# SEA MOOD ®

Restaurants

## SCOPE OF WORK:

Logo design, Brand identity, Packaging, social media design

## CASE:

**Sea Mood** is a family-owned seafood restaurant located in Armenia, Yerevan. The restaurant is dedicated to offering a delightful culinary experience centered around the freshest seafood sourced from local fishermen. With a commitment to excellence, **Sea Mood** ensures that every dish is prepared using traditional methods and premium ingredients, resulting in a superior taste and texture that seafood enthusiasts truly appreciate.

At **Sea Mood**, the emphasis is not just on serving exceptional seafood but also on creating a warm and welcoming environment that fosters a sense of community. The restaurant's inviting ambiance, coupled with their dedication to whole foods and people, helps build a loyal customer base that shares their values. **Sea Mood** regularly hosts seafood-themed events and collaborates with local organizations to promote sustainable dining practices, encouraging patrons to be conscious of their food choices.

## SOLUTION:

**Sea Mood** Restaurant aimed to strengthen its brand identity and expand its reach by effectively communicating its mission in an authentic manner. The strategic and visual approach focused on capturing **Sea Mood'**s essence while showcasing its flexibility for future growth. The color palette and typography were carefully chosen to represent the restaurant's commitment to tradition, while the modern layout and graphic elements added a touch of contemporary appeal.

To visually convey **Sea Mood'**s dedication to tradition, the color palette incorporated hues that symbolize the authenticity of the seafood dining experience.
Sans-Serif typefaces were selected to reflect the restaurant's genuine representation and create a timeless aesthetic.

## BRAND PERSONA:

Delightful - Tasty - Lovely

# SEA MOOD®
Restaurants

## OVERVIEW

Opened by in 2010, the SEAMOOD Restaurant is where it all began. Boasting an international reputation for serving the freshest fish and shellfish, their team celebrate Cornish produce, with ingredients sourced locally to create simple seafood dishes and classic flavours.

The heart of their restaurant is a seafood bar where the chefs assemble platters of oysters, langoustines and sashimi. Upstairs, the terrace offers the ideal place to soak up the summer sun.

# LOGO

We believe that a good logo will be good on all surfaces and materials and will be memorable and attractive and stay in the minds of customers.

ICON

SEA MOOD ®
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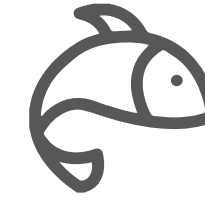
WORDMARK

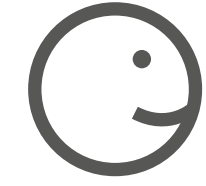Black Background

Blue Background

Cyan Background

# LOGO CONCEPT

The idea of the logo starts from expressing the quality of the food served and in the other hand on the comfort that the restaurant offers to its customers

### FISH

The fish symbol indicates the type of seafood the restaurant serves
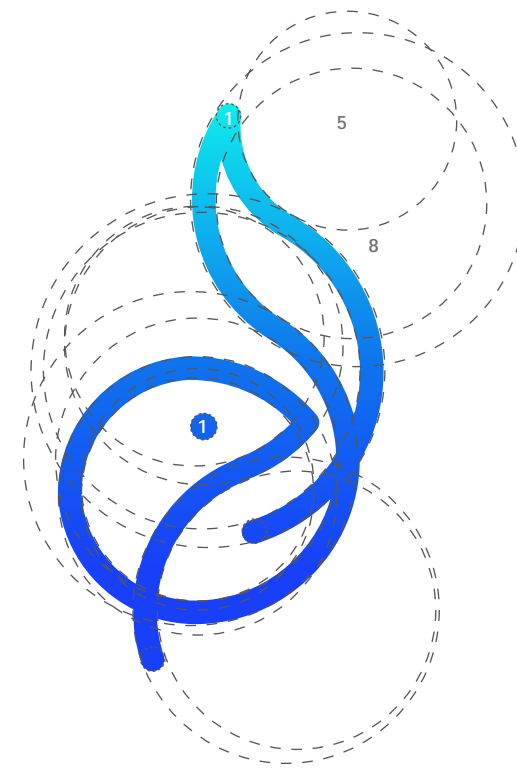
### SMILE

The smile symbol indicates the state of customer satisfaction that the restaurant aims to achieve
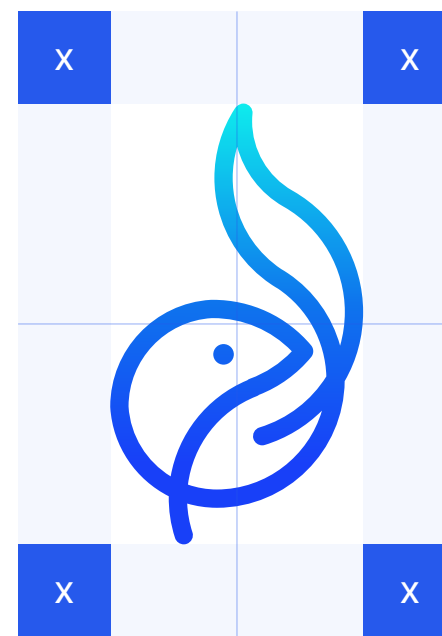
# LOGO STUDY

We believe that a good logo should be well made and follow the rules of academic design, that's why the logo design is based on design circles.

