DIGITAL EYES

BRANDING - SOCIAL MEDIA - PUBLIC RELATIONS

Project Title: Gerbur Company Branding

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1. The logo creatively integrates the word "GERBUR", with a custom, rounded, and bold typeface that mimics the shape and feel of soft burger buns.

2. The letters are designed with thick, playful strokes, giving them a friendly and appetizing appearance, making them easy to read and instantly recognizable.

3. The burger consists of various layers, including:

   - **Green Lettuce –** Representing freshness.
   - **Red Sauce or Tomato –** Adding vibrancy and appetite appeal.
   - **Melted Cheese Drip –** Positioned prominently to create a mouth-watering effect.
   - **Bun-Toned Lettering –** The warm golden-orange color resembles toasted burger buns, reinforcing the burger concept.

A Bite of Happiness!

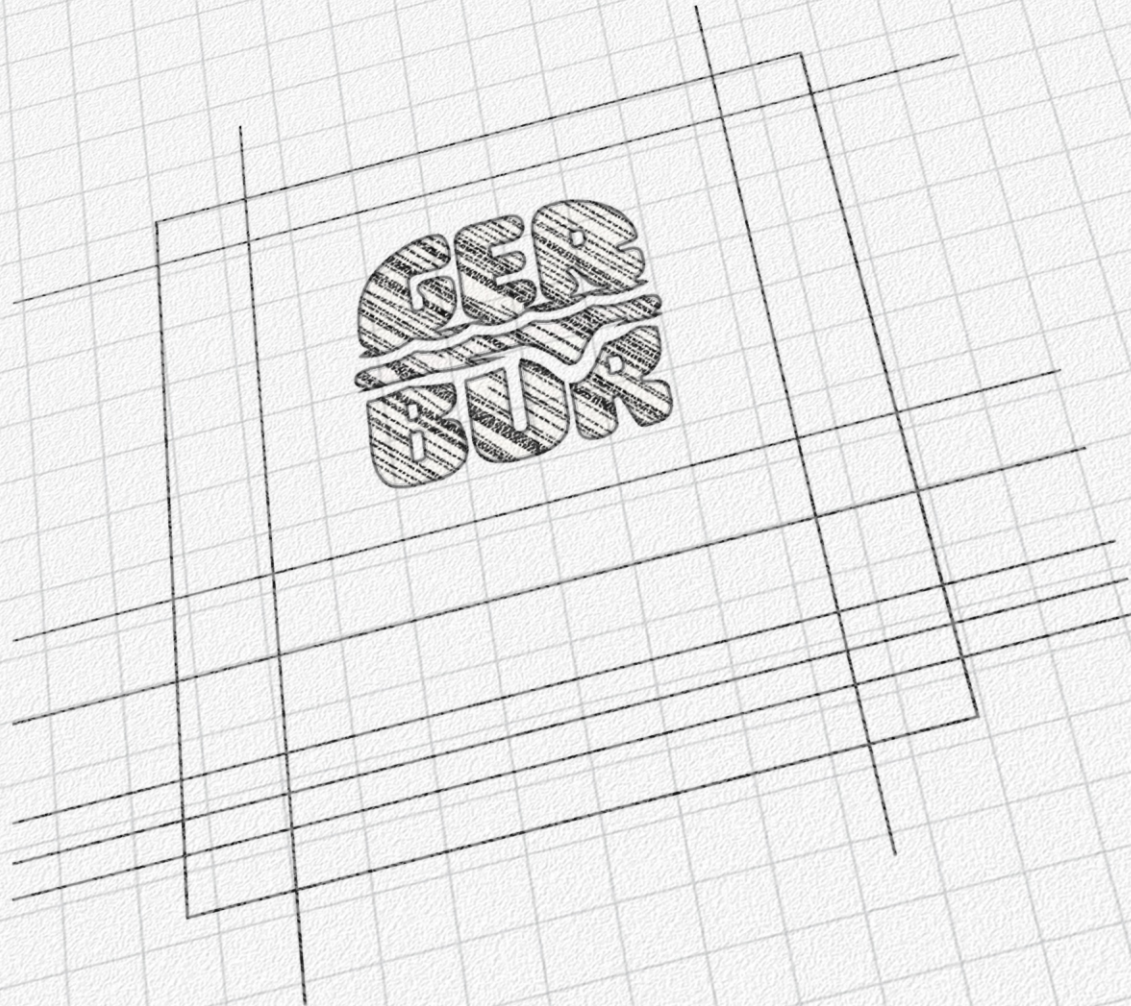**DIGITAL EYES**
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BURGER PACK MOCKUP

Place your design here

mockup

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A Bite of Happiness!

- The burger illustration is seamlessly incorporated into the typography, making it the centerpiece of the logo.

- The top bun is rounded with highlights, giving it a glossy, fresh-baked look.

- Layers of lettuce, cheese, and patty create a visually appetizing stack that immediately conveys the essence of the brand—BURGERS!

- The bottom bun is sturdy, symbolizing a solid foundation, just like the quality and reliability of the brand.

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