

MADE MARKET BRANDING

LOGO

PACKAGING

SERVICE UNIFORM

MADE MARKET BRANDING

LOGO DESIGN

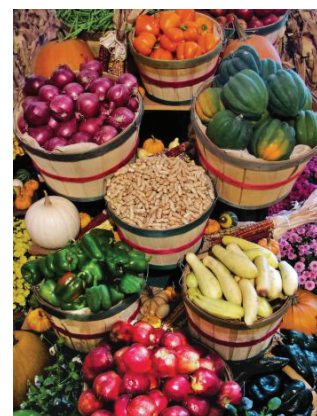
THE JAR

The hand drawn jar emblem communicates **hand made market products** while offering a **charming**, personalized element akin to **farm freshness** and **home craft**.



MADE
Market

The Letter “M” is evident but subdued in the glaze of the glass allowing for a bit of **discovery** and **delight** within the **instantly recognizable** icon of the jar. Overall, the hand drawn jar emblem communicates a **casual experience** offering **familiar food** and **unique market products**.



Inspiration

LOGO COMPOSITIONS

Primary Logo

Logo Icons



Sticker
application



Chalkboard
application

MADE MARKET BRANDING

PACKAGING STUDY

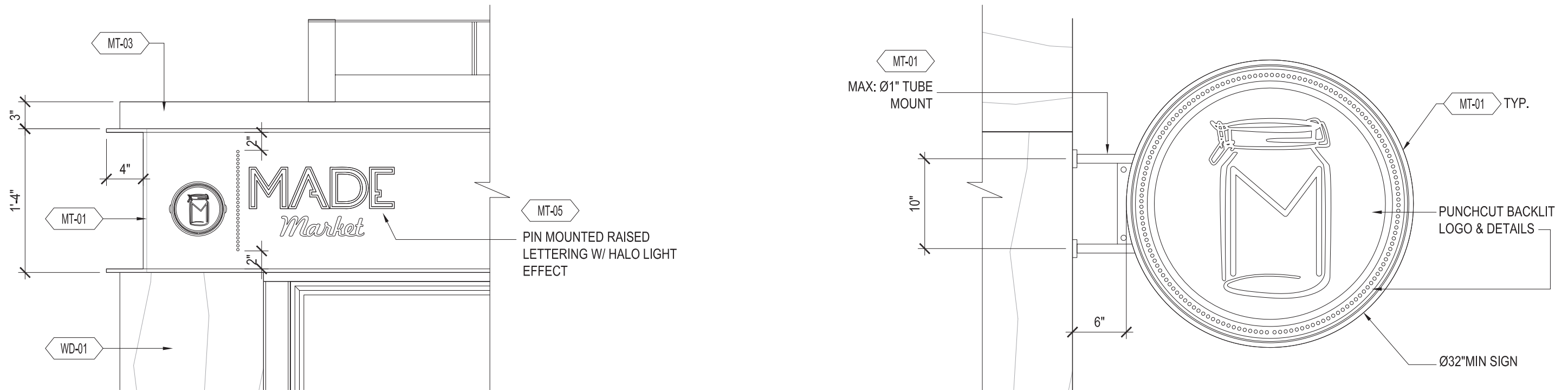
Packaging for Made Market is clean and authentic, using more natural, recycled, and recyclable materials. The subtly printed logo on paper wrapping gives a reverential nod to farm freshness in a modern kitchen.

Made Market packaging emulates the feel of the farmer's market while maintaining aesthetic crispness and modern lines. It's convenient, yet environmentally responsible.

The focus is kept on the word "MADE", expressing the concept behind the food of the restaurant: home-made, self-made, ready-made, and made to order. Made Market promises a fresh, home cooked meal or treat for every guest, and that home goodness is quick and easy to grab on the run.



SIGNAGE DETAILS + DIRECTION



The Made Market signage should be used within Tiers 1 and 2 as exterior branding elements as part of the signature front door experience. The front door specifications should be referenced for further detail of placement and execution of the Made Market exterior. Either sign type may be used as deemed appropriate for the individual spaces by the franchisee.