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# LOGO EXCLUSION ZONE

Logo exclusion zone is equal to the dimension of every character in the logo (marked as x in the diagram). This goes for all logos.

## COLORS SYSTEM

Since the restaurant serves seafood, the colors have been carefully chosen to be appropriate, and to enrich the visual identity.
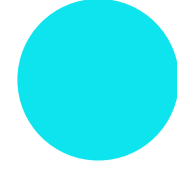
**#183FFE**
Blue Orchid
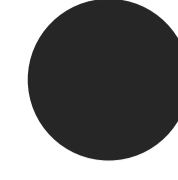
CMYK: 89 70 0 0
RGB: 24 63 254

**#0E74F3**
Blue Dress

CMYK: 82 55 0 0
RGB: 14 116 243

**#0EEAF3**
Bright Aqua

CMYK: 57 0 20 0
RGB: 14 255 243

**#262626**
Davy Grey

CMYK: 59 49 49 42
RGB: 87 87 86

CMYK: 82 55 0 0
RGB: 14 116 243

CMYK: 57 0 20 0
RGB: 14 255 243

CMYK: 59 49 49 42
RGB: 87 87 86

CMYK: 89 70 0 0
RGB: 24 63 254

## TYPOGRAPHY

Choosing the right fonts makes the logo strong and attractive, and for this reason two types of expressive and upscale fonts were chosen.

