Design concept

**Scenario: Indian street food truck**



TukTuk is a vibrant, contemporary Indian street food truck operating within the local area. They target people aged 18–40 and office workers looking for quick, flavour-packed lunch options.

Their brand values focus on authenticity, freshness, and community connection, offering dishes made from quality ingredients inspired by traditional Indian street food culture. Their brand positioning is affordable gourmet, delivering bold, authentic flavours with a modern twist, served fast to suit busy lifestyles, while creating a lively, colourful brand experience that stands out in the street food market.

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| **Task**  Create a design concept to show what the visual identity for TukTuk will look like. The visual identity can include a slogan.  Some keywords and phrases have been suggested by TukTuk.   * Fuelled by Fire, Flavoured by India. * Street Spice, Tandoori Nice! * Fresh from the Flame, Straight to the Street. |

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| **Success criteria**   * The design concept includes the component features of a visual identity:   + Appropriate use of the name.   + A logo that reflects the brand and one that is eye-catching and memorable.   + The slogan as mentioned earlier, is optional. * The design concept clear illustrates the element features of a visual identity:   + Element features include: Colours, Typography, Images and Graphics such as shapes/symbols.   + Include additional annotation/labelling if some of the element features can not be inferred from the design. * The design concept must reflect the brand type; it’s value and positioning. |

**Once complete, add a scanned/digital version of the design concept to your scrapbook.**