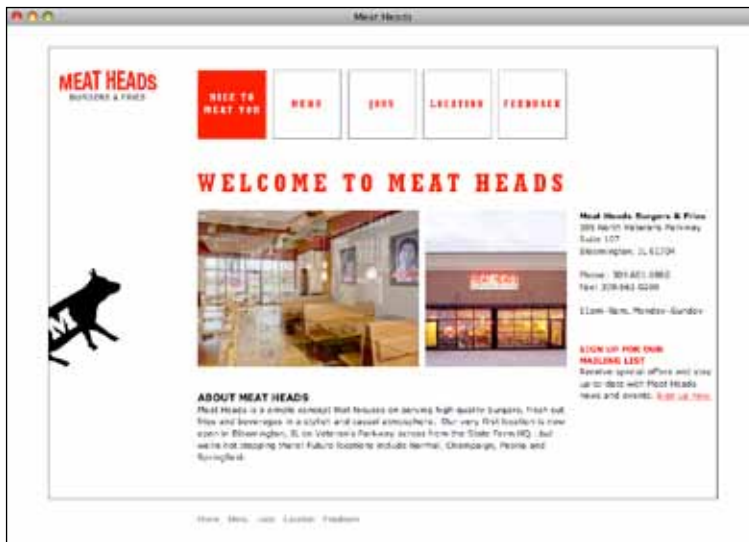


Carnivores eat up the tasty brand image we created for a new fast-casual dining chain in Illinois.



challenge

Meat Heads, a fast-casual dining chain of restaurants in Illinois, specializes in high-quality quick meals prepared daily from the freshest ingredients, similar to Potbelly's or Chipotle.

The backers of Meat Heads, Tartan Realty Group, challenged UpShift to create a modern, upscale brand identity program that would resonate with a broad range of suburban and urban targets and positioned the restaurant at the top of its category.

solution

UpShift executed a "soup-to-nuts" approach that included brand image, collateral, signage, uniforms, and promotions. To ensure that the concept got off on the right hoof, there was hardly a branded component that UpShift did not design. We even handled interior colors and furnishings.

The result is old-fashioned steak joint meets classic American diner with every touchpoint working together.

For humor: T-Shirts and other items say "Certified Meat Head", "Nice to Meat You" and, simply, "Carnivore".

results

All diners love Meat Heads because of the thick hand-pressed burgers made daily from Certified Angus beef and handcut fries.

They also embraced the brand image and the interior design that UpShift created—more families, couples and working professionals than predicted are eating there, leading to even higher dining receipts.

The Meat Heads work won awards from:

- The Communicator Awards
- Davey Awards
- Graphic Design USA

- industry
- restaurant

- deliverables
- brand identity
- logo design
- web site design
- signage/menus
- restaurant interior concept
- packaging design
- uniforms
- marketing & promos