# Aa
**AvantGarde - Bold**

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

# Aa
Minion Variable Concept - Regular

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

Sea Mood

Sea Mood

Sea Mood

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20% OFF

20  20  20

HORSERADISH MAYO
Lorem ipsum dolor sit amet, consectetuer

HORSERADISH MAYO
Lorem ipsum dolor sit amet, consectetuer

HORSERADISH MAYO
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HOTLINE & COMPLAINTS
**9658001**
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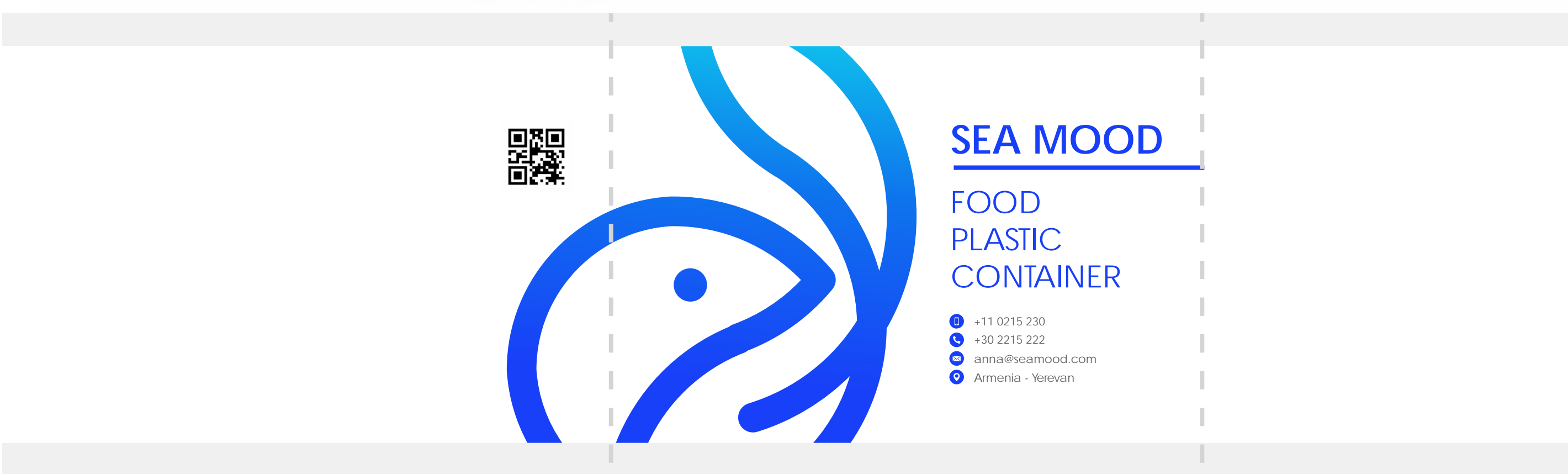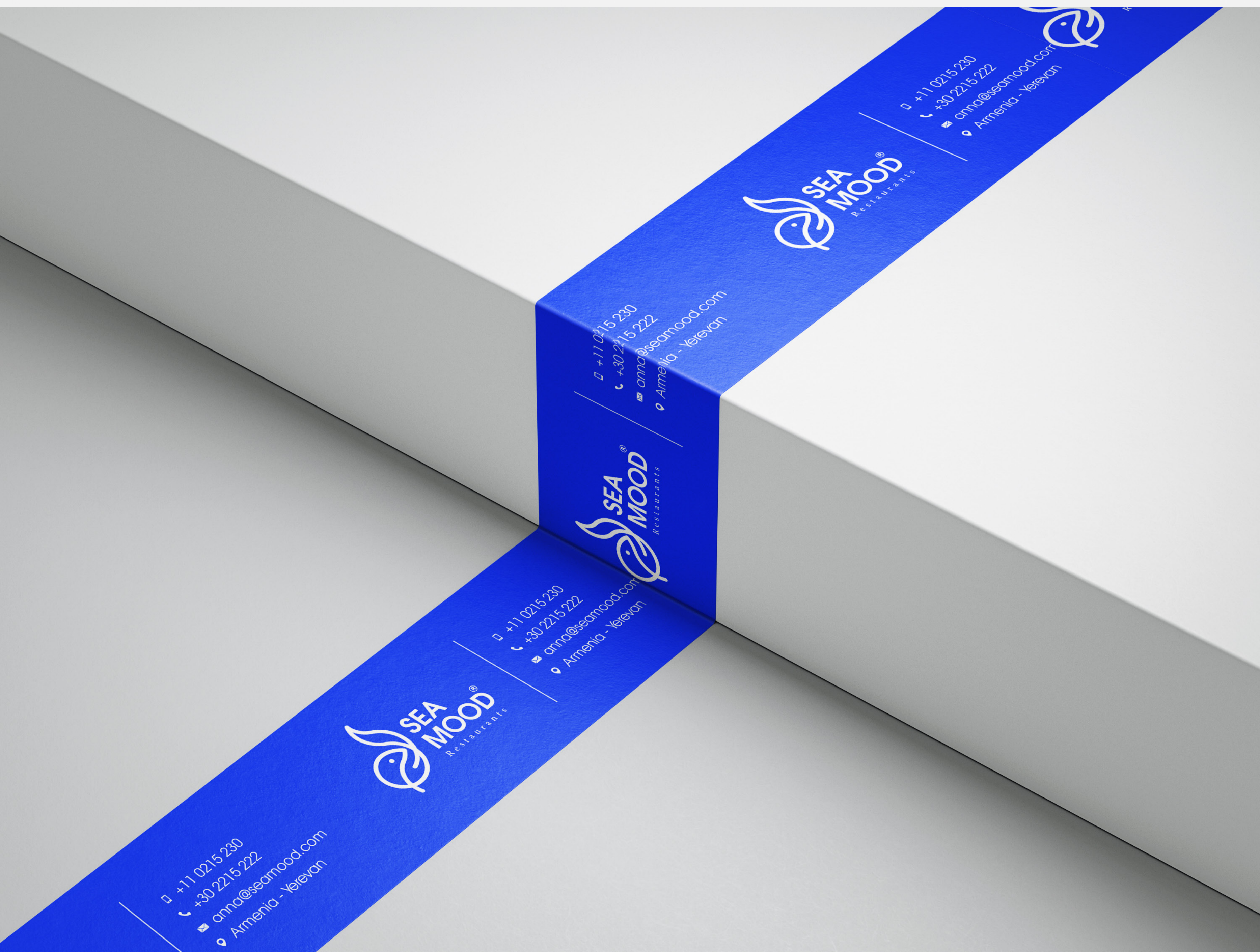
Simple packaging with focusing on value and information provided to the customer makes the packaging a silent seller

