

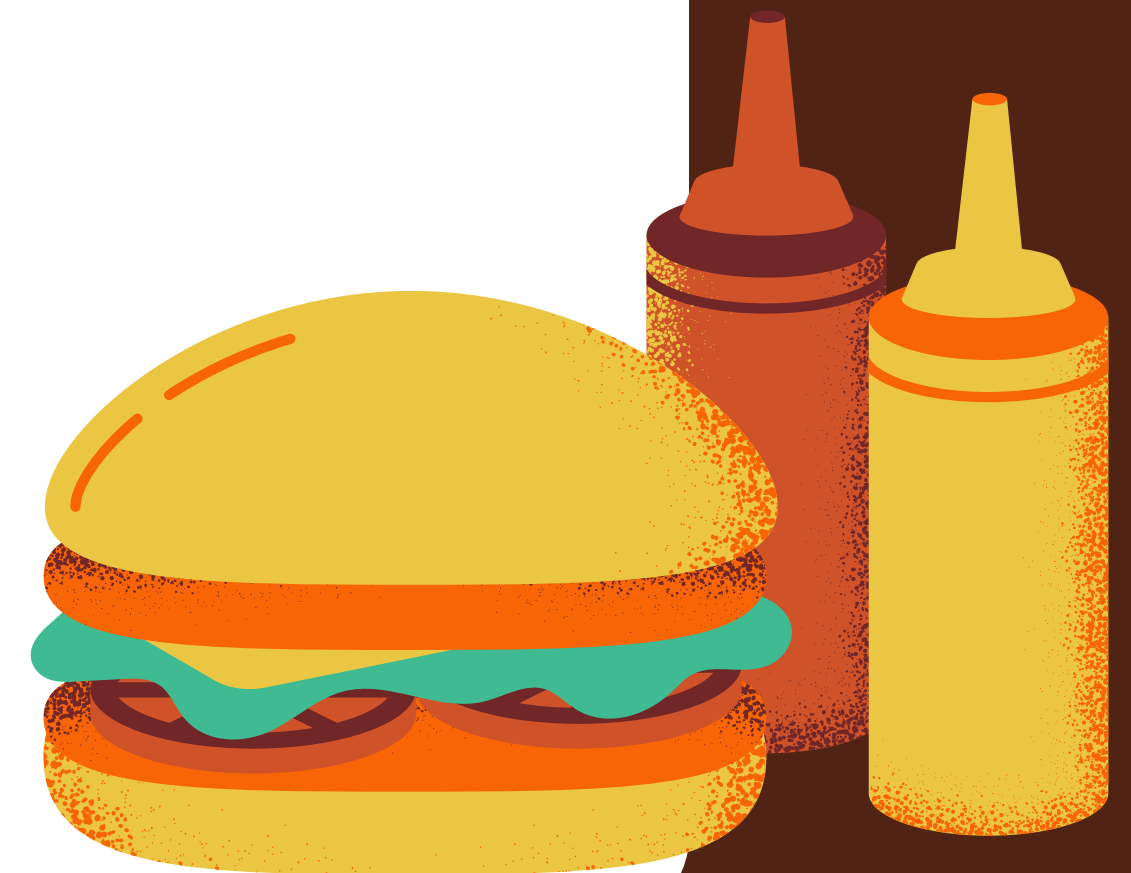


Assignment 1: Rebranding

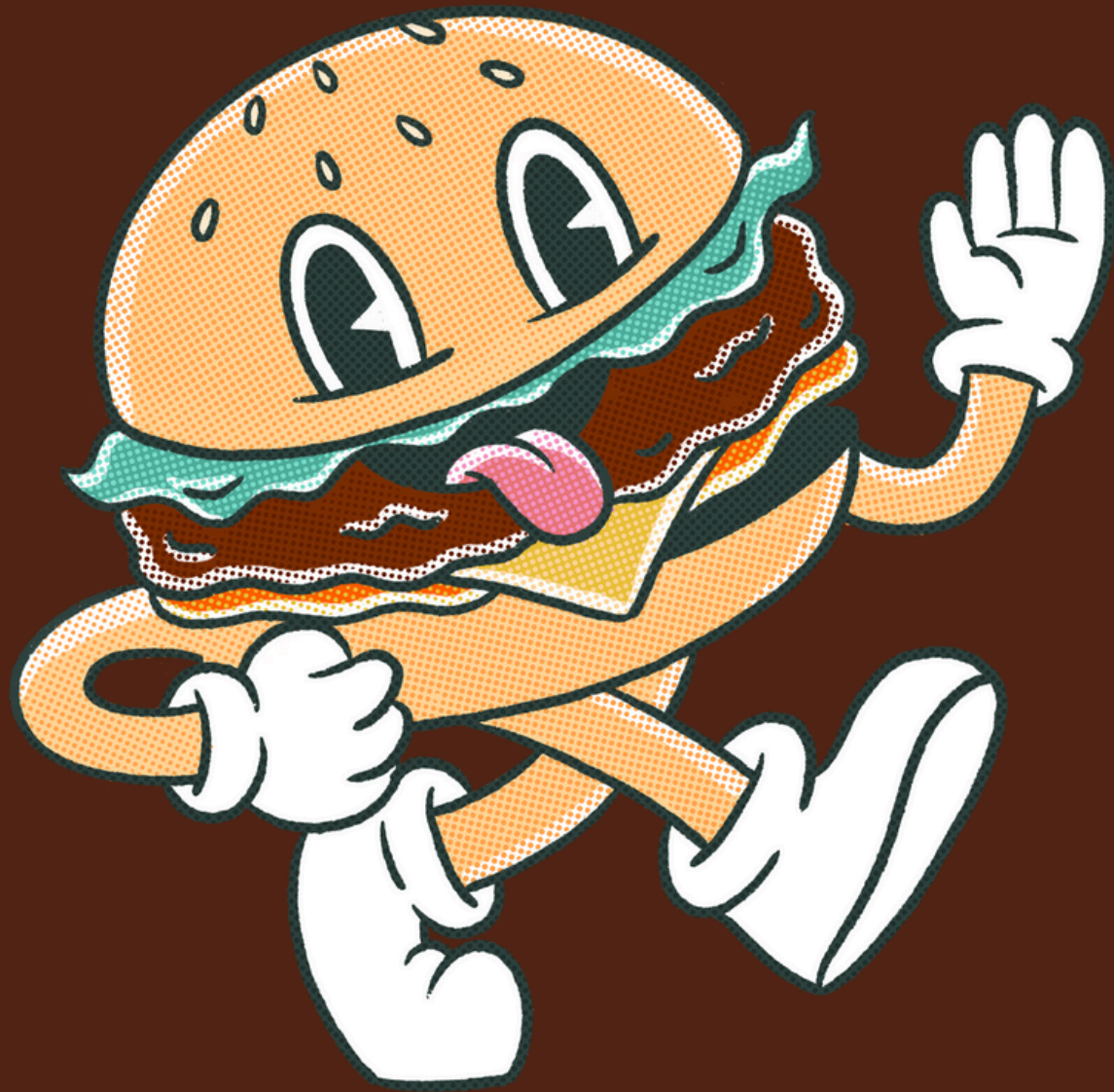
Sushmita Pereira: 8771987

MENU

- **About the Brand**
- **The Need for Change**
- **Research**
- **Ideation Process**
- **Enhancing the Digital Experience**
- **Crafting and User Journey**
- **Listening to the Customer**



Chapter 1: About the Brand



Burger King®, where they've been flame-grilling since 1954! Known for their iconic Whopper® and diverse menu, Burger King® serves real food made from quality ingredients, with a commitment to sustainability. With over 18,000 locations globally, they offer a seamless dining experience both in-store and online. At Burger King®, they believe in delivering great taste and exceptional service every day. Enjoy your meal, your way, with them!

Chapter 2: Need for Change

Burger King, a brand with a rich history and a strong reputation in the fast-food industry, needs to refresh its look to give its customers a new face of the brand with the old taste of their favourite whopper. The world of fast food had evolved, and so had the expectations of its customers. The brand needed to refresh its identity to resonate with modern audiences while honoring its heritage.

