Fen's Backyard Kitchen

Case Study

Designed by Ingenisuarts

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A PREMIUM CULINARY BRAND BUILT FROM SCRATCH.

The FBK monogram, restrained monochrome palette and refined typography create a sophisticated identity system that communicates quality, comfort and exclusivity across every customer-facing surface from social media to packaging.

PROJECT TYPE	PRIMARY OUTPUT	DELIVERABLES
Brand Identity System	Custom Monogram Mark	8+ Production Files



UNDERSTANDING THE CLIENT

WHO THE CLIENT WAS

A premium culinary brand delivering refined, thought-fully prepared cuisine with a warm, personal character. The brand blends the intimacy of a home kitchen with the visual sophistication of an upscale dining experience. Both from also existing areas, each communication and touchpoint.

WHAT THE CLIENT NEEDED

A complete visual identity that could establish the business as a premium culinary brand and a timeless system across all touchpoints. A distinctive mark, colour palette, type system and application suite, all ready for production.

WHO THE AUDIENCE WAS

Food lovers, working professionals, celebrations and social media users who judge quality by presentation. Designed to appeal to a single world. An audience that values taste and premium finish in equal measure.

CLIENT CONTEXT

The client required a brand that felt both premium and personal simultaneously communicating warmth and approachability while clearly signalling quality, sophistication and professional presentation.



An expressive mark where colour and mood sophistication visually

THE IDENTITY CHALLENGE

THE PROBLEM TO SOLVE

The brand needed to feel warm, authentic and personal while simultaneously communicating premium quality and sophistication. A generic chef hat, food illustration or predictable culinary symbol would make the brand invisible in an oversaturated market of similar culinary businesses.

PERSONAL & APPROACHABLE

Warm, welcoming and connected to home cooking. The identity should invite you to feel like cooking for someone you care about, not just for a restaurant and personal. The identity had to be warm, welcoming and inviting, amateur or informal.

PREMIUM & REFINED

Elevated, sophisticated and instantly confident. The identity had to appeal to customers who judge quality by presentation, signalling that the business operates to high standards. The system needed to hold its own against established premium culinary brands.

A CUSTOM MONOGRAM NOT A FOOD ILLUSTRATION

A distinctive FBK monogram surrounded by a circular stroke referencing a dining plate. The solution avoids predictable culinary imagery entirely and instead communicates the brand through letterform, movement and refinement.

The circular stroke creates a self-contained seal confident, timeless and recognisable at any scale from a business card to a storefront sign.

WHO WE ARE DESIGNING FOR

Food Lovers | Working Professionals | Social Media Audience | Celebrators

MY ROLE IN THE PROJECT

LEAD BRAND IDENTITY & SOCIAL MEDIA DESIGNER

I led the full visual identity system, from developing the custom monogram and brand identity guidelines to translating the identity into a cohesive social media and brand application system.

KEY RESPONSIBILITIES

Chef Interpretation
Translated FBK's positioning, audience and personality into a clear creative direction.

Logo & Identity Design
Developed the custom FBK monogram, circular structure and complete logo system.

Colour & Typography System
Created a sophisticated visual hierarchy balancing premium quality and everyday communication.

Social Media System
Established clear layouts, typography, spacing and brand consistency across FBK's Instagram presence.

Brand Applications
Designed the identity into packaging, menu, stationery and digital touchpoints.

Final Brand Delivery
Prepared organised, production-ready identity assets and scalable design formats for future communication.

CONCEPT & DESIGN EXPLORATION

A custom FBK monogram built on meaning, movement and craft.



APPLICATION LOGIC

The monogram is constructed around a circular foundation. The three letterforms are balanced, stacked, mid-mark and standalone-monogram arrangements. The monochrome system ensures reliable reproduction across print, digital, embossing and foil stamping.

LETTERFORM MARK
The FBK monogram acts as a compact, memorable signature for the brand.

CIRCULAR STOKE
Introduces a dining plate the most fundamental culinary symbol.

FLOWING LETTERFORMS
Add movement and handcrafted quality to the mark.

SERIF TYPOGRAPHY
Strengthens premium positioning and gives the identity timeless character.

INITIAL SKETCHES

Exploring multiple directions in monogram construction and circular proportions to create a monogram that represents balance, elegance and the essence of dining.

EXPLORATION NOTES

- Tested different letter relationships
- **connected, overlapping and independent.**
- Explored circular forms inspired by a dining plate.
- Focused on balance, flow, readability and timeless appeal.

