

BY MEGAN LANE PATRICK



**PROJECT**  
chefBURGER Identity

**FIRM**  
Design Ranch,  
Kansas City, MO;  
www.design-ranch.com

**CLIENT**  
Rob Dalzell

**TIMELINE**  
Four months

**CREATIVE TEAM**  
Michelle Sonderegger,  
Ingred Sidie, Tad  
Carpenter, designers

## BEHIND THE DESIGN SPECIAL SAUCE

With topping options from the simple (lettuce, tomato, pickle, onion) to the sensational (cheddar, bacon, fried egg, black bean chili), chefBURGER was designed to offer something special to Kansas City burger lovers. And with the company's goal of creating future franchise opportunities, its identity had to be both eye-catching and flexible.

The Design Ranch team went out on a limb with their character-driven concept. "Originally, the client only wanted a type solution," explains designer Ingred Sidie. "The biggest challenge was going back to him with an idea that was originally presented and rejected, and convincing him that this was definitely the way to go. It was one of the boldest moves we've ever made as a design firm because we could have jeopardized the relationship. Lucky for us, he listened."

The quirky burger icons were influenced by Asian pop-culture and designer vinyl toys. Each has its own unique personality.

"We wanted the brand to illustrate the possibilities that chefBURGER offers its customers," Sidie says. "If you're feeling a little spicy or a little adventurous, chefBURGER will have something for you."

