

Logo



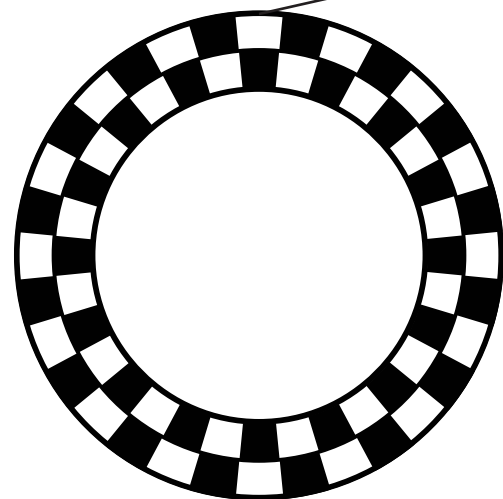
BREAKDOWN

LOGO BREAKDOWN

CHECKER PATTERN

INSPIRED BY THE ICONIC CHECKER PATTERNS SHOWCASED THROUGHOUT ALL INCREDIBLE FOOD AND FAMILY LOCATIONS.

IT IS AN INTEGRAL PART OF THE BRAND THAT NEEDS TO BE SHOWCASED IN THE IDENTITY

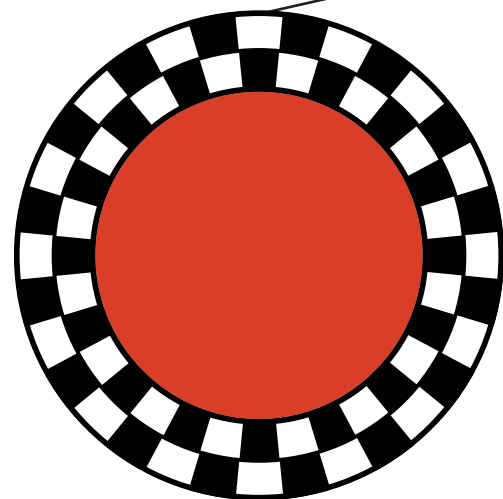


LOGO BREAKDOWN

CIRCLE AND CHECKER

INSPIRED BY THE PLATES USED IN THE BUFFETS AT INCREDIBLE FOOD AND FAMILY.

WHILE THE BRAND IDENTITY IS EVOLVING THE EXPERIENCE REMAINS JUST AS STRONG.



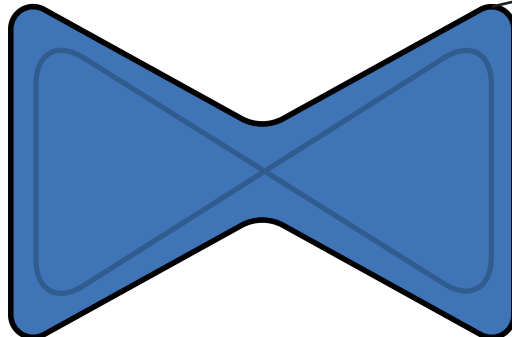
LOGO BREAKDOWN

INFINITY BOW

INSPIRED BY THE PREVIOUS BRAND NAME INCREDIBLE “PIZZA.” SHOWCASING SLICES OF PIZZA MEETING IN THE MIDDLE. THE DESIGN HAS TAKEN A MORE MODERN AND CONCEPTUAL TAKE WHILE KEEPING THE HISTORY OF THE COMPANY INTACT.

THE SHAPE IS ALSO INSPIRED BY A BOW TO SHOW A MORE PLAYFUL SIDE.

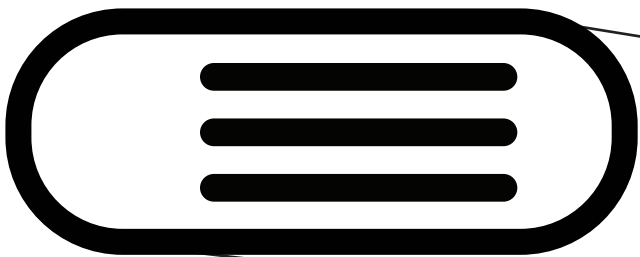
FINALLY, THE LAST INSPIRATION IS ON AN INFINITY SYMBOL DECONSTRUCTED. SHOWING THAT THE FUN AND EXPERIENCE NEVER STOPS AT INCREDIBLE FOOD AND FUN.



LOGO BREAKDOWN

CLASSIC AMERICANA BANNER

INSPIRED BY 50S AND 60S DINER SIGNAGE AND
ICONOGRAPHY. THE TIMELESS LOOK OF MANY SHAPES
AND PATTERNS WERE INCORPORATED INTO THE DESIGN.



LOGO BREAKDOWN

SCRIPT TYPOGRAPHY

The flowing script adds motion and personality while hinting at the brand's promise of elevated fun.

Incredible

Incredible



LOGO BREAKDOWN

BADGE

THE OVERALL COMPOSITION IS REMINISCENT OF A SEAL OR PATCH, GIVING THE LOGO A “STAMP OF APPROVAL” FEEL.

SOMETHING OFFICIAL, TRUSTWORTHY, AND ESTABLISHED.



