, flame-like **lines**, and **smoke** motifs, were subtly incorporated to enhance the brand's visual language. The visual system was designed with versatility in mind and has been applied to key materials, such as the menu, business cards, takeaway packaging, and the restaurant's signage. The visual identity is cohesive and easy to adapt to various formats, helping to build a recognizable brand image. Through this comprehensive visual identity, "**Wood Hearth**" attracts customers' attention, emphasizes its **unique values**, and stands out in the competitive landscape. The implemented system effectively conveys warmth, authenticity, and **harmony** with **nature**, serving as the foundation for the brand's further **growth** in the premium gastronomic sector.

# Font

## The Seasons

#FFFFFF

#255542

#3F5F42

#141413

Font

Degular Mono

**MEDIUM**



Wood



Hearth

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# Wood / Hearth

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## Reservation

565 - 432 - 2102







