



  
**BELMONT**  
PARK  
SAN DIEGO, CA

**2020**  
**CANNONBALL**  
**EXPRESS**

# SCOPE

Leverage Cannonball brand with a quick service concept inside park perimeters, featuring a modified ready-to-go and fast option menu.

Current brand assets and elements with cued new fast casual experience; addition of service window architectural feature.



CURRENT LOCATION

Image: Speedway and front building facade.





# CANNONBALL EXPRESS



# CONCEPT

*Cannonball Express* store front experience in the Midway plaza.

Use of messaging to clearly convey express shop vending presence.

Implemented design cues establishing relationship to Cannonball Restaurant. Retained branded identity rubric while indicating fast casual experience.

# FONTS

*Shepia Script*

Display Font

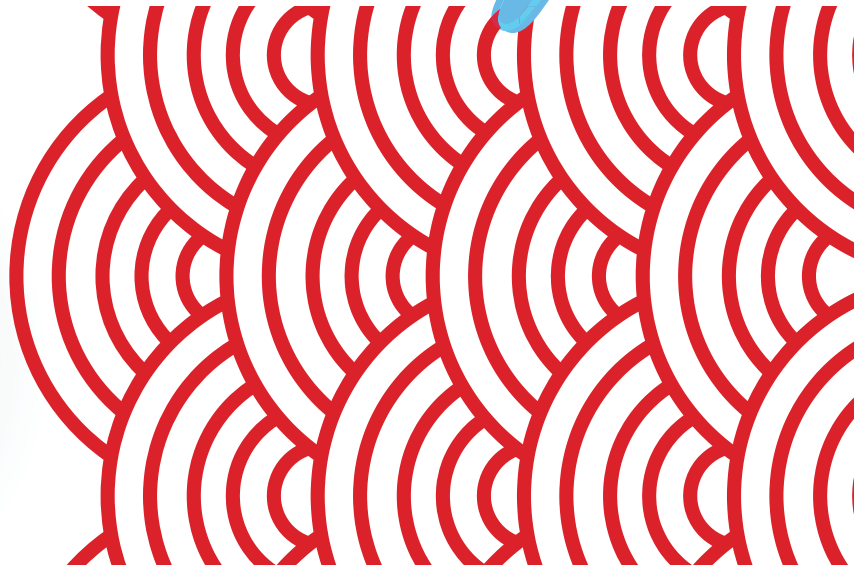
# VERLAG

Display Font

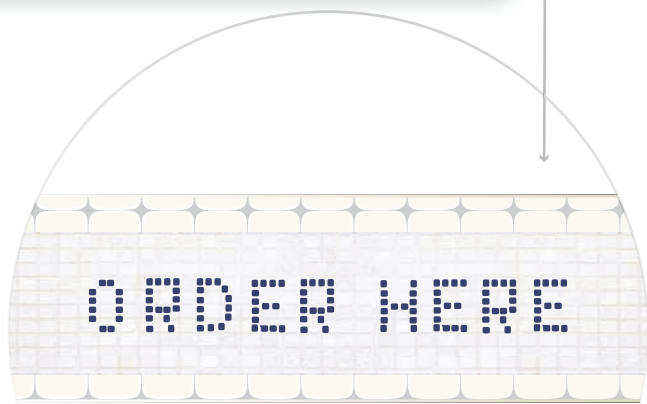