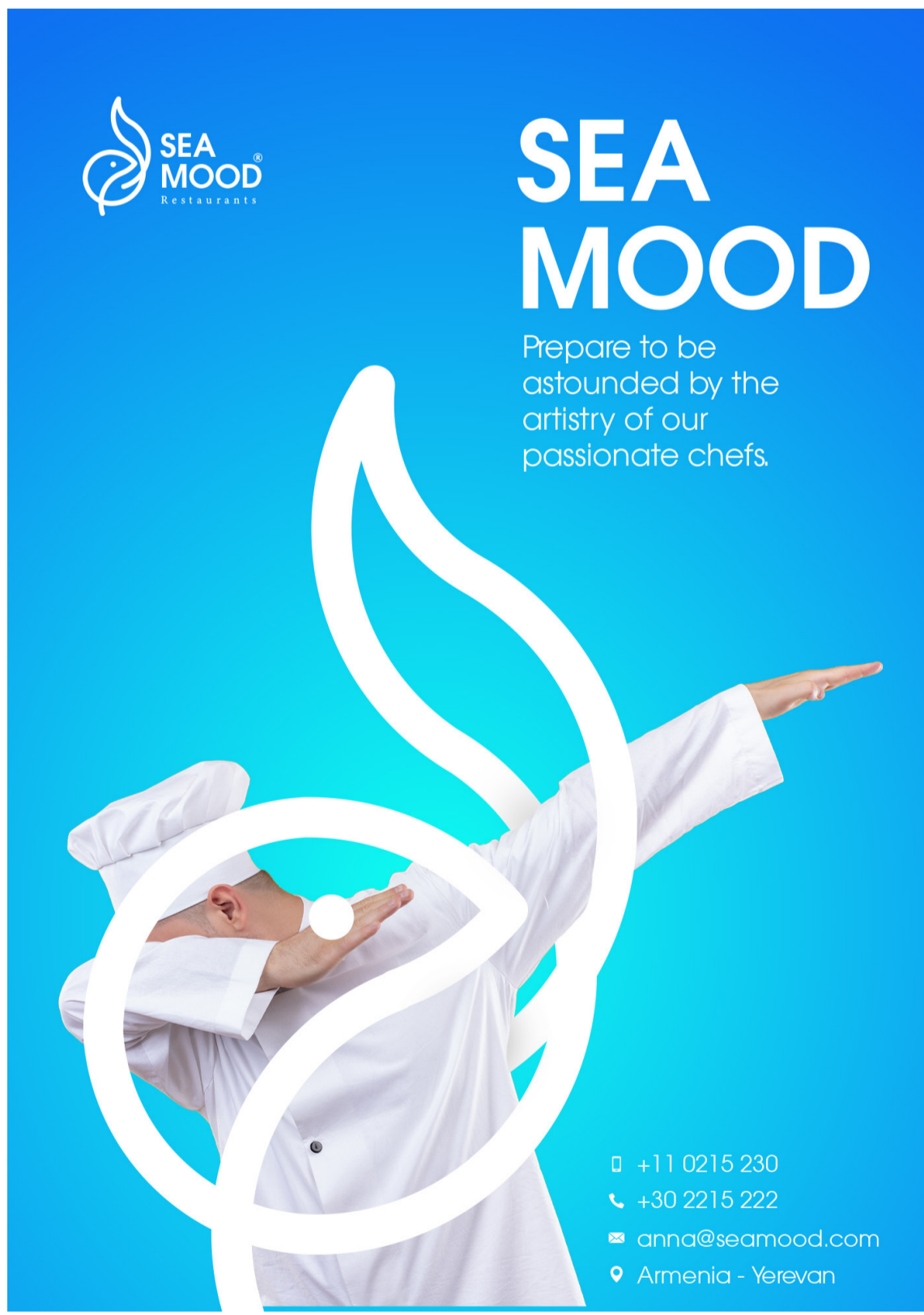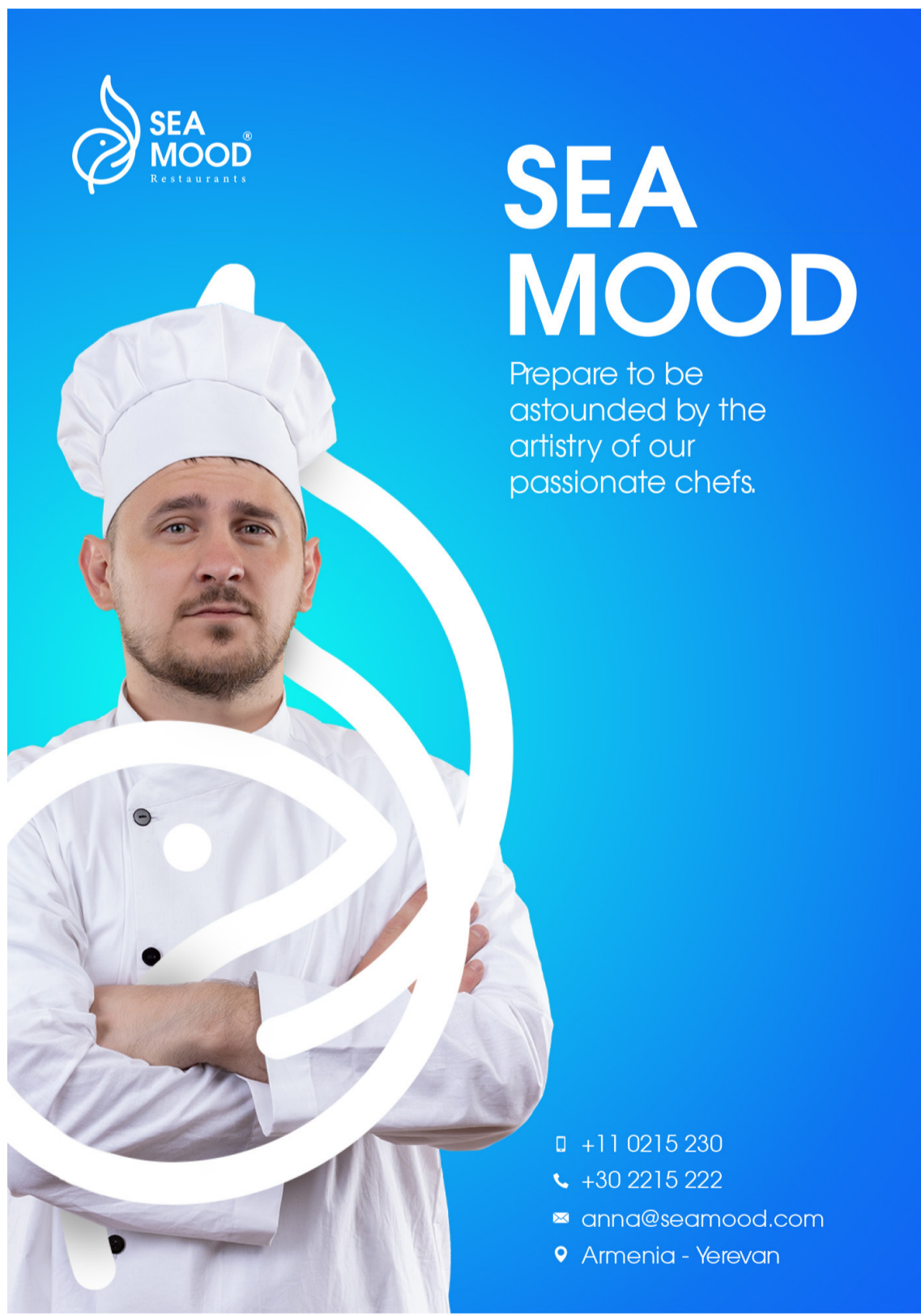