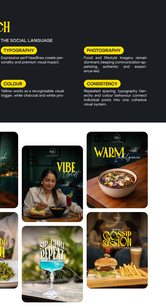


LOGO GRID SYSTEM

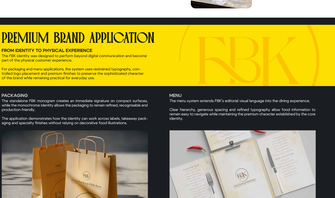
The Fen's Backyard Kitchen logo is built on a precise grid system for balanced proportions and consistent alignment.

The custom FBK monogram, circular stroke, wordmark and tagline follow a unified structure, ensuring reliable scale across print and digital applications.

Inspired by a dining plate, the circular form frames the flowing serif letterforms while maintaining the logo's clarity, elegance and premium character.



Base Unit X: Primary Wordmark / Monogram Reference Height
Monogram Height: 2%
Monogram Width: 2%
Wordmark Height: 2.5%
Monogram to Wordmark: 0.5%



TYPOGRAPHY SYSTEM

PRIMARY TYPEFACE

FONT NAME: NEWYORK

Newyork gives the FBK identity its refined and timeless character. Its elegant serif construction supports the premium positioning of the brand and gives the logo a distinctive, sophisticated presence.

ALTERNATE REFERENCE

FONT NAME: PALMORE

Palmore is used for prominent headlines and campaign messaging. Its expressive character adds personality and creates strong visual impact across social media and premium applications.

BODY TYPEFACE

FONT NAME: CYGRE

Cygre is used for body copy, descriptions and supporting information. Its clean and contemporary appearance provides excellent readability while balancing the more expressive headline typography.

COLOUR SYSTEM

A bold yet refined visual system designed to keep the food, ambience and brand identity at the centre of every communication.

YELLOW - #FDDF07
Used sparingly for highlights, key elements and brand accents. The bright yellow adds energy and visibility while maintaining a premium contrast against darker images.

WHITE - #FFFFFF
Used for backgrounds and supporting information to maintain a clean, premium and spacious feel. Creates breathing room and helps the monogram and typography stand out clearly.

DEEP CHARCOAL - #1A1D20
Used as a primary text and dominant background colour. Delivers strong contrast and a premium, sophisticated presence. Helps the brand feel bold and timeless.

LOGO LEGIBILITY & SMALL-SIZE TEST

DESIGNED TO REMAIN RECOGNISABLE AT REDUCED SCALE.

Because the FBK monogram contains refined serif details and flowing letterforms, small-size performance was considered as part of the identity system.

The mark was evaluated at multiple digital and print sizes to confirm that its overall silhouette, spacing and FBK letterform remain recognisable when reproduced in compact applications.

DIGITAL SCALE TEST
80 PX — STANDARD SMALL DIGITAL USE
Suitable for profile images, app icons, social media thumbnails and circular forms.

40 PX — COMPACT INTERFACE USE
Suitable where the monogram functions primarily as a brand identifier.

20 PX — MINIMUM DIGITAL REFERENCE
At extremely small sizes, recognition is driven by the overall shape and silhouette rather than the letterform detail.

PRINT SCALE TEST
For compact printed applications, the standalone monogram is tested down to 10mm wide. At this size, the overall silhouette remains recognisable and the letterforms begin to lose clarity.

SMALL-SCALE APPLICATION RULE
Use the standalone FBK monogram for compact applications.

- Use the complete logo where sufficient reproduction space is available.

SOCIAL MEDIA SYSTEM

A CONSISTENT BRAND EXPERIENCE BEYOND THE LOGO.

The FBK identity was translated into a flexible social media system designed to make every post feel recognisably part of the same brand while allowing food, ambience and personality to remain the focus.

The system combines bold editorial typography, premium food photography, a consistent yellow, charcoal and white palette, and repeatable layout principles to create a cohesive Instagram presence.

Rather than relying on a single post template, the visual language was designed to adapt across food promotions, brand communication, campaigns and lifestyle content while maintaining a consistent FBK personality.

SYSTEM PRINCIPLES

01
STRONG FOOD FOCUS
Photography remains the hero, allowing the quality, texture and presentation of the food to create immediate visual impact.

02
CONSISTENT TYPOGRAPHY
Palmore creates expressive campaign headlines while Cygre supports clear, contemporary, secondary communication.

03
BRAND COLOUR CONTROL
FBK yellow is used strategically for headlines, highlights and accents, but never at the expense of overall visual hierarchy.

04
FLEXIBLE COMPOSITIONS
Layouts adapt to different content requirements without losing the visual relationships that make the system instantly recognisable.

05
CLEAR VISUAL HIERARCHY
Every post is structured to communicate the main message quickly before supporting information is introduced.

