



# BITEZ BURGER

## REBRANDING CASE STUDY

Bitez is a Saudi based burger restaurant that started off as a food truck in 2017. The owner's quality food, friendly vibes, and witty interactions with customers, all helped him grow successfully in a fierce market. In 2022, they expanded into 2 branches and are planning more to come.

### WHY ARE WE REBRANDING?

Bitez went through multiple branding updates that served a certain goal at a certain stage. With today's expansion, a full rebrand was necessary to better align all visual material to the personality of Bitez

- We have very family friendly vibes
- We started as a food truck then evolved into a branch
- We see our customers as friends and family
- We love to show our silly/sarcastic side
- Owner & his wife are commonly present to connect with customers
- We're know for our humorous sarcastic social media posting

## AREAS OF IMPROVEMENT

Bitez older logo was analyzed to figure all the possible areas of improvement

### Old logos



#### Loud

Full circle in "e" + sharp font

#### Rustic

The grunge texture

#### Masculine

Black color + sharp edges

#### Serious

Grunge texture + sharp angle + black color

## OUR GOAL

The goal was to create a logo and identity that represented the core keywords, while maintaining brand recognition as much as possible

**Friendly**

**Sarcastic**

**Family**

**Witty**

**Humor**

**Young**

**Active**

**Modern**

## LOGO EXPLORATIONS

Bitez

Simple rounded type with a distinct "Z" to emphasize that one bite isn't enough, rather visitors would want alot more.

Bite<sub>z</sub>

Simple rounded type with an emphasis on the z. It's tilted to match the witty spirit of the brand

BiteZ

Simple rounded type that is minimally cutout as a whole from the bottom, to imply a "bite"

BiteZ̄

Small cutouts applied to the letters to imply the meaning of "bite" in an abstract way

## CHOSEN OPTION

Bitez بايتز

بایتز

بایتز

بایتز

Bitez

Bitez

Bitez

# COLOR PALETTE

## Primary

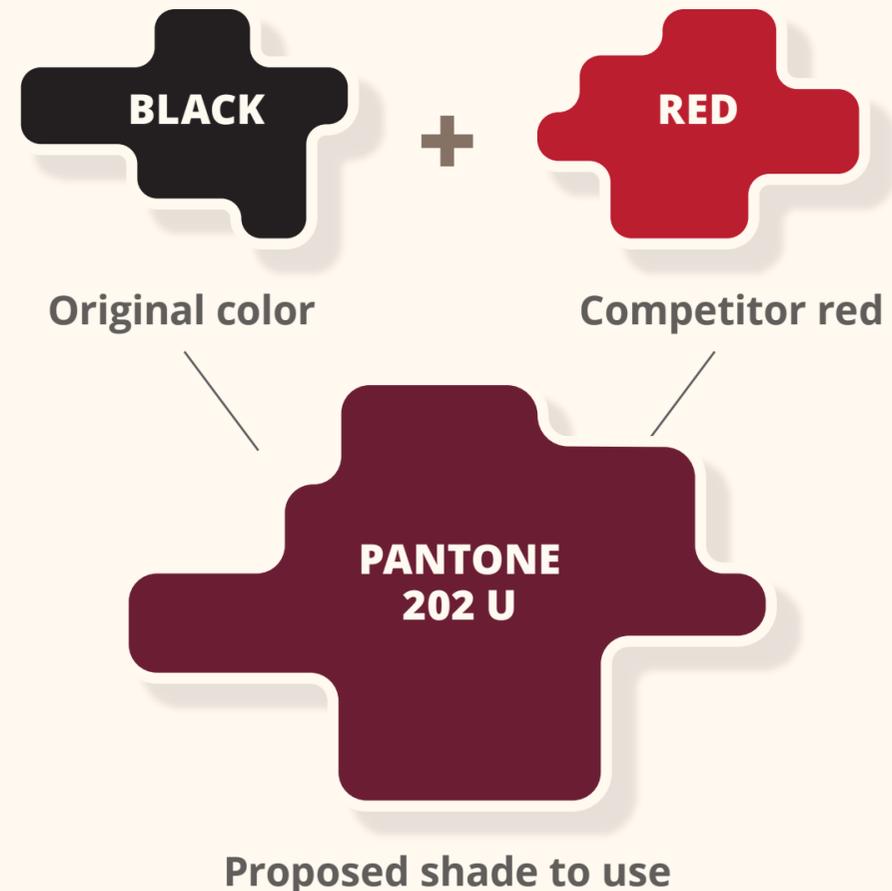
The primary color was kept as the original orange to maintain some brand recognition. It serves as an inviting and welcoming color



## Secondary

The main issue with the previous black color was the serious and non-friendly feel. Therefore it was replaced with a more suitable dark shade.