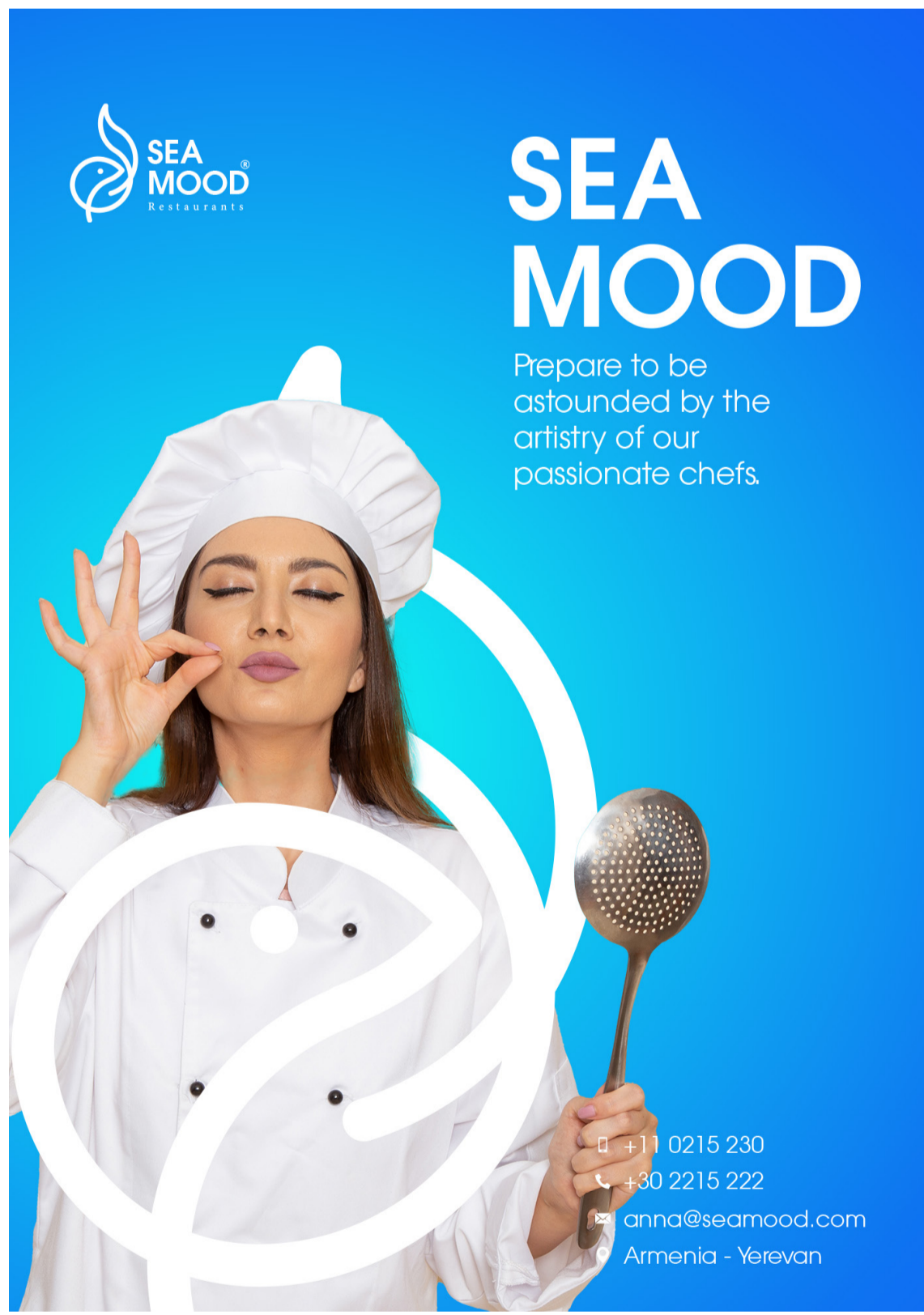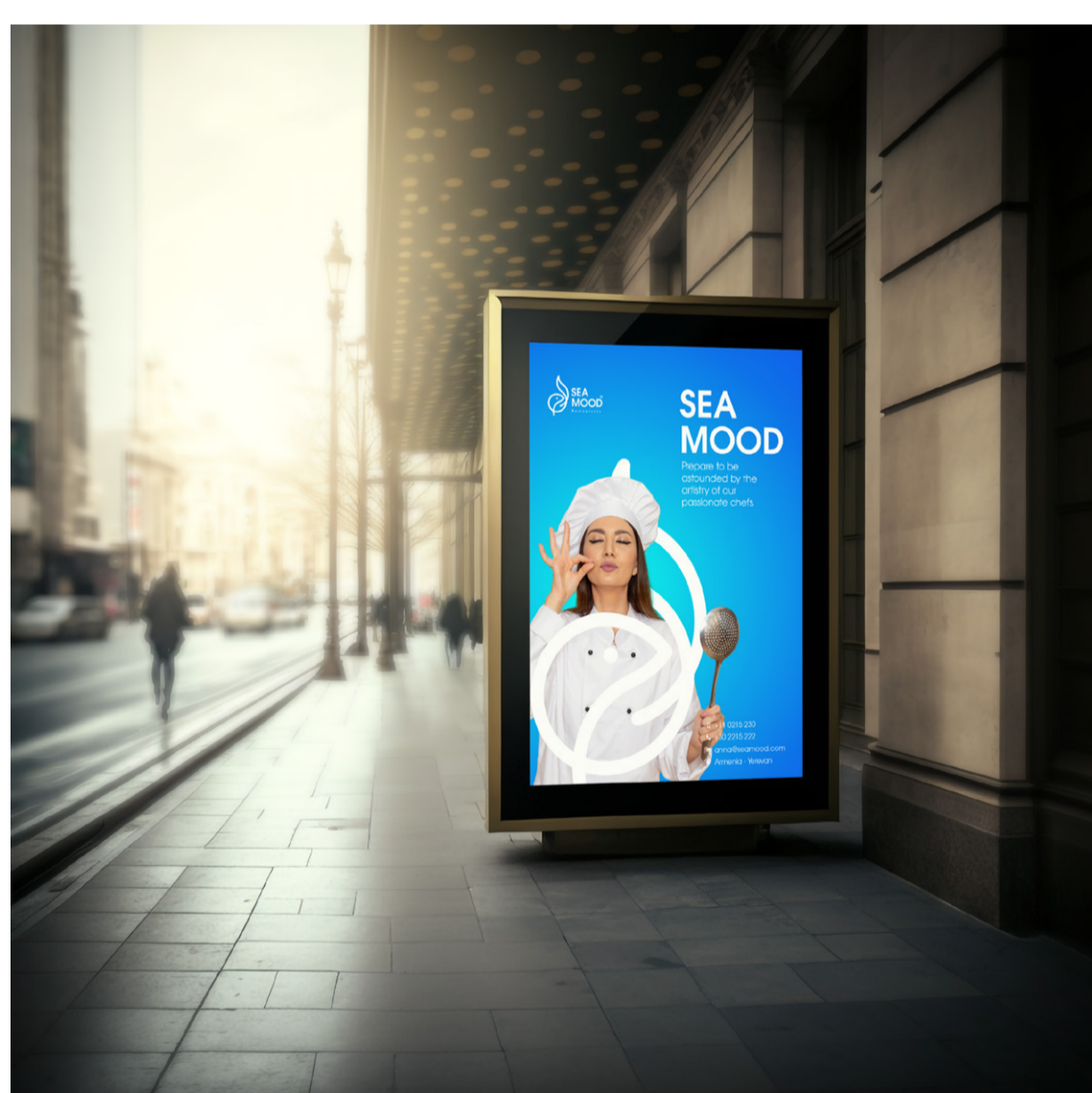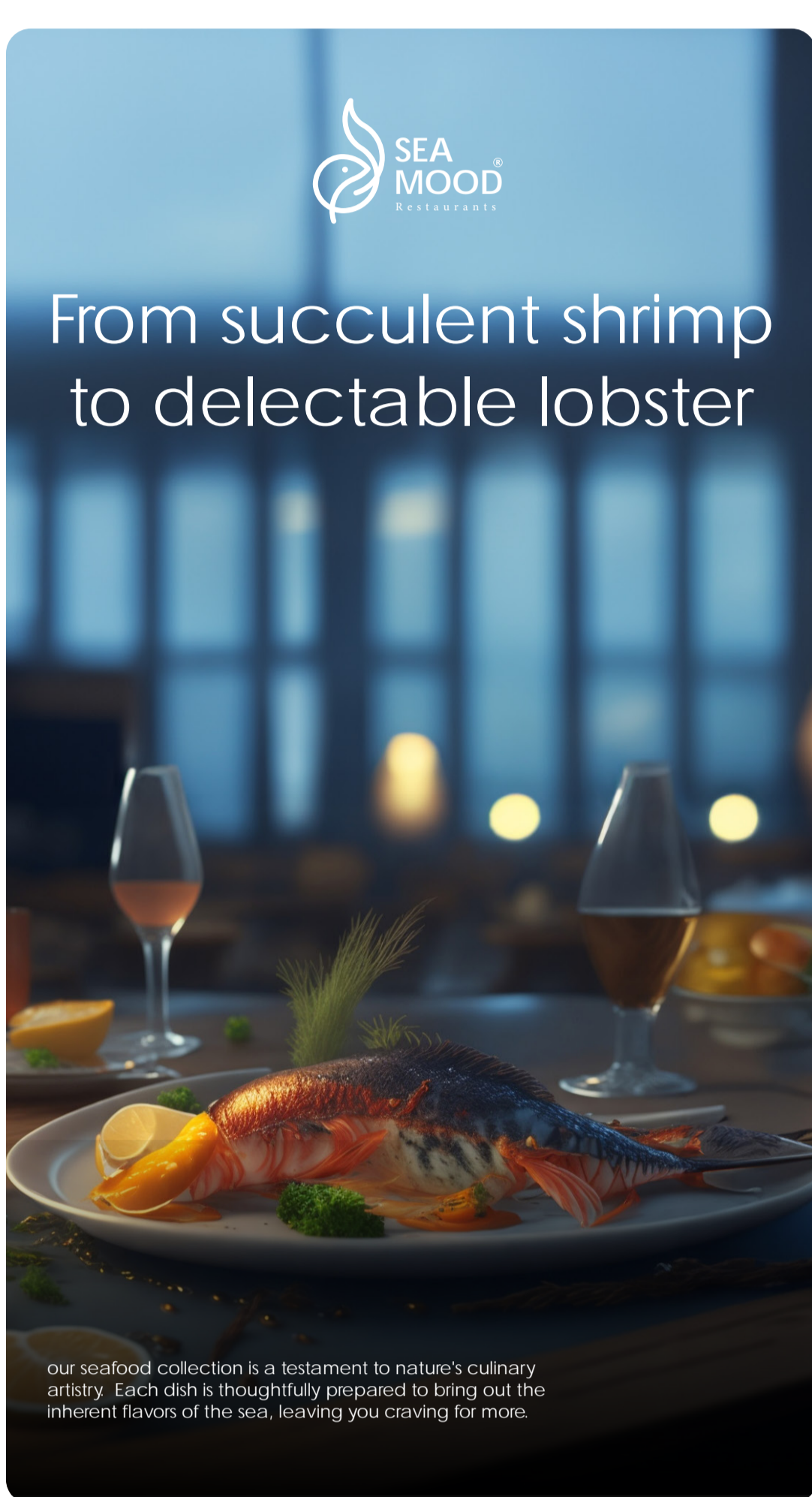