

Rationale

About the Brand

Poblano's started as a brand for the Fanshawe College Student Union. After several logo concepts and attempts, Fanshawe's hospitality department decided to choose another logo I designed other than my personal favourite (the brand displayed here) since I enjoyed the logo-type so much and felt like it fit the brand best, I decided to continue designing material and turn it into a "mock campaign" a sort of "what it could have been."

The fictitious campaign consists of:

- Complete font design (of Latin & Latin extended characters) for the use of marketing and thought media
- Logotype/logomark & identity
- Illustration for a coffee sub-brand
- Packaging design
- Menu design
- More illustrative variation of the logo mark.
- Logo variations for multiple uses.

I really wanted to show how far I could take a brand if I am given the opportunity. Not only does Poblano's have the solidarity of a global brand, it also has a few extras that make it very distinctive, and unique.

Poblano Typeface

Poblano is a flared serif antique/tuscan style face (A revival of some of the popular wooden types of the 19th century). Poblano was designed as a complete Latin set (and some extended characters) for the purpose of continued branding for Poblano's Mexican Grill.

Most companies will select a typeface for use in their logotype and/or throughout media (or at least a typeface that compliments or is similar to the logotype) to keep everything unified. Many of the top brands we see today have developed a typeface to have their own unique brand, this is seen with many large brands like: McDonald's (with their typeface "Lovin' Sans") or Subway (with their aptly named typeface "footlong") and some will use a typeface that has the same emotion of the brand.

I designed the Poblano font to show that I understand and respect the craft of designing a brand and not just a logo. I could have easily found some nice typefaces such as: Herschel by Tried & True Supply Co, or some of Hamilton Wood Type's beautiful restorations of old wood types, but I wanted to prove that creating a typeface that suits a brand is worth the time and effort of its craft, and being a type designer along with a graphic designer will have a great combination in a real world situation.