



Dragon Warrior Noodle Brand Plan

Prepared by: Melinda Garza
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Photo courtesy of www.dragonwarriornoodle.com

ABOUT DRAGON WARRIOR NOODLE

Chef/Owner Jason Jon opened Dragon Warrior Noodle in McAllen, Texas in November 2017.

With a deep passion for Japanese food and culture, Chef Jon has since applied his culinary expertise creating original recipes for Japanese Ramen and various forms of handmade Asian cuisine.

COMPANY MANTRA

Dragon Warrior Noodle has five points of tradition that are used to shape and reflect its culture. We are:

- Knowledgeable
- Contemporary
- Passionate
- Positive; and
- Professional about our food and restaurant.



WHAT IS RAMEN?

Ramen is a Japanese noodle soup, made with a combination of a rich flavored broth, noodles and a selection of meats and/or vegetables, and is often topped with a boiled egg. In Japan, ramen is considered a fast food, with many small restaurants and street vendors offering a warming bowl of this delicious soup.



Photo courtesy of Dragon Warrior Noodle

The Competition

From hand made gyoza to 18-hour broths, Dragon Warrior Noodle prepares each dish fresh daily using authentic Japanese ingredients.



Photo courtesy of Google Reviews



Photo courtesy of Yelp

RONIN RAMEN NOODLE SHOP

Ronin Noodle Bar specializes in Asian Fusion Cuisine with a Rio Grande Valley twist. They have two locations: Mercado District in McAllen and 2405 W University Edinburg, TX.

YASUKE RAMEN & BAR

Yasuke Ramen & Bar is a Japanese Sports Bar. They describe themselves as an unpretentious tavern with a terrace that offers rice dishes, noodle soup & dumplings, plus sake & beer. They are located at 315 w US-83 BUS, McAllen, TX 78503

AUDIENCE

Hidalgo County

Dragon Warrior Noodle is located in the heart of Hidalgo County in McAllen, Texas. With a population of 870,781, Hidalgo County is the 8th most populated county in the state of Texas. The largest racial/ethnic group is Hispanic (91.8 percent) followed by White (6.1 percent) and Asian (0.9 percent).

Special Events

Though Dragon Warrior Noodle caters mostly to the Hispanic population, the restaurant also works to target niche audiences in the area, hosting special events throughout the month and year such as Anime Halloween Fest and Goshikku Japanese Goth Nights.





Current Logo

The current logo is extremely colorful and busy. There are dozens of colors and a very unique font. It features a dragon with red hair and features a purple flag, chopsticks, two swords and a ramen noodle bowl

DEVELOPING A NEW LOGO

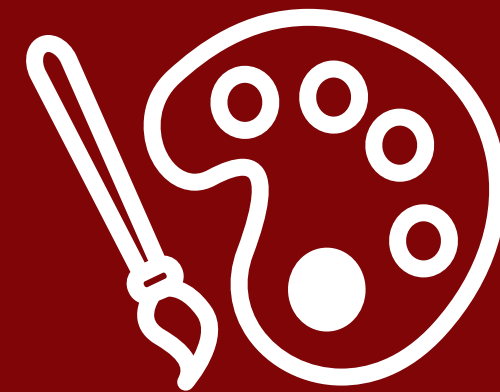
Because the current logo is busy and colorful, I wanted emphasize the restaurant's interior and go the opposite direction with the rebranding. This included minimalist art and fonts, while still insuring their website and restaurant's colors were used. The following steps were taken to ensure the new logo was refreshed, while still paying tribute to its past.



Visualize and Plan



Consider the Aesthetics



Research

NEW LOGO VARIATIONS

Option One



Option Two



Option Three



Option Four



Option Five



Option Six



LOGO APPLICATION

ONLINE

The new logo can be used on the restaurant's Google profile, as the profile picture on all social media platforms and any other digital forms.



IN PRINT

Print-wise, the new logo can be used for physical newspaper ads, magazine features and all physical merchandizing.



OTHER APPLICATION

The logo can be seen on any branding the restaurant does, such as on cups, napkins, business cards and the restaurant's interior and exterior.

MOOD BOARD

UPDATED LOGO



FONT GUIDE

Large Heading

BYLINE

SUB-HEADING GOES HERE

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut hendrerit ipsum quam, quis convallis tellus gravida ut. Donec commodo interdum magna, eu consectetur risus faucibus eget.

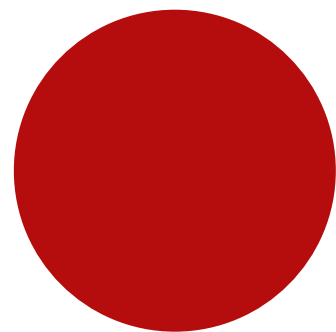
Brice Regular Semi Exp.

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abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

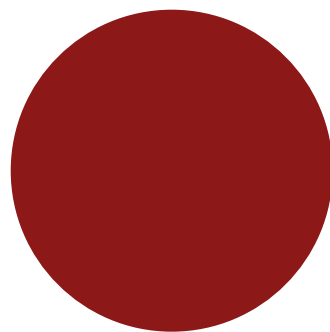
Intro Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 !@#\$%^&*()

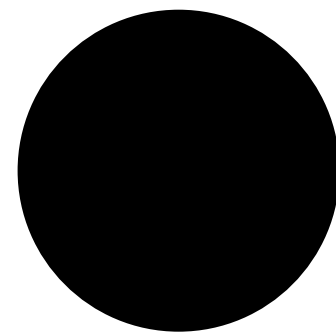
COLOR PALETTE



#B50D0D



#8D1818



#000000

LOGO VARIATIONS



**DRAGON
WARRIOR
NOODLE**



ITEMS CONSIDERED



FONT CHOICE

Picking the font was important because though I wanted it to give a unique feel, I didn't want it to be incomprehensible or difficult for people to read.

GRAPHIC

I wanted to do a 180 when it came to the graphic and make it clean and modern, which is different than the current busy logo.

COLORS

I used the restaurant's website and interior as inspiration to use dark red and black as the main colors for the new logo and mood board.

FONT SIZE

We don't want the copy to overshadow the graphic on the logo so it's important to find the balance between both.

Find Dragon Warrior Noodle Online



TWITTER

@dragonwarriortx



FACEBOOK

@dragonwarriornoodle



INSTAGRAM

@dragonwarriornoodle

CONTACT INFORMATION

Melinda Garza

melinda.garza@quinnipiac.edu

www.melindalgarza.com

