

What`s Picks

Mobile Order & Pay App for Takeout

Picks is a service that user can easily find ,
order and pay for takeouts food.

Users never have to wait in line or food.

Brand Vision

new fashion for eating

Picks is a new lifestyle for busy person.
We provide easy and simple way to eat.
Never lose your time, we are always ready.

Brand Image

fast

You can easily order your food
in just 3 taps.

simple

We are always simple.
We don't take your time.

fashion

Picks is fashion and culture.
It's is a new lifestyle for eating food.

new

Picks is a new revolutionary
service.

Image of the Logo

- We are thinking picks as UX. Don't make it like too tech logo
- Please follow the Brand Image
- Keep it simple. We don't need more than one color
- Image color is this #FF4802
- We would use the logo for the App Icons
- Seperate the logo and the Character.
- We would use the Logo for some real goods (bag for takeout, t-shirt, box, poster, cap..)
- We want to follow the logo design-trend