

WEEVA



S I N D S

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A good logo can make or break a business and most people don't realize how easily affected they can be by simply seeing a specific color and layout as well as a specific font on a company's logo.

The general typography and design of the logo are inspired by the 1930s, which was the period when the name "Woon- En Eethuis Voor Allen" (WEEVA) was officially adopted.

WEEVA

Their second logo is vastly different from their online logo, which is mainly because the brand had to adapt for the historic buildings facade compared to modern digital media.

The physical logo often uses individual 3D letters or a more classic painted style that mirrors the original 1920s look.

Their physical signs keep a traditional theme to respect the building's 150-year-old story while using more polished versions for marketing and menus to appeal to modern diners.

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WHY RED?

There isn't any official historical document explaining the color choice. While this logo is mainly used online by them it still can have an influence on their perception.

In the hospitality industry red is often associated with energy and passion while also stimulating appetite. And not only is it a really iconic and easily recognizable color it is also quite different from their logo on their physical location.

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Connects everyone



„Woon-100r-En Fethuis Voor Allen“

