

FORK 
-N'-
FINGERS

IDENTITY SYSTEM

VISION

To be the leading destination for authentic Nigerian cuisine in the United States, celebrated for our vibrant flavors, cultural richness, and community spirit.



TARGET AUDIENCE

Young African immigrants, particularly students, who are well-versed in the nuances of African cuisine and actively engage on social media platforms.



COMPANY OVERVIEW



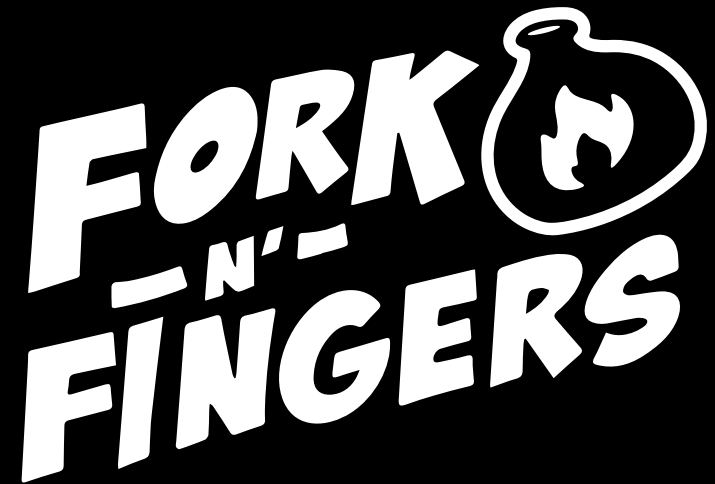
Forks N Fingers is a premier Nigerian restaurant dedicated to offering authentic and delicious Nigerian cuisine. Our menu features a diverse range of traditional dishes, from spicy suya to savory jollof rice, all prepared with the finest ingredients. We provide both dine-in and catering services, bringing the rich flavors and vibrant culture of Nigeria to our local community and beyond.



PRIMARY LOGO

The primary logo for Forks N Fingers is a central element of our brand identity. It combines traditional Nigerian pottery imagery with bold, modern typography to create a unique and recognizable symbol for the brand.

**BLACK
& WHITE**





SECONDARY LOGO

The secondary logo offers a more simplified representation of our brand, ideal for smaller applications or where a more Artistic design is needed.

**BLACK
& WHITE**





125 Chester Avenue
Yeadon, Ste #206 PA 19050

Date: May 17, 2024
Customer ID: 7890

Dear Olaoluwa Olatunbosun

We are thrilled to announce the launch of our new menu items at Fork N' Fingers. As a valued customer, we wanted you to be among the first to know about these exciting additions.

Additionally, we are excited to offer a special promotion for the month of June. Enjoy a **10% discount** on your entire order when you try any of our new menu items. This is our way of saying thank you for your continued support and loyalty.

We are committed to providing you with the best dining experience possible. Your feedback is crucial in helping us achieve this goal. If you have any questions or would like to share your thoughts, please do not hesitate to reach out.

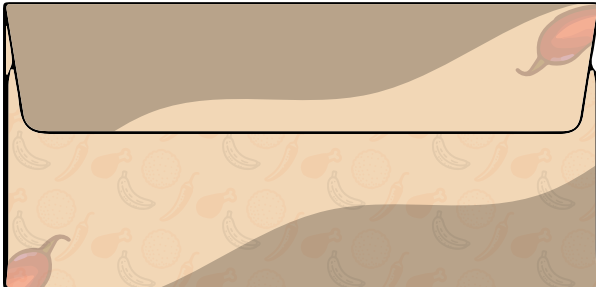
Thank you for being a part of the Fork N' Fingers family. We look forward to serving you soon.

Best regards,

Fork N' Fingers Team



PATTERN



ABIKE OYEDELE

Founder & Head Chef

Phone: (555) 123-4567

Email: info@forksnfingers.com

Website: www.forksnfingers.com

FAVICON





OVERALL IMPACT

The use of cultural elements, consistent branding, and high-quality imagery helps to attract and engage the target audience, reinforcing the brand's mission to bring authentic Nigerian cuisine to a broader audience.