Competitors internationally and locally tend to use the red color either as a primary or secondary color. It is a color that is strongly tied to the fast food industry. Therefore a darker red shade was introduced in a way that is distinct to competitors.



# FONTS

## DIN Next LT

The font was chosen to have rounded corners and somewhat narrow letters.

It was also important to have it support both English & Arabic



## DESIGN ELEMENTS

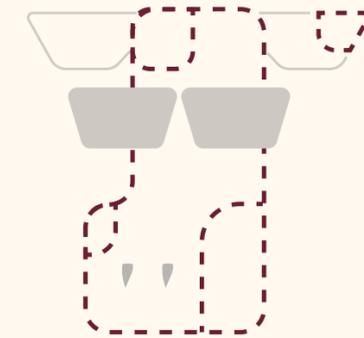
The brand's persona was majorly created through the various patterns and design elements that were made to support the logo.

They were all based on:

- The signature **Z**
- A **witty** set of characters



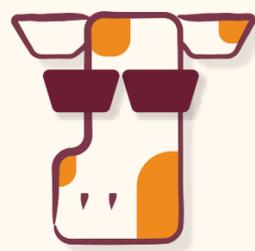
The icons were all designed using a rounded rectangle as a base wherever possible. This was to create a coherent feel across them and directly relate them to the logo's shape.