Chapter 3: Research

Burger King's Logo Design Evolution



1953-1954

BURGER-KING

1954-1957



1955-1969



1969-1994



1994-1999



1999-2021



2021...



Chapter 3: Research

The current burger king logo is very simplistic and and with its minimalistic design it maintains its identity as king of the burgers.

The name “Burger King” placed between the two buns is the perfect combination of the name and its identity as home for burgers.



Chapter 3: Research

Other giants in the market



Chapter 4: Ideation

Embracing a new Visual Identity



Logo option 1

In the top and bottom we see the text Burger King designed to imitate the burger buns was considered a potential logo design.

Chapter 4: Ideation

Embracing a new Visual Identity



Logo option 2

In another option I placed the text “Burger King” in the center which is somewhat similar to the minimalist design of the current logo the only difference was the text is more pulpier and serves as a burger Pattie with double patties.

Chapter 4: Ideation

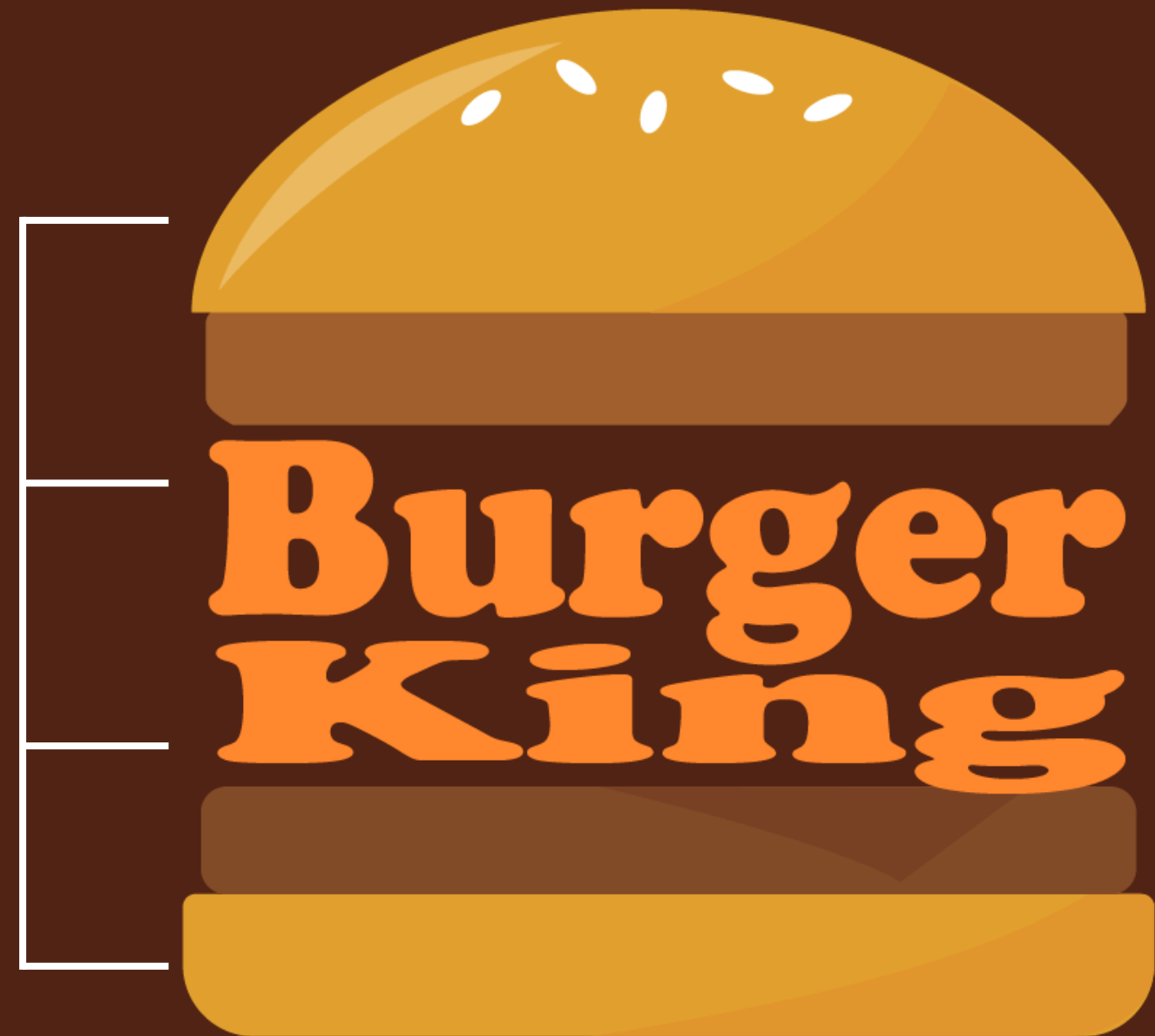
Finalized Logo Design



Chapter 4: Ideation

Logo Proportions

The top bun and the bottom thin Pattie is aligned to the shape of the burger and the text is placed stretched within the top and bottom buns so no other elements can be placed within that area except the main text.



Chapter 4: Ideation

Logo Backgrounds

The top bun and the bottom thin Pattie is aligned to the shape of the burger and the text is placed stretched within the top and bottom buns so no other elements can be placed within that area except the main text.

Black
Background



White
Background



Yellow
Background



Red
Background



Colour Palette



#FF8732



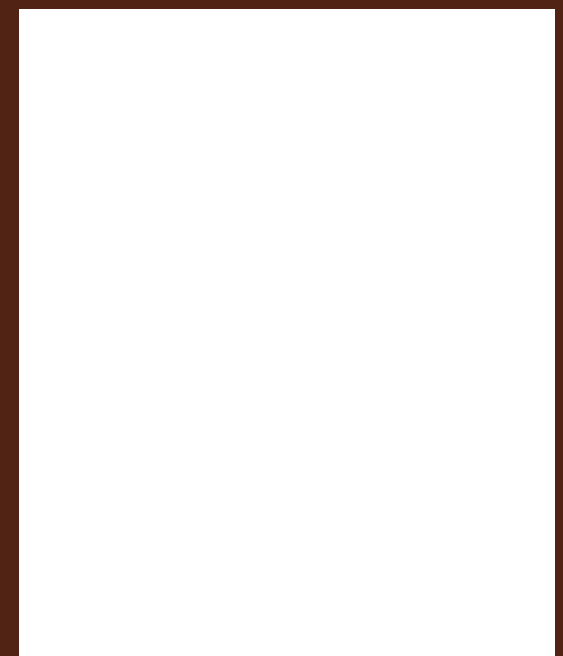
#502314



#D91604



#198737



#FFFFFF

Colour Palette: The colour scheme was updated to vibrant shades of red, green, orange, and brown evoking feelings of warmth, juiciness and tastiness.