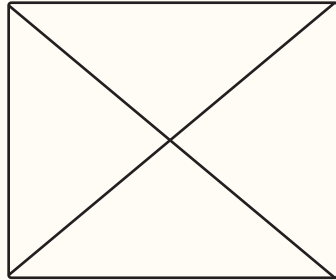
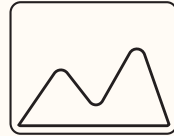




ORDER NOW

RESERVE A TABLE

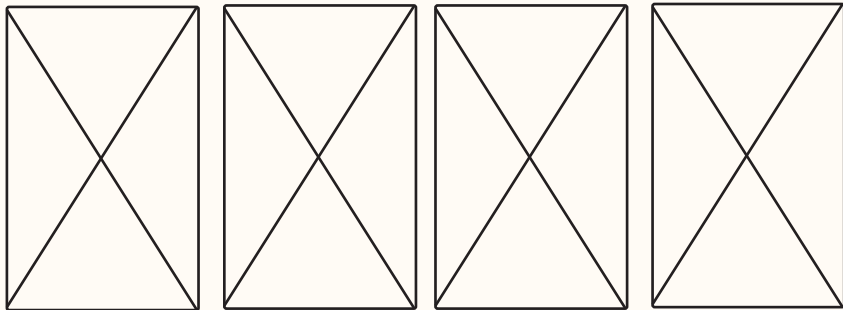
TASTE THE TRADITION



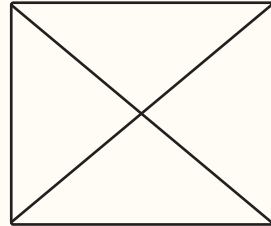
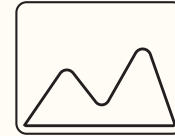
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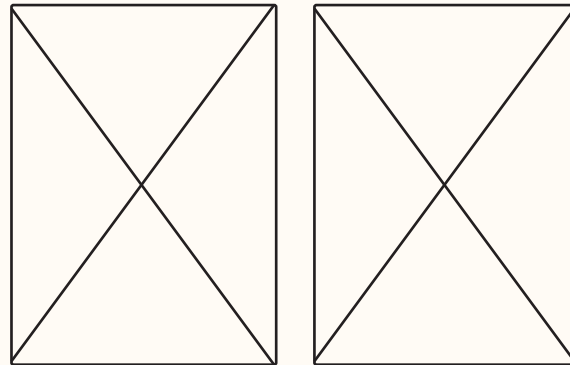
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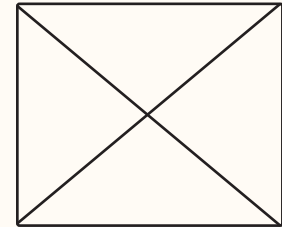
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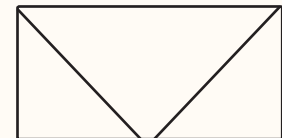
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LOREM IPSUM



TASTE THE TRADITION!

ORDER NOW



EGUSI!!!

Crafted with authentic ingredients and bursting with vibrant tastes, our Egusi Soup is perfect for those who crave a hearty, nutritious meal.

CATIGORIES



SOUPS



RICE



GRILLED



SNACKS



BEANS



DRINKS



JELLOF RICE

Experience the vibrant and spicy flavors of West Africa with our signature Jollof Rice.

\$20



EGUSI SOUP

Savor the rich and hearty taste of our Egusi Soup, made with ground melon seeds and traditional spices

\$24



WHITE RICE

Enjoy the simplicity and versatility of our White Rice, perfect for pairing with any of our flavorful side dishes.

\$18.99



PORRIAGE

Indulge in the comforting and wholesome taste of our Porridge, a deliciously thick and nutritious

\$30

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JELLOF RICE

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EGUSI SOUP

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CATIGORIES



SNACKS



BEANS



DRINKS



SOUPS



RICE



GRILLED





DIGITAL AD

THESE POSTERS FOR "FORK N' FINGERS" ARE A KEY PART OF THE BRANDING STRATEGY, DESIGNED TO BOOST RECOGNITION AND ATTRACT CUSTOMERS. BY USING VIBRANT, EYE-CATCHING COLORS AND DELICIOUS IMAGES OF TRADITIONAL FOOD ITEMS, THEY MAKE AN IMMEDIATE VISUAL IMPACT.