



• logo presentation  
shake shack

- shake shack uses a sans serif type face in order to custom their menu and marketing strategies font is neutra
- paula scher was one of the pioneers of the logo she thought this was the best because it is a retro font
- The format chose to be used for fast food retail was black letters and green burger picture to company pallettes which is cymk and rgb colors
- they also decided to use green and black colors to keep concistency with their clientelle
- “Shake Shack” was rendered in Coney Island-sized letters across the roof, but in elegant and modern stainless steel.
- the reason why they brand the colors is to match environmental graphics
- . The team also designed a format for the menu boards, which serve as the graphic focus in all of the restaurant interiors.
- graphics for the original kiosk displayed a visual sophistication appropriate to the area due to the fact that there firms.
- the logo has grown so much in the world it was at airports and stadiums with a flexible system
- Neutra is named after Richard Neutra, the modernist architect who used his custom typeface in signage on all his buildings