

MIDNIGHT MELT

Grilled Cheese After Dark

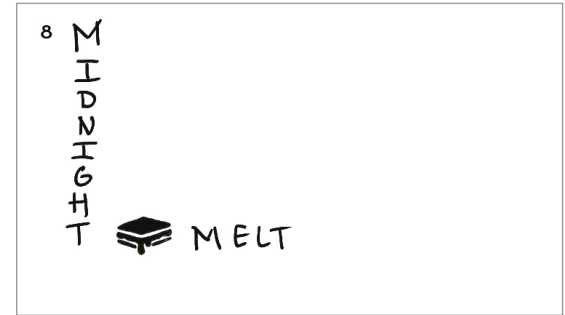
Midnight Melt brings bold, unforgettable flavors to the late-night scene, frequenting the arts districts of Norfolk and Virginia Beach. Catering to a young, artsy crowd, our brand is all about delivering gourmet grilled cheese sandwiches with a side of nocturnal adventure. Midnight Melt isn't just about grilled cheese—it's about creating memorable late-night experiences. Your design should capture the energy, fun, and deliciousness of the brand, leaving a lasting impression long after the night ends.

The logo signature should reflect the essence of Midnight Melt—modern, edgy, playful. Use bold typography and elements that evoke the night. The logo should be versatile across mediums, from food truck signage to social media.

Be sure to sketch in signatures—which is the specific combination of the logotype (the typography of the business name) and a symbol. Logotype only solutions can also be considered, however, a symbol (or mark) always needs to be paired with a logotype.

PRO TIP

Visit the project overview for more information.



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