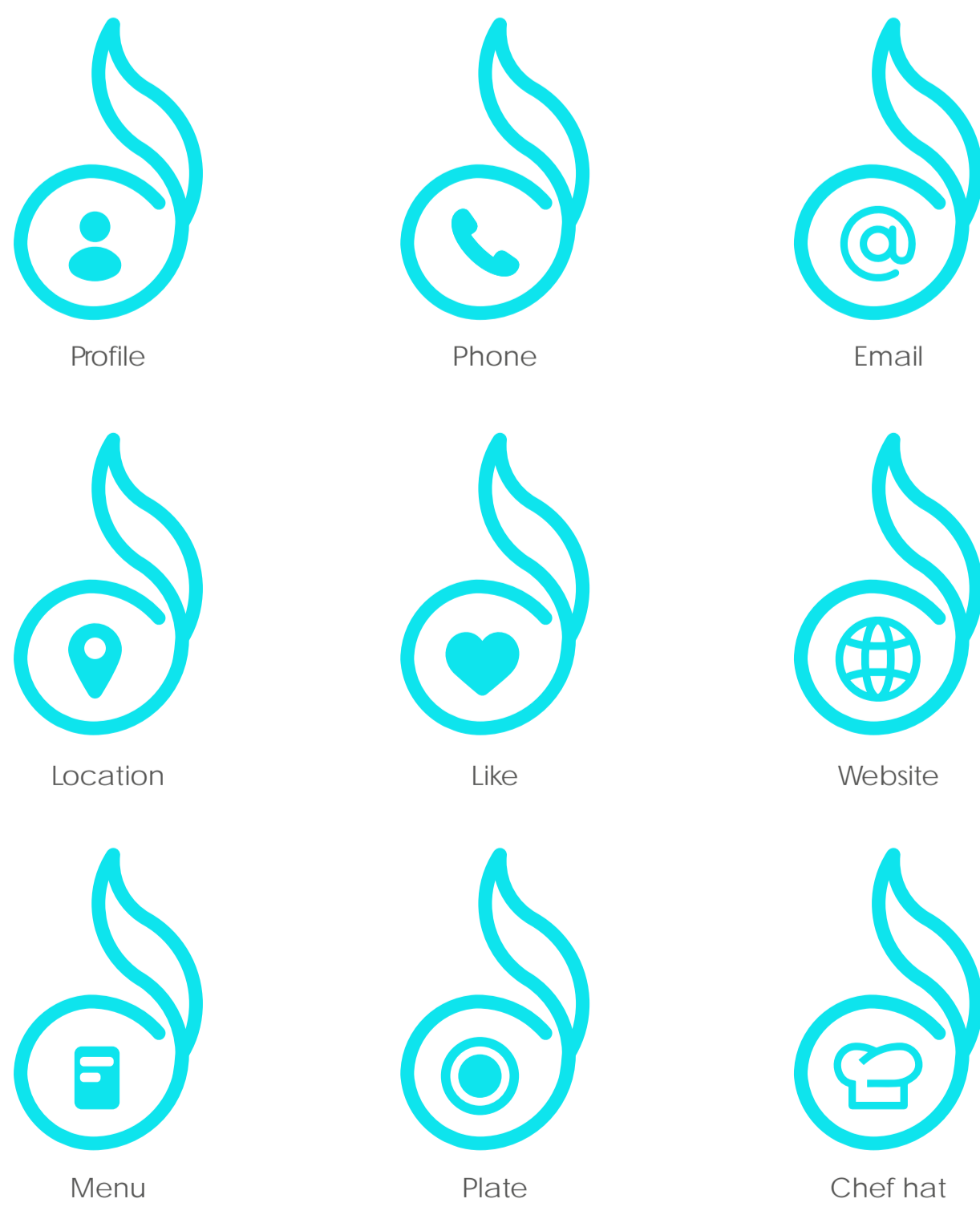Choosing the right fonts makes the logo strong and attractive, and for this reason two types of expressive and upscale fonts were chosen.

