BRAND IDENTITY / CONCEPT PROJECT

Rooted in tradition. Made for today.

A warm identity for a contemporary Mexican kitchen.

La Cosecha pairs a distinctive agave-inspired mark with expressive serif typography. Earthy color, clean layouts and meaningful details create a restaurant identity that feels rooted in culture without becoming nostalgic or predictable.

THE IDENTITY



A COHESIVE SYSTEM / LOGO · PRINT · ENVIRONMENT



MEXICAN RESTAURANT / VISUAL IDENTITY

01 / THE IDENTITY SYSTEM

One idea. A recognizable visual language.

PRIMARY LOGO



La Cosecha
COCINA MEXICANA

REVERSED LOGO



La Cosecha
COCINA MEXICANA

COLOR PALETTE

BRICK RED
#79231F

TERRACOTTA
#D97428

HARVEST GOLD
#EDA827

AGAVE GREEN
#1B513B

TYPE DIRECTION

EB Garamond / Lato

02 / THE BRAND IN ACTION

Every touchpoint tells the same story.











APPLICATIONS

Storefront signage / Restaurant menu / Takeout packaging / Business card / Weekly promotion

DESIGN INTENT

The symbol references harvest and hospitality; the typography gives the restaurant a confident, established voice. Every application stays recognizable, from a storefront to a takeout box.