

The logo I chose to do is The Shake Shack logo with iconic burger picture with the Shake shack typeface it is a San serif similar time either avenir or Rockwell. History of the logo started in the 1950s and 60s with roadway imagery. As I have learned his company is very passionate about their company and environment. With the menus they created they had to reflect the colors of the menu.

The designer who made this logo was Paula Scher who made to design the success of the company Shake Shack. "Shake Shack founder Danny Meyer has teamed up with Scher again in hopes that the "fast-casual restaurant brand" magic strikes twice. This time, the business is Tender Greens—the first outside business Meyer's Union Square Hospitality group of restaurants has invested in". This illustrates that success can be done from everywhere. Fast company states "And architect James Wines developed the original shack structure in Madison Square Park. But what of the casually catchy Shake Shack branding that has" by Pentagram. In addition to this the sign with the words can evolve from words to pictures.

The format chosen to be used for fast food retail was black letters and green burger picture. Neutra is the font "Whatever we're promoting, whether it's summer camp or a public health test, we want to make sure that it looks and feels like a government product. With the font they will use it anywhere in order to market to the public. The colors are green and vampire black. With this purpose they had to brand their website. Wired.com "Shake Shack brand color scheme for digital or print projects that need to use specific color values to match their company color palette". It shows this company is passionate about their branding.

This is very interesting with the logos the designer Paula Scher had to design. This shows Pentagram had a lot of it to design. The font is also used in apparel and pop music to open up to the public. Neutra seems close to Futura due to similarity in size. I think this logo is designed to appeal to and attract customers.

Sources

<https://www.pentagram.com/work/shake-shack/story>

<https://www.fastcompany.com/3041777/the-untold-story-of-shake-shacks-16-billion-br>



OUR ORIGINS
2001 - 2003

Madison Square
Park, NYC



<https://www.wired.com/2015/07/shahttps://brandpalettes.com/shake-shack-color-co>



[des/ke-shack-made-70](#)

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