Typography

A B C D E F G H I
J K L M N O P Q R
S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Copper Bold

Typography: A new custom typeface was introduced, adding a playful and approachable feel to the brand's messaging.

Chapter 5: Enhancing the Digital Experience

With the new visual identity in place, the focus shifted to the digital experience. Burger King's website and mobile app needed to reflect the brand's new look and feel while providing a seamless and enjoyable user experience.



Chapter 5: Enhancing the Digital Experience



Chapter 5: Crafting & User Journey

Understanding the customer journey was crucial in ensuring the rebranding was successful. Burger King focused on creating a consistent and engaging experience across all touchpoints, both online and offline.

- **Consistency Across Channels:** Whether customers were interacting with Burger King in-store, online, or through social media, the brand's new identity was consistently represented. This created a unified and memorable experience.
- **Enhanced Interactions:** The rebranding effort included updating in-store elements such as menus, signage, and packaging. These changes were designed to enhance the overall customer experience and make interactions with the brand more enjoyable.

Chapter 6: Listening to Customers

Throughout the rebranding process, Burger King placed a strong emphasis on listening to its customers. Feedback was gathered through surveys, social media, and direct interactions to ensure the new brand identity resonated with the target audience.

- **User Testing:** Prototypes of the new website and app were tested with real users to gather insights and make necessary adjustments.
- **Community Engagement:** Burger King engaged with its community through social media campaigns, encouraging customers to share their experiences and thoughts on the new brand identity.

Thank You!