

SAND BAR LOGO RATIONALE

The Sand Bar Kitchen & Brewery logo concept takes its inspiration from the relaxed, natural character of the beach. The lettering is hand crafted with soft, flowing forms that subtly evoke the movement of sand, water and waves, giving the identity an easygoing coastal feel.

While the letterforms are fluid and organic, they come together to create a concise rectangular shape. This gives the logo a strong, contained presence and makes it easy to apply across signage, packaging, menus and other brand collateral.

The logo itself is designed as a single-colour mark, with two core background colours defining the two sides of the venue. Burnt orange represents the Brewery, bringing warmth and energy, while dark navy blue represents the Kitchen, creating a deep, calm feel.

The colour system provides a simple way to distinguish the two offerings while keeping them clearly connected as one brand. All supporting visuals, signage and collateral follow the same colour palette rules, creating a consistent and recognisable identity across the full customer experience.

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KITCHEN & BREWERY

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