SAUDI MAN



HOTDOG



COW



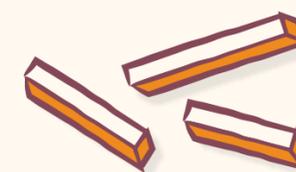
CHICKEN



SHRIMP



BITES



FRIES



NUGGET



ONION RINGS



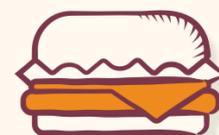
SAUDI WOMAN



HOTDOG



MEAT BURGER



CHICKEN BURGER



SHRIMP BURGER



BITING



HOLDING A FRY



HOLDING A NUGGET



HOLDING AN ONION RING

# IDENTITY IN ACTION





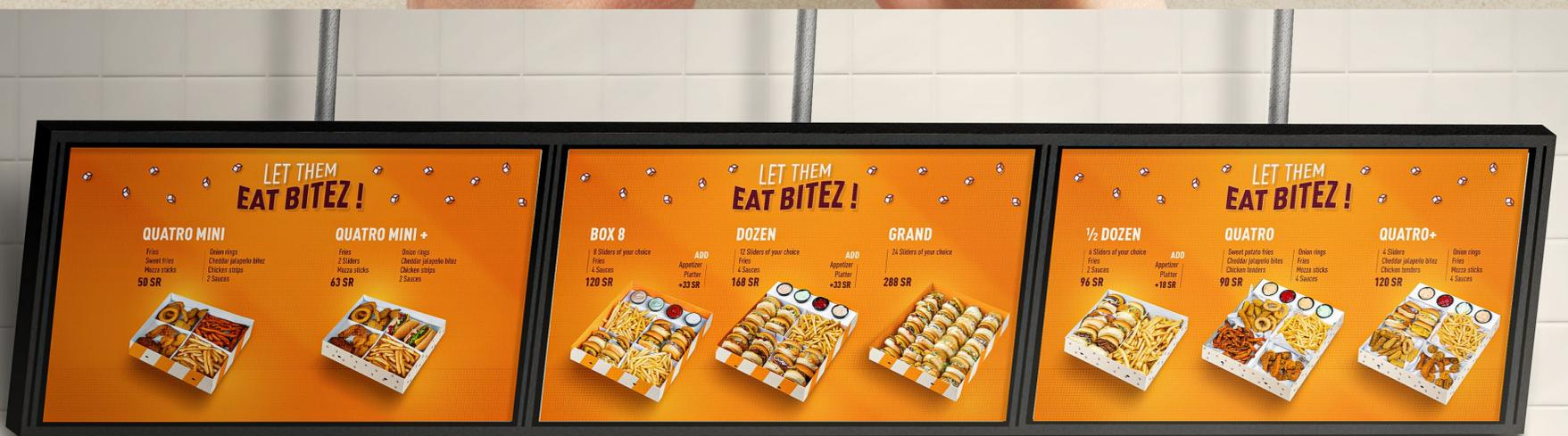
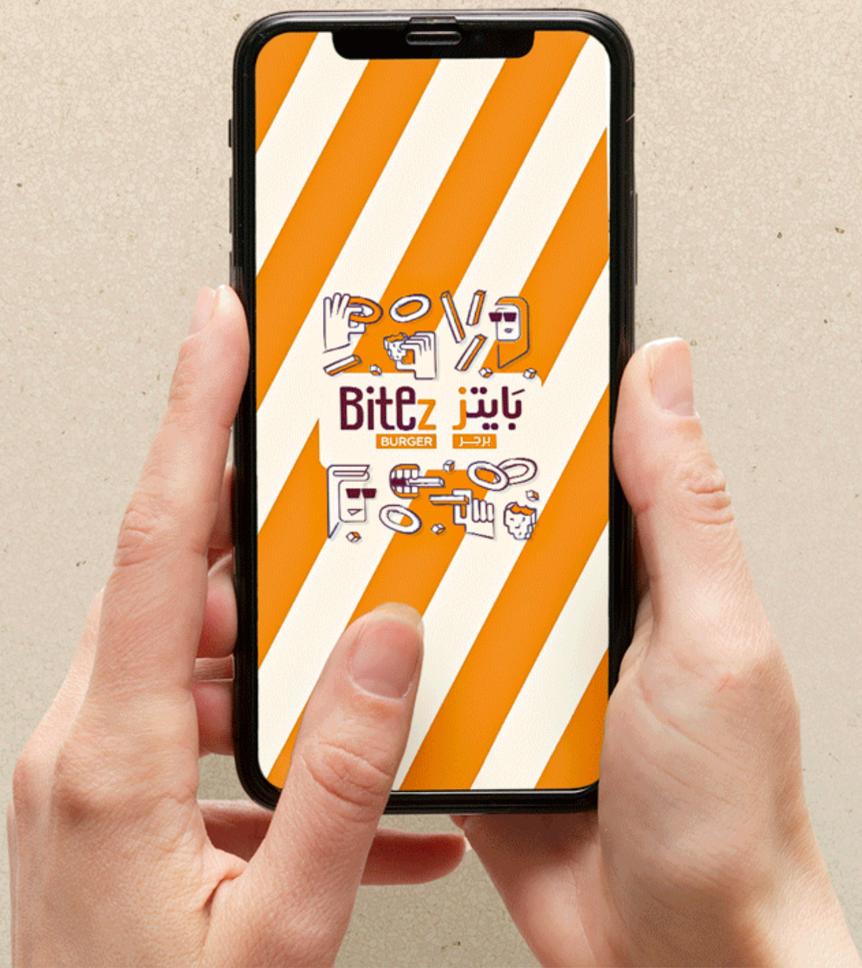








بایتر بیتز



# MENU DESIGN



## LET THEM EAT BITEZ!

**1/2 DOZEN**  
6 Sliders of your choice  
Fries  
2 Sauces  
96 SR



ADD  
Appetizer  
Platter  
+18 SR

**QUATRO**

Sweet potato fries  
Cheddar jalapeño bites  
Chicken tenders  
90 SR



Onion rings  
Fries  
Mozza sticks  
& Sauces

**QUATRO+**

4 Sliders  
Cheddar jalapeño bitez  
Chicken tenders  
120 SR



Onion rings  
Fries  
Mozza sticks  
& Sauces

## LET THEM EAT BITEZ!

**BOX 8**

8 Sliders of your choice  
Fries  
4 Sauces  
120 SR



ADD  
Appetizer  
Platter  
+33 SR

**DOZEN**

12 Sliders of your choice  
Fries  
4 Sauces  
168 SR



ADD  
Appetizer  
Platter  
+33 SR

**GRAND**

24 Sliders of your choice  
288 SR



**QUATRO MINI**

Fries  
Sweet fries  
Mozza sticks  
50 SR



Onion rings  
Cheddar jalapeño bitez  
Chicken strips  
2 Sauces

**QUATRO MINI +**

Fries  
2 Sliders  
Mozza sticks  
63 SR



Onion rings  
Cheddar jalapeño bitez  
Chicken strips  
2 Sauces

## THE MAIN EVENT

**BUFFALO** 370/570cal  
Fried chicken breast, potato bun, buffalo sauce, jalapeño lime sauce, lettuce  
Slider: 16 SR Regular: 26 SR



