

MOOD BOARDS

Mood boards are a group of **design elements** that include images, concepts, colors and styles for the direction, look and feel of your brands visual identity.

This gives you a clear understanding of the **design direction** and style that will be used when designing logo and website.



MOOD BOARD 1

FIESTA FLAVORS

Overview:

The mood board for Fiesta Mexican Grill captures the essence of a lively and engaging dining experience that the name suggests. It combines the joy and festivity of a Mexican fiesta with the fresh appeal of a grill-focused restaurant.

Typography:

The typography choices lean towards modern vintage and playful fonts. These styles not only enhance the brand's approachable and festive character but also bridge traditional Mexican cultural motifs with a contemporary dining feel. The fonts are selected to be eye-catching and memorable, mirroring the vibrant atmosphere of a true Mexican fiesta.

Color Palette:

The color scheme is intentionally bright and vibrant, featuring a mix of bold and lively colors to reflect the festive nature of the restaurant's name. These colors set an upbeat and energetic tone, ideal for attracting a diverse clientele looking for a fun dining outing.

Imagery:

Logo Concepts: Initial logo ideas consider incorporating iconic Mexican symbols such as a chili pepper or a sombrero. These elements will serve to immediately connect the visual identity with Mexican culture while also symbolizing the zest and spice of the cuisine.

Food Photography: The imagery will focus on healthy food options available at Fiesta Mexican Grill. Photographs will be set against bright and vibrant backgrounds, enhancing the freshness and appeal of the dishes. This approach aims to attract health-conscious diners by visually emphasizing the quality and freshness of the ingredients.

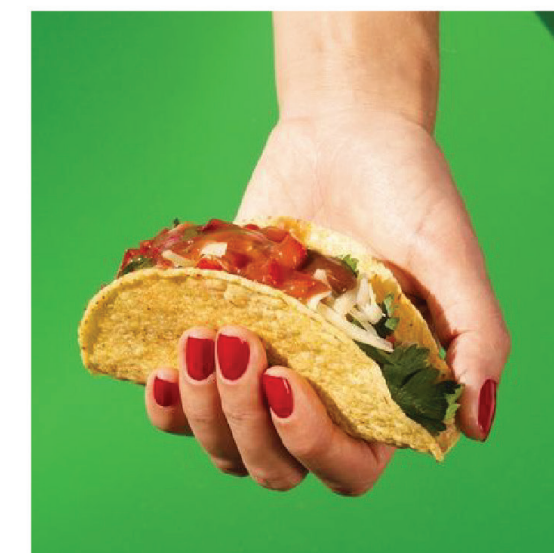
Notes:

Please note: the colors may change in the design process. But this shows you a rough idea of the colors.

Modern vintage and playful fonts



Photographs will be set against bright and vibrant backgrounds, enhancing the freshness and appeal of the dishes



Brand's approachable and festive character but also bridge traditional Mexican cultural motifs

Incorporating iconic Mexican symbols such as a chili pepper or a sombrero