

For this project, I was tasked with finding an existing business to rebrand in a way that would display the brand in its best light. Each business offers specific brand characteristics that are unique to that business, but their branding does not always emulate that distinctive quality. I chose a restaurant from my hometown that explodes with character and has amazing food that has become a staple in Downtown Athens, especially with the college-aged demographic, called Cali-n-Tito's.

My objective in this rebranding project is to create an identity for Cali-N-Tito's that exemplifies its unique, quirky character. I want to show this through its color choice and design elements, so I researched color blocking and geometric art styles to gain inspiration. Through this research, I solidified my plan to use a sort of color blocking in my design, but I wanted to create a twist since the restaurant is so unique in its established environmental designs. I wanted to keep the core of the restaurant's character since that is such a big part of what makes the restaurant so successful.

Before I started my initial sketches and chose my initial design elements, I developed a brand strategy by researching the restaurant's demographic, competitors, and analyzing the brand in order to create an identity that represented Cali-n-Tito's realistically. I found that their unique selling point is selling amazing Latin food for an inexpensive price. Their different locations also offer imaginative, unique atmospheres that draws college students into their brand. In order to reach college students better, they not only offer their food at a low price but they also physically position their restaurants near a college campus, University of Georgia. Their market positioning falls under the budget category; however, their brand does not fit the stereotypical value category. This differs from stereotypical value brand companies because they usually brand themselves with simple, clean designs with minimal variations of color. Because Cali-n-Tito's is

a Latin restaurant, they infuse their brand with colorful, bold design. This also draws in their demographic by representing themselves as a higher-end brand with a lower price than the other companies in that market position.

Cali-n-Tito's caters to the college student that is on a budget. Their demographic is not the college student that is extremely health conscious, but there are still healthy options at their locations that this demographic can eat. Their job is not necessarily a factor, but they are in school and relatively busy. They like to eat out on the weekends with friends, and they are looking for a good college experience; they know that part of the college experience is finding an inexpensive place near campus that sells amazing food.

For their brand identity, I designed business cards, letterhead, envelope, and a logo for the company. I chose to utilize the parrots that they have at one of their locations to use for the logo, and made a pattern using the same style of the logo in order to elaborate on the illustration of the parrot from the logo. My designs consist of offsetting geometric designs, using bright, vibrant colors in order to represent their fun, quirky style in their restaurants.

After, I also created mockups to show how the brand could carry on to other assets to sell in the future. This includes a website and new menu to fit within their new brand identity. I carried the patterns and design aesthetic to these other assets in order to create a cohesive design that the brand can use to establish their brand within the community. In order to maintain cohesive designs within the brand, I also created a brand style guide so that anyone that designs for the company has guidelines and regulations to follow when creating more designs for social media, print, or merchandise.

In order to make these designs more accessible, I produced this work digitally in Adobe Illustrator, InDesign, and Photoshop and then printed the collateral material and brand elements

to mount for presentation. I created the majority of the illustrations in Adobe illustrator then transferred the best designs to Adobe InDesign to layout. I also used Photoshop to create and edit mockups to show an actual representation of how the designs can be utilized.