Dive into the
**Ocean's Bounty!**

Embark on a culinary voyage that captures the ocean's treasures and delivers the world of seafood like never before.

From succulent shrimp
to delectable lobster

our seafood collection is a testament to nature's culinary artistry. Each dish is thoughtfully prepared to bring out the inherent flavors of the sea, leaving you craving for more.

Reserve Your Table

Treat yourself to an extraordinary culinary adventure at our seafood restaurant. Whether you're a seafood connoisseur or a curious epicurean, we invite you to join us and embark on a voyage of flavors like no other.

SEA MOOD
Restaurants

CULINARY
CRAFTSMANSHIP

Prepare to be astounded by the artistry of our passionate chefs. With their mastery in transform pristine ingredients into culinary wonders.

Call us now to reserve your table and prepare to immerse yourself in the world of seafood delights. Your taste buds will thank you, and we can't wait to welcome you!

+11 0215 230          anna@seamood.com
+30 2215 222          Armenia - Yerevan

SEA
MOOD
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**ICONS SYSTEM**

The icons were designed in a simple and visual way that is compatible with the visual identity of the restaurant, and thus the smoothness and curved lines were adopted in their implementation.

Profile          Phone          Email

Location          Like          Website

Menu          Plate          Chef hat

SEA
MOOD®
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