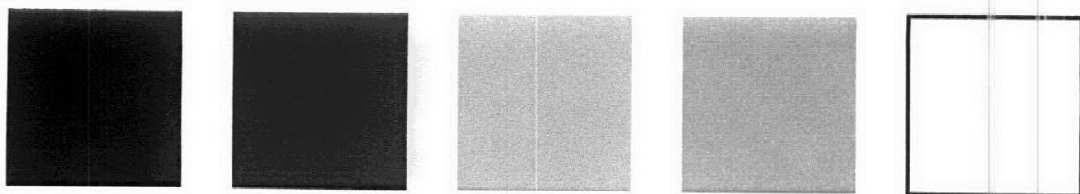
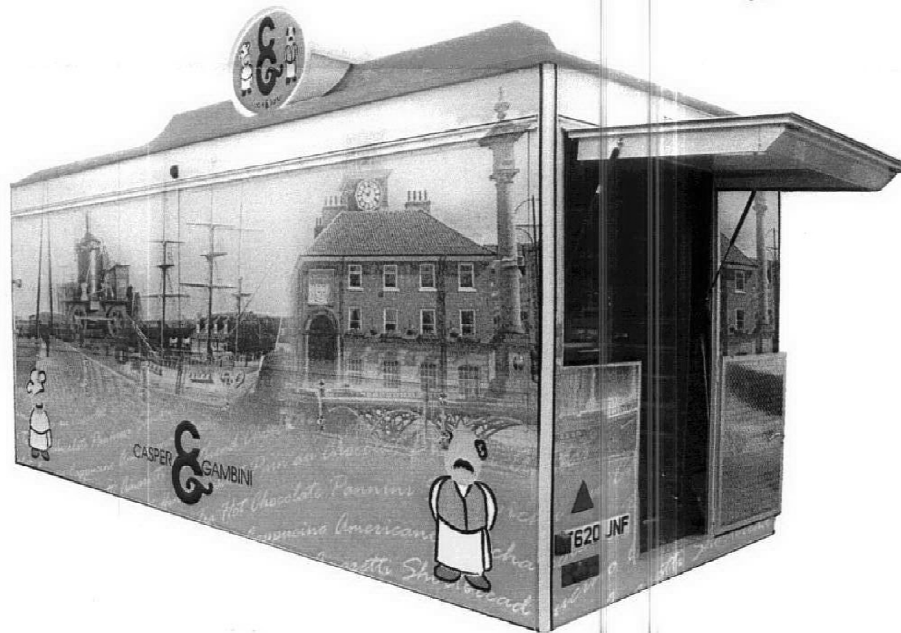
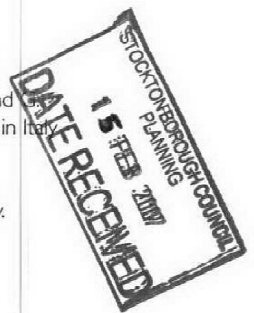


Casper & Gambini

We have created two characters to represent Casper & Gambini, Casper the Chef (to signify food) and Gambini the Waiter (to signify drinks and service). The main graphic image is an ampersand made up of a C and G. The overall look of the logo is to promote a traditional feel, to make people believe these two men are real, live in Italy and run the chain of Cafés.

The two elements (the ampersand and figures) are both distinctive and can be used together or individually.



Casper & Gambini - Colour Palette

The traditional feel has been followed through with the colour scheme, sepia browns, black and white and an eggshell blue which compliments and helps lift the brown giving it more depth.