**TENDERS** 680cal  
Chicken tenders and fries  
30 SR



**HOTDOG** 202cal  
Beef hot dog, ketchup, mustard  
15 SR



## THE MAIN EVENT

**CHEESY HOT DOG** 217cal  
Beef hot dog, potato bread, hot cheese, jalapeño  
18 SR



**CHEESE DOG STICKS** 218cal  
Beef hot dog, potato bread, ketchup, mustard, hot cheese, jalapeño, fries sticks  
21 SR



**CHILLI CHEESE DOG** 225cal  
Beef hot dog, potato bread, ketchup, mustard, hot cheese, chili minced beef  
24 SR



## THE MAIN EVENT

**SMASH** 280/740cal  
Angus beef patty, cheese slice, Bitez sauce, vegetables, potato bun  
Small: 16 SR Regular: 21 SR Double: 29 SR



**MASTER** 280/740cal  
Angus beef patty, cheese slice, mustard, ketchup, pickle, potato bun  
Slider: 16 SR Regular: 21 SR Double: 29 SR



**CRISPY** 320/670cal  
Fried chicken breast, potato bun, Bitez sauce, slaw, pickles  
Slider: 16 SR Regular: 25 SR



## NOT JUST A SIDEKICK

**BITEZ FRIES** 680cal  
French fries, cheese, bacon, jalapeño  
19 SR



**CHILI FRIES** 680cal  
French fries, cheese, minced chili meat  
19 SR



**FRIES** 135cal  
9 SR

**CA JUN FRIES** 140cal  
11 SR

**SWEET POTATO FRIES** 163cal  
13 SR

## NOT JUST A SIDEKICK

**ONION RINGS** 73cal  
9 SR



**CHEDDAR JALAPEÑO BITES** 570cal  
13 SR



**MOZZARELLA STICKS** 72cal  
13 SR



**BUFFALO CHICKEN SALAD** 520cal  
23 SR



## DOUBLE TROUBLE+

**BACON** 300cal  
6 SR

**JALAPEÑO** 8cal  
3 SR

**CARAMELIZED ONION** 18cal  
3 SR

**CHEESE** 37cal  
3 SR

## EXTRA SAUCY

**BITEZ** 103cal  
3 SR

**JALAPEÑO LIME** 113cal  
3 SR

**BUFFALO CHILI** 10cal  
3 SR

## HOLD MY DRINK

**SOFT DRINKS**  
5 SR

**WATER**  
3 SR



 BITEZSA FOLLOW

GRAB EM FOR  
1 SR



 BITEZSA FOLLOW

OH SO CRISPY

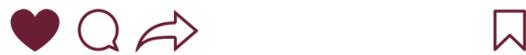


 BITEZSA FO

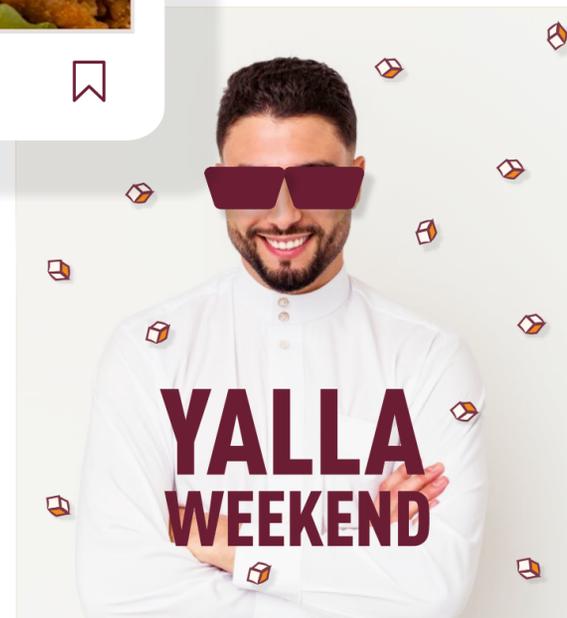
ONE BITE IS  
NEVER  
ENOUGH



 BITEZSA FOLLOW



 BITEZSA FOLLOW



**THANKS FOR  
STOPPING BY!**