06
REPEATABLE DESIGN LANGUAGE
Typography, spacing, image treatment and graphic elements work together to create a consistent feel across the complete Instagram feed.

SOCIAL MEDIA DESIGN APPROACH

FROM BRAND IDENTITY TO DAILY COMMUNICATION

A brand identity becomes valuable when it can perform consistently in everyday communication.

For FBK, the core identity system was extended into social media through reusable visual rules rather than rigid templates. The model it possible to create variety across the feed while preserving recognition.

THE SOCIAL LANGUAGE

TYPOGRAPHY
Expressive serif headlines create personality and premium visual impact.

PHOTOGRAPHY
Food and lifestyle imagery remain the hero, using consistent framing, warm tones, authentic and modern environments.

COLOUR
Yellow works as a recognisable visual trigger, while charcoal and white provide

CONSISTENCY
Repeated spacing, typography hierarchy and layout structures help individual posts into one cohesive visual system.



PREMIUM BRAND APPLICATION

FROM IDENTITY TO PHYSICAL EXPERIENCE

The FBK identity was applied across packaging, menu and digital communication and become part of the physical customer experience.

For packaging and menu applications, the system uses restrained typography, controlled logo placement and premium finishes to preserve the sophisticated character of the brand while remaining practical for everyday use.

PACKAGING

The standalone FBK monogram creates an immediate signature on compact surfaces, while the monochrome identity allows the packaging to remain refined, recognisable and production-friendly.

The application demonstrates how the identity can work across labels, takeaway packaging and seasonal finishes without relying on decorative food illustrations.



MENU

The menu system extends FBK's editorial visual language into the dining experience.

Clear hierarchy, generous spacing and refined typography allow food information to remain easy to navigate while maintaining the premium character established by the core identity.



BRAND IN THE REAL WORLD

The FBK identity applied across packaging, menus and brand surfaces.

BEHIND EVERY GREAT KITCHEN IS A GREAT CHEF.







PROJECT DELIVERABLES

PRIMARY LOGO
Main horizontal arrangement combining monogram and wordmark.

SECONDARY LOGO
Stacked and centred arrangements for portrait formats.

STANDALONE MONOGRAM
FBK mark for profile images, icons, labels and compact use.

COLOUR VARIATIONS
Black, white and reversed logo versions for all backgrounds.

VECTOR MASTER FILES
Editable AI, EPS and SVG files for unlimited professional scaling.

PRINT-READY FILES
High-resolution PDF files for stationery, packaging and signage.

DIGITAL FILES
Transparent PNG and high-resolution JPG exports in RGB.

ORGANISED DELIVERY
Named folders covering formats, colourmodes and variations.

PROJECT OUTCOME

FEN'S BACKYARD KITCHEN NOW HAS A BRAND BUILT TO WORK ACROSS EVERY TOUCHPOINT.
The final FBK identity combines a distinctive custom monogram with a flexible visual system that extends naturally across social media, packaging, menus, print and digital communication.

DISTINCTIVE IDENTITY
A custom monogram giving FBK a recognisable visual signature.

PREMIUM POSITIONING
A refined visual language communicates quality before the audience engages with the message.

SOCIAL MEDIA SYSTEM
A flexible framework keeps Instagram communication recognisable without making every post feel identical.

PHYSICAL APPLICATION
Packaging, menus and print materials extend the same brand experience into real-world customer touchpoints.

SCALABLE LOGO SYSTEM
Primary, secondary and standalone arrangements support both large-format and compact applications.

COMPLETE BRAND EXPERIENCE
The result is a connected identity designed to perform consistently across physical and digital environ-

↘ **LET'S BUILD YOUR BRAND.**
Logo, Brand Identity & Social Media **Design by Ingeniousarts**

CLIENT TESTIMONIAL

A BRAND IDENTITY THAT FELT LIKE OUR VISION.

STRATEGIC APPROACH
The design process went beyond creating a logo. Every element—from the monogram to typography, colour system and applications—was developed with purpose.

CREATIVE EXECUTION
The final identity successfully balanced warmth and premium positioning, reflecting the personality of our brand.

COMPLETE BRAND SYSTEM
The delivered assets provide consistency across social media, packaging, print materials and future brand communication.

Fenil Soni
Owner

★★★★★

Working with Moon transformed our vision into a premium brand identity that truly represents our culinary experience. The process was collaborative, strategic, and delivered a strong visual presence across all brand touchpoints.

— Fen's Backyard Kitchen

LET'S BUILD A BRAND PEOPLE REMEMBER.
PREMIUM LOGO, BRAND IDENTITY & SOCIAL MEDIA DESIGN

Designed by Ingeniousarts