

## logo

*Logo:* Most recent version of the logo for THE AMERICAN

*Concept description:*

Car enters, right facing inwards; more visual interest with the word "the" on an angle to balance with classic car on tilt in angle; predominant red (blue not present; difficult to use with food themed design)

*Color palette:* DB0000

*Font:* PHOSPATEINLINE.TTF

**THE**

**AMERICAN**



**THE**

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