

Hello.

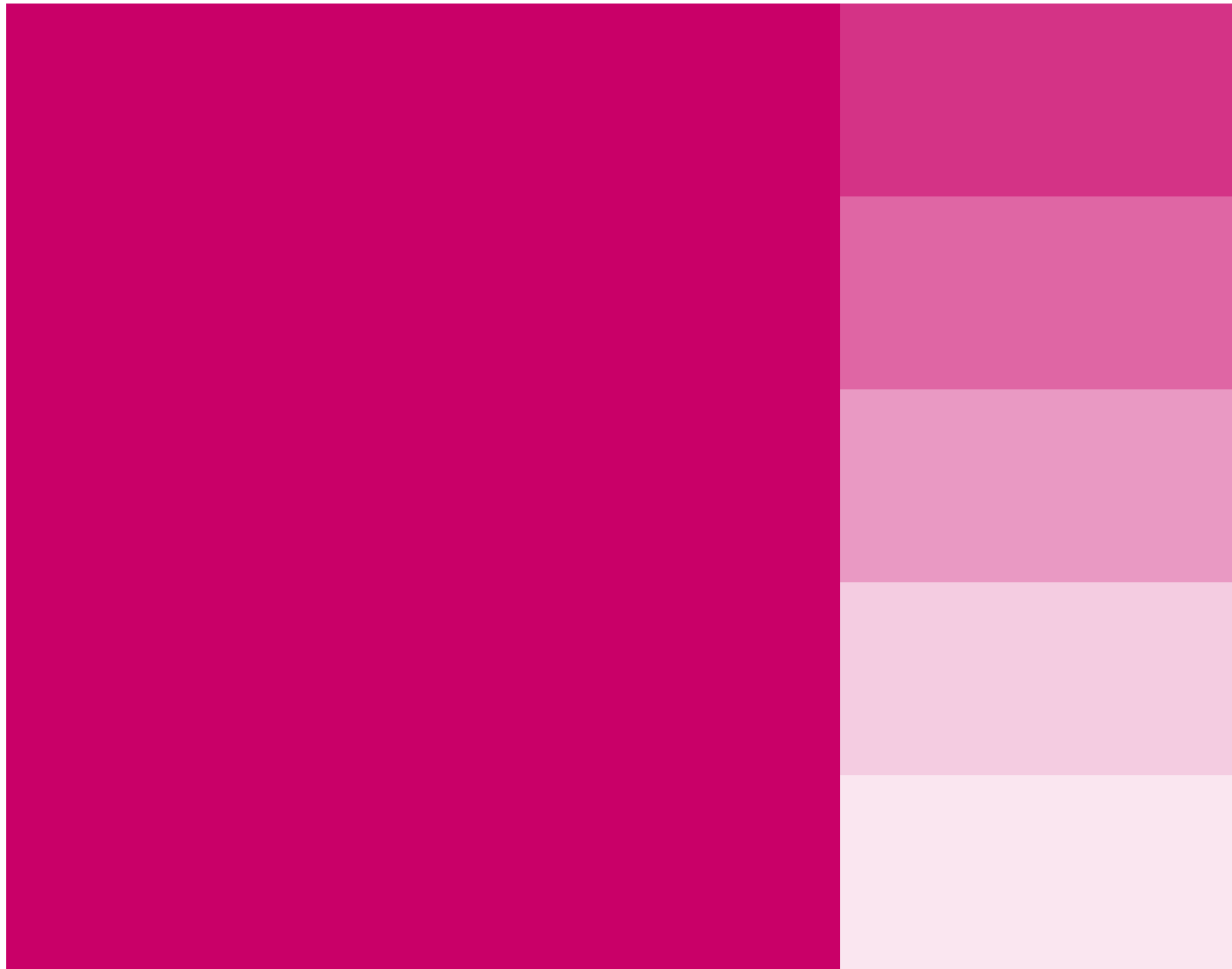
A new way to express yourself.

It's time to develop a powerful new visual identity. It will be one of your most important brand assets. When used effectively, it will be more than a tool to communicate who you are, it will be a symbol for why your brand matters. It will stand in for the value you create.

