PATTY JUNKIE

First and

PATTY JUNKIE
SMASH BURGER!

Second drafts

PATTY JUNKIE
smash burger!

Logo font

PATTY JUNKIE

Final design

PATTY JUNKIE
smash burgers !

The upper portion of the first word shifts slightly upward

These refinements gave the logo a bolder, rounder, and sleeker feel

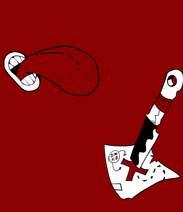
The lower portion of the second word shifts slightly downward

PATTY JUNKIE
smash burgers !

PATTY JUNKIE
smash burgers !

PATTY JUNKIE
Smash burgers !

PATTY JUNKIE
smash burgers !



R 255
V 255
B 255

C 0
M 0
J 0
N 0

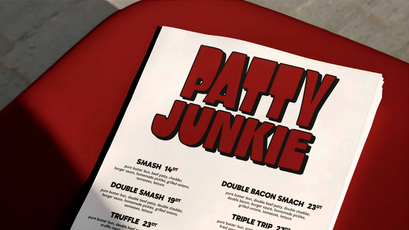
HEX FFFFFF

R 139
V 0
B 0

C 27
M 100
J 100
N 34

HEX 8B0000

R 0
V 0
B 0

C 91
M 78
J 62
N 97

HEX 000000