

From a 30,000ft view, Budge is an application that allows restaurants to have a comprehensive ordering system for takeout and delivery. Takeout and delivery orders are all managed through an integrated point-of-sale (POS) system. One the biggest selling points that we saw was that it was offering a much more reasonable revenue sharing deal compared to competitors.

At the very beginning, we knew how we could create a distinct brand for Budge so that they could communicate their message through the power of design.

We wanted eaters and restaurants to associate Budge with a friendlier experience immediately.

Our task was to design a logo that would give users a warm feeling about the app when downloading it for the first time

1. Produce a logo that can communicate the desired message, but to also make sure it would be malleable across different contexts
2. The logo would need to set the standard to how the rest of the design should play out

But how could we create a logo to communicate this message and achieve the set objectives visually?

We determined early on that a necessary strategy would be for them to have a visual style that wasn't as "serious-looking" as competitors.

High competition doesn't mean that you can't stand out, but it's a taller order. Flair was the key. We wanted an image to the brand, something beyond a symbol that will showcase Budge's friendly personality.

So we thought; why not create a mascot for Budge?

Early on, we realized playing with the letter B so that it could stand along as a mascot to the company, while at the same time, make it as readable and sharp as typography. We had a lot of fun on coming up with the different personalities for the little happy chef Budge mascot.

This would give Budge an arsenal of branding assets to choose. We offered to Budge some suggestions for using the logo in formal documents and materials. Additionally, it would make for a distinctive icon, which we hypothesized would sharply increase initial click-through rates.

Chop Dawg and Budge spent countless hours iterating the minor details of the Budge mascot before coming up with an icon that felt like the perfect fit.

What we created:

Budge was a logo that could work as a mascot, an icon, and a title. We created something that could be informative, cute, and memorable at the same time.

Additionally:

You can see in these final pages that we began experimenting with color patterns and testing to see how the Budge icon would look on its own, as an icon, and in black-and-white.

We also paired the logo with sample pages so that our client could see how it could all fit together.



ChopDawg Studios, Inc

1001 N. 2nd Street, #515
Philadelphia, PA 19123-1643

www.ChopDawg.com

Hello@ChopDawg.com
(800) 490-1476



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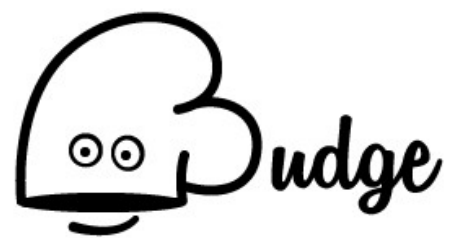


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Back Restaurant Menu

La Patisserie des Joshua \$\$
Open until 6pm today
4.5 stars
2 miles away

1001 N. 2nd Street
Philadelphia, PA 19123
(609) 385-3964
Website

Hours
Monday - Friday 9am-10pm
Saturday - Sunday 9am-11am

Make a Reservation
View Menu
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Brandon Teller 4.5 stars



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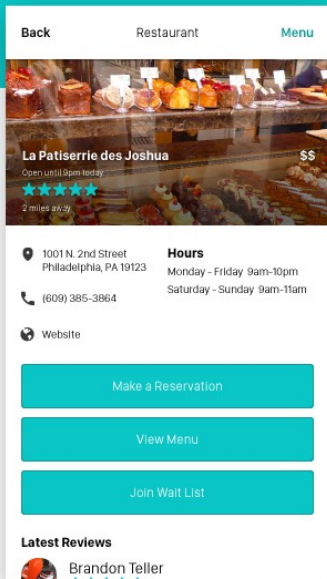
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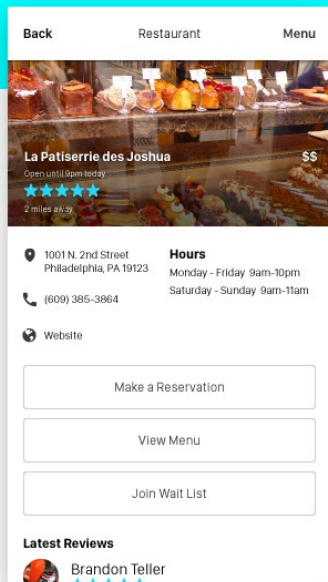
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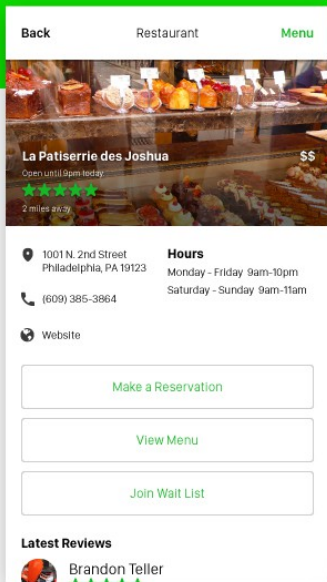
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