Color

Color:

Primary:



Secondary:



Color:
Variations

LITTLE
Love Burger

LITTLE
Love Burger

LITTLE
Love Burger

LITTLE
Love Burger

Typography

Typography:
Lulo Typeface - Textured + Clean

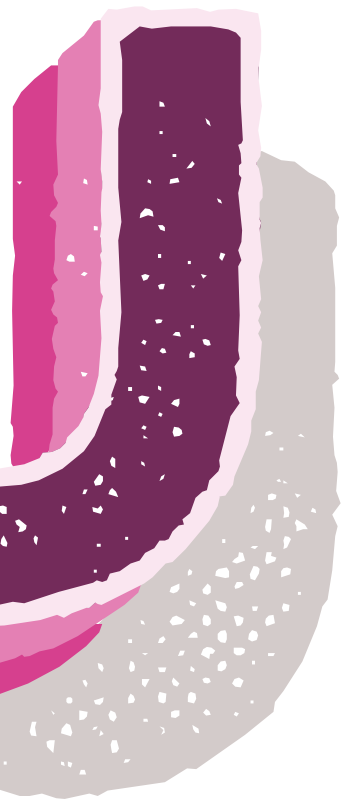
Textured:

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Clean:

A B C D E F G H
I J K L M N O P Q
R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Typography:
Detail



Clean:



Logotype

Final Lockup:

Love Budget

Final Lockup with 'Little'

LITTLE

Love Budget

Lockup Relationships

LITTLE

Love Burger

1X

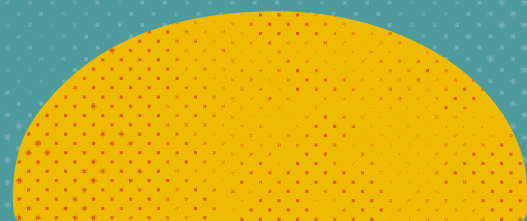
Logotype Detail:



Logotype Detail:



Implementation



Love

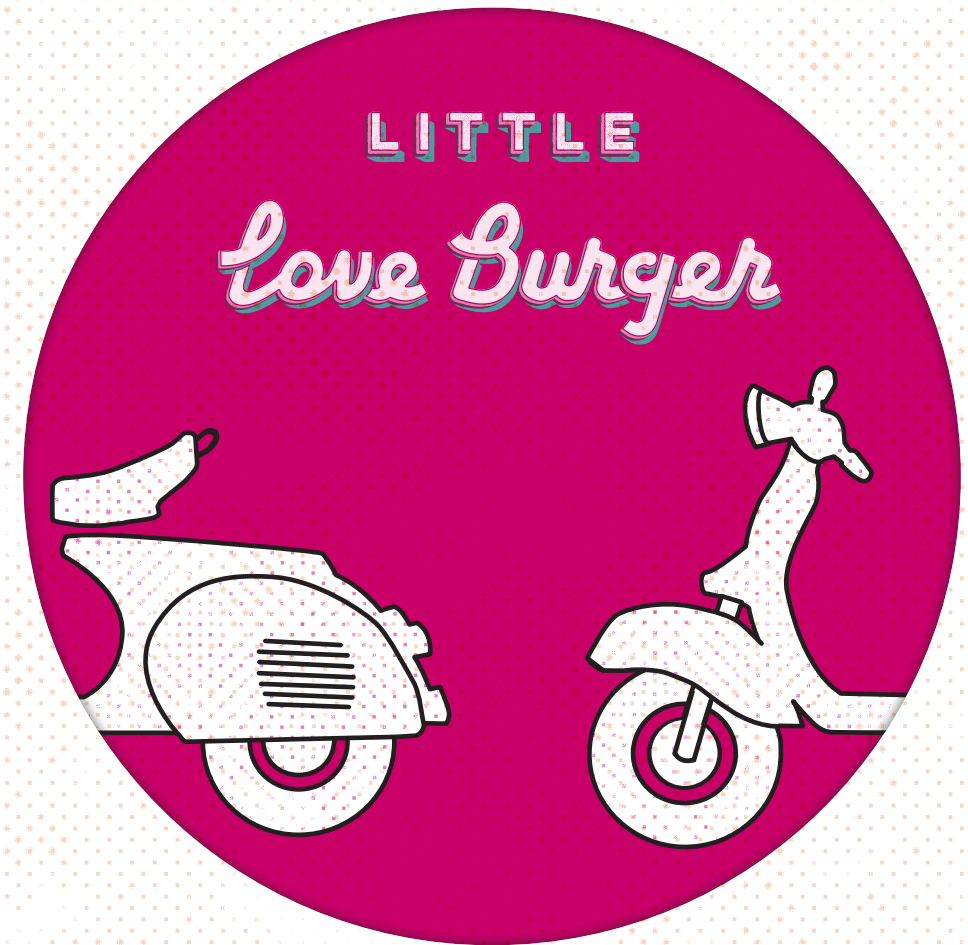


**DON'T YOU
WANT SOME BURGER
TO LOVE?**





Implementation:
Sticker



LITTLE
Love Burger

**DON'T YOU WANT SOME
BURGER TO LOVE?**

DOWNTOWN

CLEAR CHANNEL

042241

LITTLE
Love Burger

**DON'T YOU WANT SOME
BURGER TO LOVE?**

DOWNTOWN

CLEAR CHANNEL

042241

LITTLE
Love Burger

**DON'T YOU WANT SOME
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CLEAR CHANNEL

042241

LITTLE

Love Burger