# COLORS



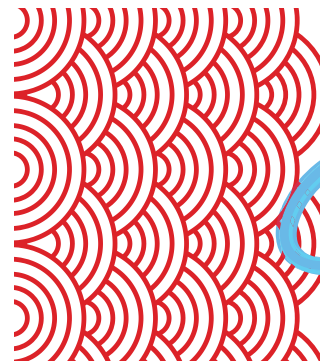
*Express*



# CONCEPT A



**POOL TILE GRAPHICAL REFERENCE**  
CANNONBALL DESIGN LEXICON.  
SMALL TILE WORK FEATURE OR VINYL OVERLAY.

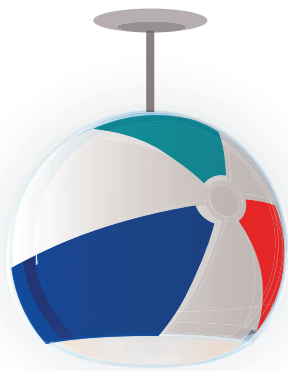
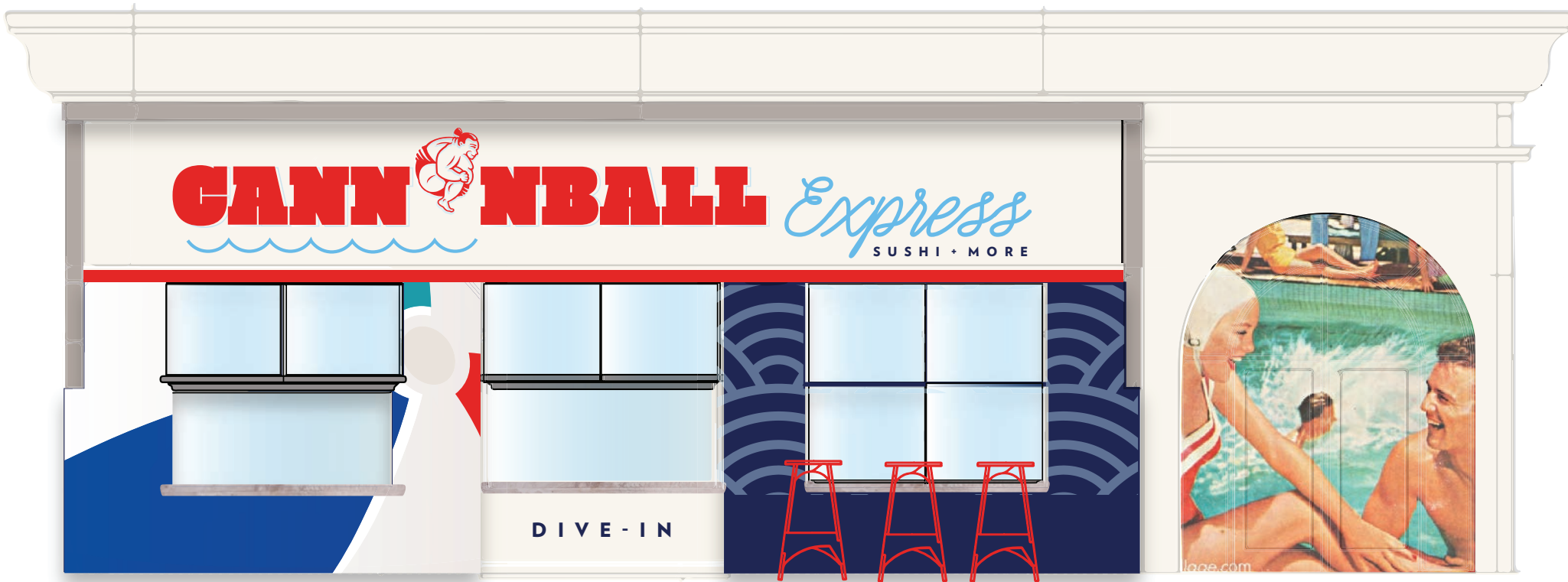


**TEXTURE AND BRAND CONTEXT**  
CANNONBALL DESIGN LEXICON.  
PAINT OR VINYL OVERLAY.



**NEONIZED SIGNAGE**  
CB LEXICON TYPOGRAPHICAL FONT.  
NEON TUBING OR VINYL OVERLAY.

# CONCEPT B



**FIXTURE ABSTRACTION; BRAND CONTEXT**  
CANNONBALL DESIGN LEXICON.  
ICONIC BEACH BALL LAMP VINYL OVERLAY.



**TEXTURE AND BRAND CONTEXT**  
CANNONBALL DESIGN LEXICON.  
PAINT OR VINYL OVERLAY.

**FAST FRIENDLY**  
**SUSHI + MORE**  
**DIVE - IN**

**LANGUAGE TROPES**  
CANNONBALL DESIGN LEXICON.  
CLEAR MESSAGING OF NEW CONCEPT.



  
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**THANK YOU**