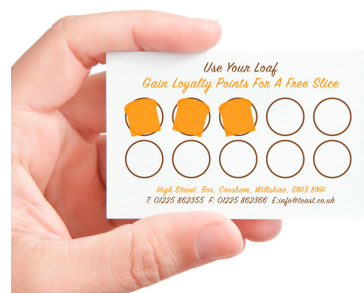




TOAST

- Best Thing Since Sliced Bread -



BRIEF

Toast is a new chain of cafés that, yep you've guessed it, sell toast. Our job was to capture the cafés quirkiness and create a brand that was full of personality.

SOLUTION

Using the negative space out of the letter 'A' we created a neat little icon that has lots of character. The brand is light hearted and fun.

Our Toast logo received a bronze award at the Cream Awards 2011.