Vegeta

A vibrant identity for Vegeta, a playful culinary brand, with a focus customizable salad and rice bowls.

vëgeta

↓↓

Amina Turki

Role:

Graphic Design
Art Direction
Brand Design
Social Media Design

Year:

2025

Brand Strategy

Vegeta's strategy is to translate its bold, fresh flavors into a brand experience that's fun, approachable, and memorable. The focus is on creating a world where customization feels effortless, quality ingredients feel exciting, and every visit, whether in-person or online, feels playful yet thoughtful. It's about connecting with people who value vibrant taste, healthy choices, and a sense of discovery, giving them a brand that reflects energy, creativity, and care.

Logotype

The Vegeta logotype is inspired by the natural textures revealed when fruits and vegetables are peeled, reflecting freshness, authenticity, and a connection to real ingredients.

ACUMIN VARIABLE CONCEPT

Lorem ipsum dolor sit amet

consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

CANDARA REGULAR

CAN

PORTAS REGULAR

POR

LEXEND EXA

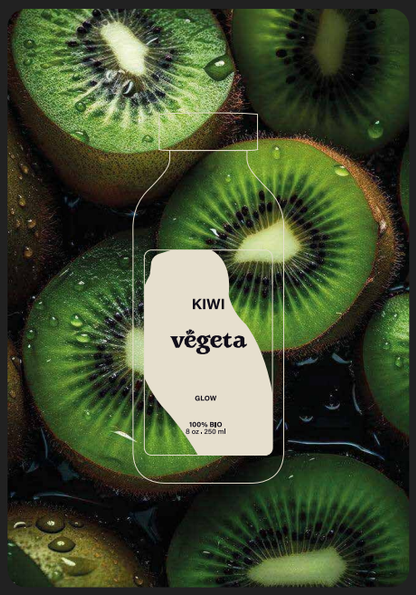
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

LIGHT
REGULAR
BOLD

R 17	C 79	R 47	C 79	R 47	C 53	R 228	C 2
G 17	M 70	G 120	M 30	G 120	M 9	G 66	M 84
B 17	J 62	B 106	J 58	B 106	J 30	B 38	J 89
	N 89		N 17		N 0		N 0
HEXCODE		HEXCODE		HEXCODE		HEXCODE	
#111111		#2F786A		#82BCB8		#E44226	

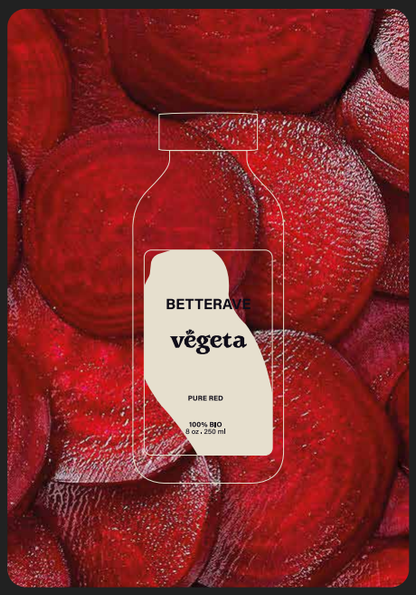
R 241	C 53	R 255	C 4	R 230	C 11
G 179	M 32	G 234	M 1	G 223	M 10
B 24	J 93	B 23	J 88	B 206	J 21
	N 0		N 0		N 0
HEXCODE		HEXCODE		HEXCODE	
#F1B318		#FFEA17		#E6DFCE	

OPEN KITCHEN
vēgeta
SALADS MENU
SALADE EXOTIQUE
Roquette, Tomates cerises, Avocat, Carottes, Crevettes, Radis, Ananas, Menthe, Aneth, Concombre, Ricotta, Graines de Chia, Maïs, Sauce Thaïe
SALADE GYOZA
Roquette, Tomates cerises, Concombre, Oignons, Chips d'oignons, Cébette, Coriandre, Gyozas au choix : crevettes ou poulet
GYOZA CREVETTE
GYOZA POULET


KIWI
vēgeta
GLOW
100% BIO
8 oz , 250 ml

ORANGE
vēgeta
FRESH
100% BIO
8 oz , 250 ml

BANAN
vēgeta
WINTER
100% BIO
8 oz , 250 ml


BETTERAVE
vēgeta
PURE RED
100% BIO
8 oz , 250 ml

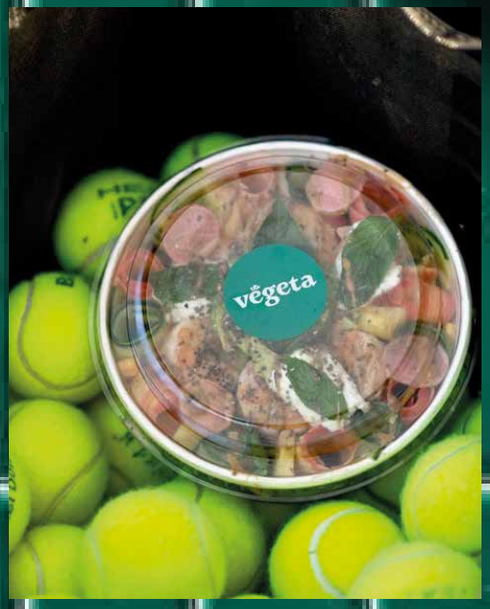
open kitchen
FRESH SALAD

vegeta_open_kitchen

70 posts | 11k followers | 71 following

Entrepreneur
Salad | Rice | Juice
Open 7/7
From 11h - 00h
Sidi Bousaid (Malibu Food)

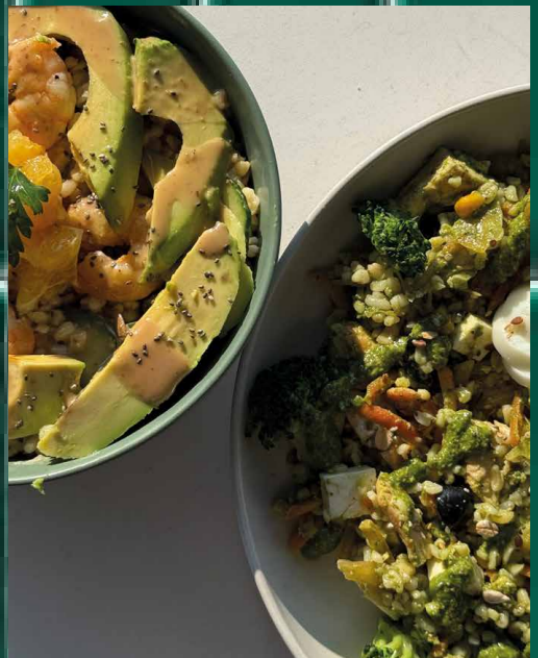
Follow | Send Message



vegeta
FIDELITY

Morning motivation:
iced coffee first, everything else after

vegeta



vegeta