



# Eat & Go: Branding & Design Identity for Takeaways & Restaurants

*From Promopress*

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Takeout food is a booming business, with more and more restaurants providing not only in-house table service, but also dishes to be eaten elsewhere. However, providing suitable packaging for their food that allows diners to enjoy the restaurant experience at home represents a real challenge, for both restaurants and designers.

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## **Editorial Review**

### **Review**

"Restaurants and other food outlets that other takeaway services are actively gaining customers. This is especially evident in major metropolitan areas, where every second commuter is in a hurry to get somewhere. We no longer have time for leisurely walks, long lunches or sitting down for a cup of coffee. Increased competition and a different kind of communication with the customer require a completely different approach to branding in this area. Brand-design options are no longer limited to creating signs and menus. They must attract the consumer in the midst of all the turmoil that constantly prevails in the life of a person living in a busy city.

The packaging design of takeaway products is also very important. Branding of takeaway restaurants is different from that of classic sit-in restaurants, and revolves round a distinct set of issues. To get the customer's attention it needs to be extraordinary, but it should not be too eccentric, since often the customer will eat their food directly out of this packaging.

Humans are emotional creatures. Every day we look for new feelings and experiences, even though this need is not as prominent as the sensation of hunger. It is not surprising that brands with a deeply emotional design are becoming very popular. Buying food or drink to take away is a spontaneous process, and decision making in this situation is governed by the customer's emotions.

We also need to keep in mind the fact that hunting for food is one of the basic survival instincts. Any information related to food is analysed in a part of our brain that was programmed millions of years ago. Before we have managed to consciously decide if we want this snack or not our brain already knows it's not going to happen because it smells bad or looks wrong. Exactly how wrong? "I don't know, but trust me: it's not worth it!" this ancient part of our brain tells us, and we listen to it because ignoring it may cost us dear. And you have to admit, after millions of years our brain is still pretty good at knowing how to define food that's fit to eat.

Thousands of designers and agencies worldwide are working on all of these questions—and hundreds of others—on a daily basis. This book takes you into their world, revealing the conundrums faced by designers and the creative solutions they've come up with when working in this fascinating field."

*From the foreword by Danil Snitko, Art Director at Punk You Brands Branding Agency, Russian Federation.*

### **About the Author**

**Wang Shaoqiang** is a professor at the Guangzhou Academy of Fine Arts, where he is dean of the design, visualization and animation department. He is the founder of Sandu Publishing, whose titles focus on international design, architecture, branding, communication, trends and culture, and the editor of Design 360° magazine and Asia-Pacific Design. He has been invited to lecture at numerous universities, design academies and organizations, and he has also been a jury member for China's most prestigious design and illustration awards.

**Danil Snitko** is art director and co-founder of the PUNK YOU BRANDS branding agency, located in Barnaul, Siberia, Russia. He holds a Master of Law degree, but has chosen design and advertising as profession. He does different stuff in his agency – setting up creative processes, improving team skills, taking part in some education activities. He is producer and co-founder of FAKESTIVAL – the International Festival of Advertising and Design Concepts.

## **Users Review**

### **From reader reviews:**

#### **Beverly Brown:**

Have you spare time for any day? What do you do when you have considerably more or little spare time? Sure, you can choose the suitable activity for spend your time. Any person spent their very own spare time to take a walk, shopping, or went to typically the Mall. How about open or maybe read a book eligible Eat & Go: Branding & Design Identity for Takeaways & Restaurants? Maybe it is for being best activity for you. You realize beside you can spend your time together with your favorite's book, you can smarter than before. Do you agree with their opinion or you have various other opinion?

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#### **Sandra Jordon:**

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