



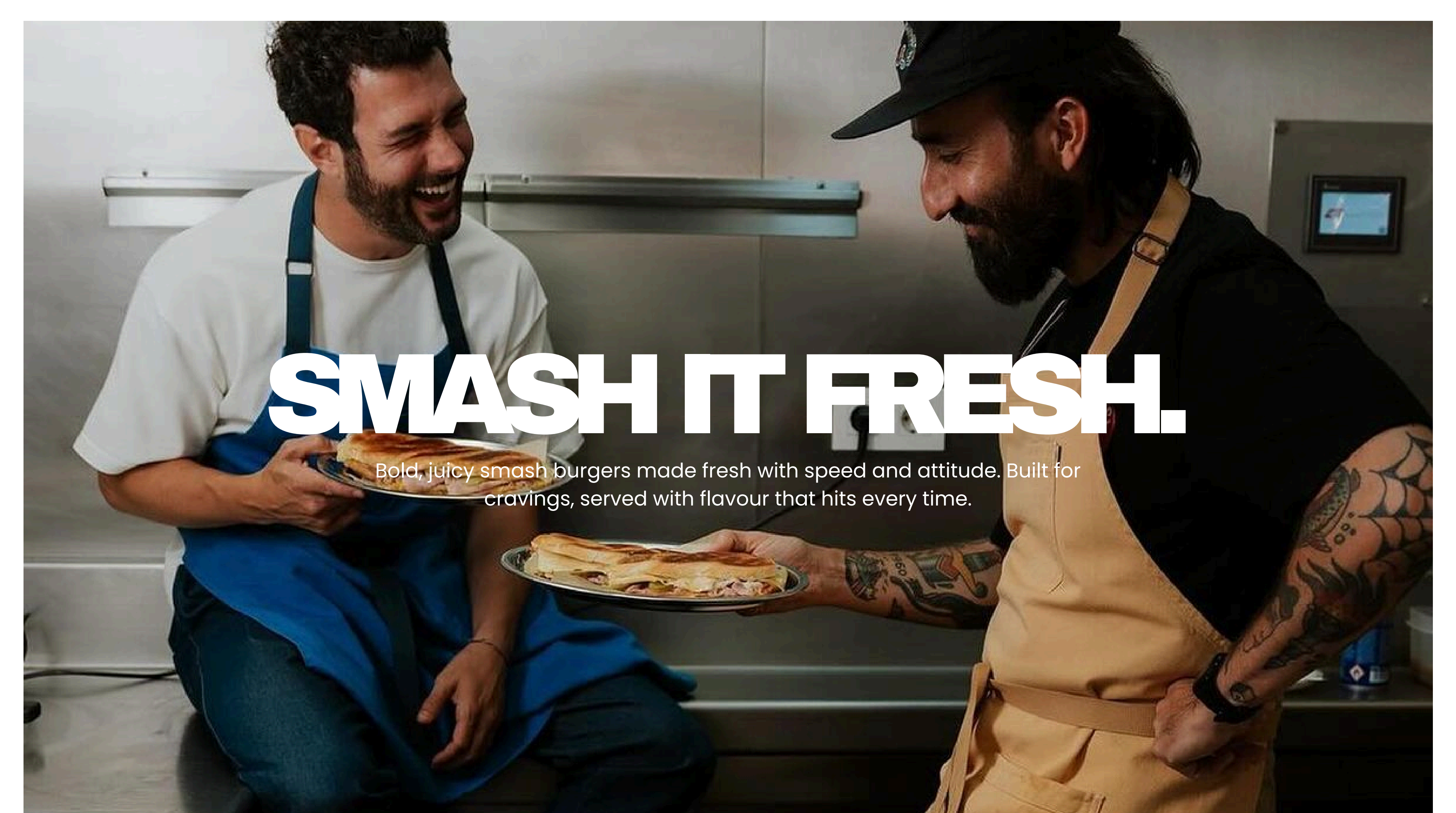
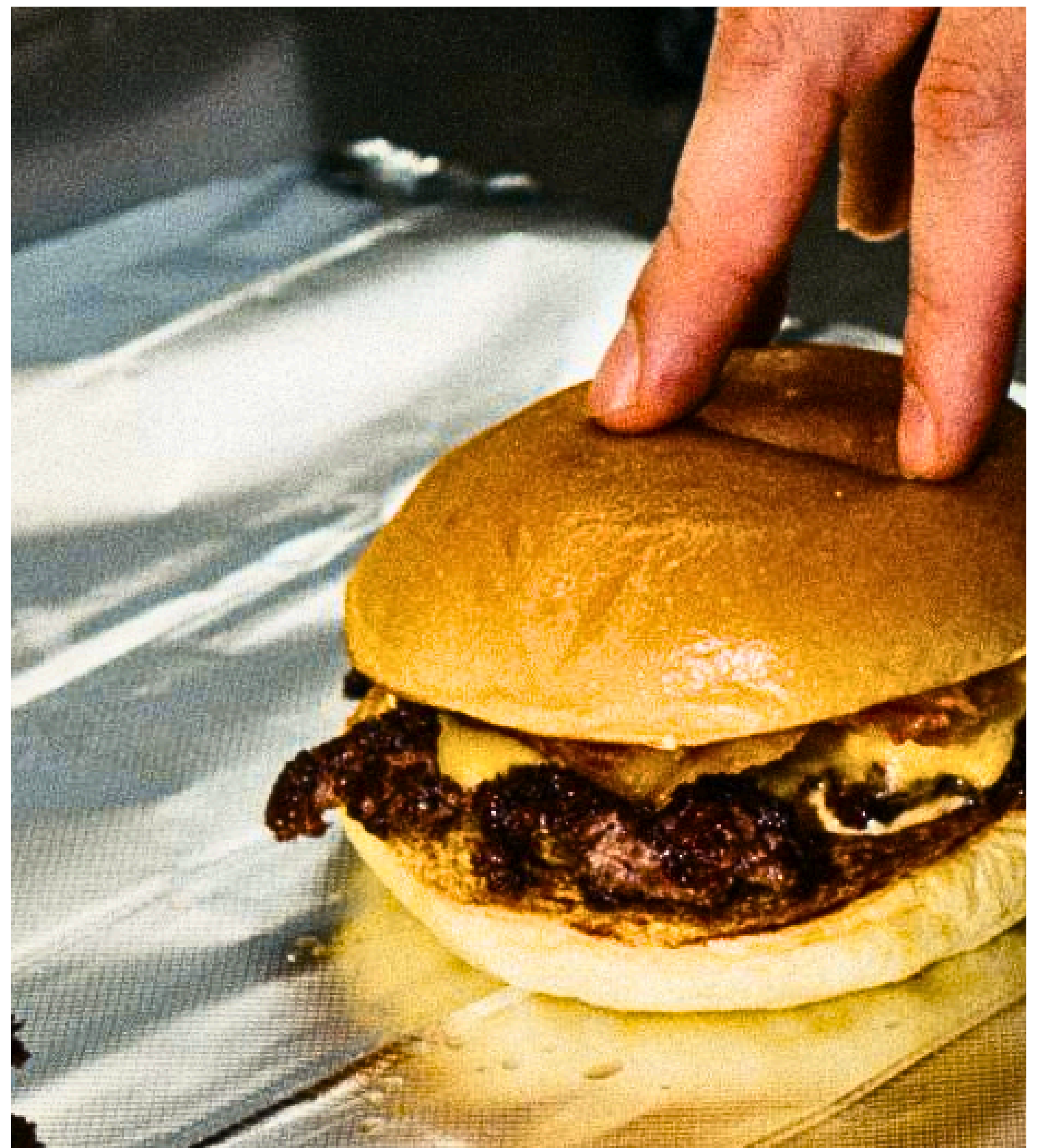
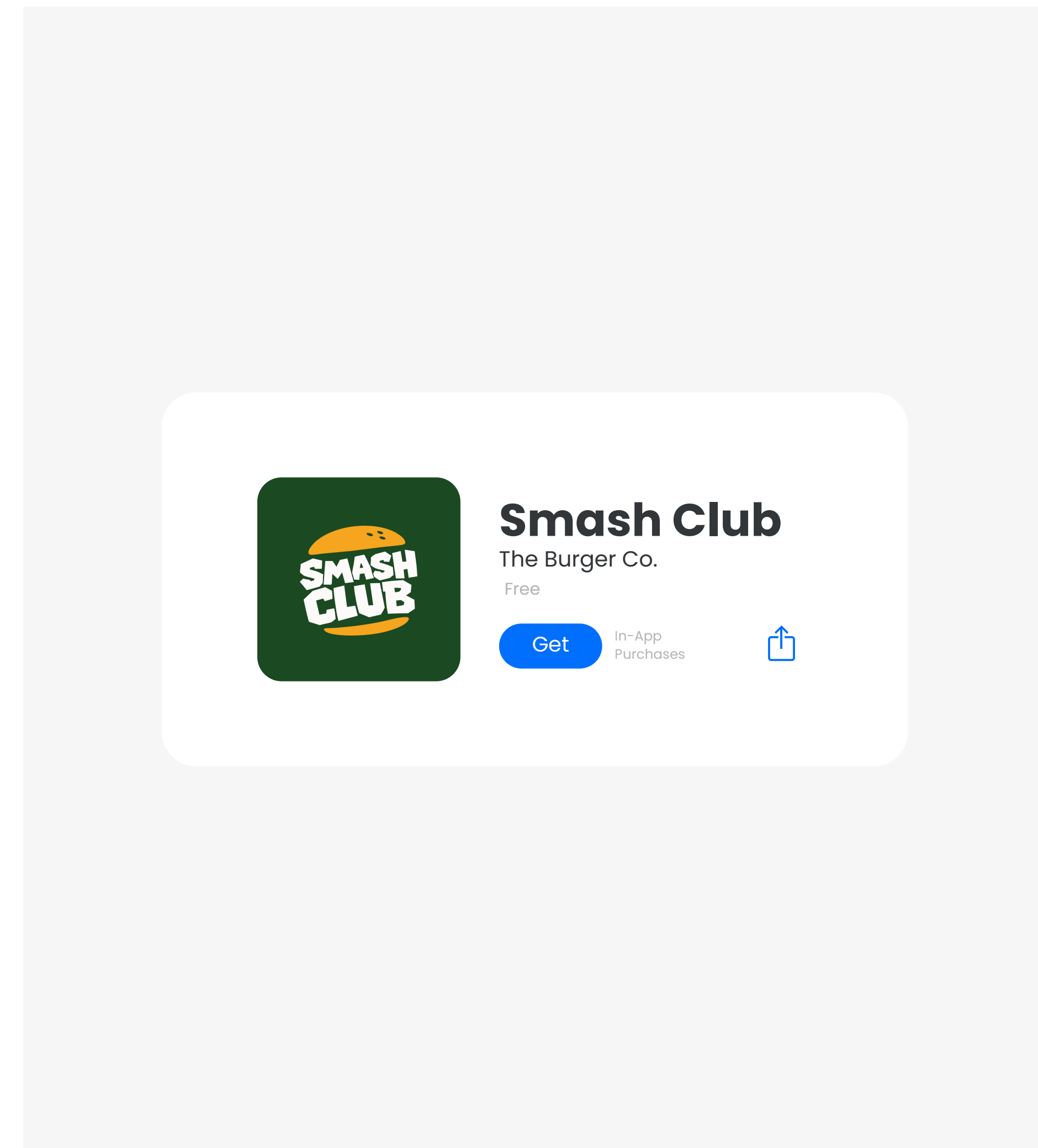
Smash Club - Bringing Smash Culture to the Streets

Smash Club started with one clear idea: to bring real smash burgers to a market where they didn't exist. Instead of being just another burger place, the goal was to create something bold, fast, and full of personality, a brand that feels exciting, crave-worthy, and easy to love.

From Idea to Identity

The challenge was to introduce a new category while keeping it simple and approachable.

Smash Club is not just about burgers, it's about creating a fun, energetic experience people want to come back to.

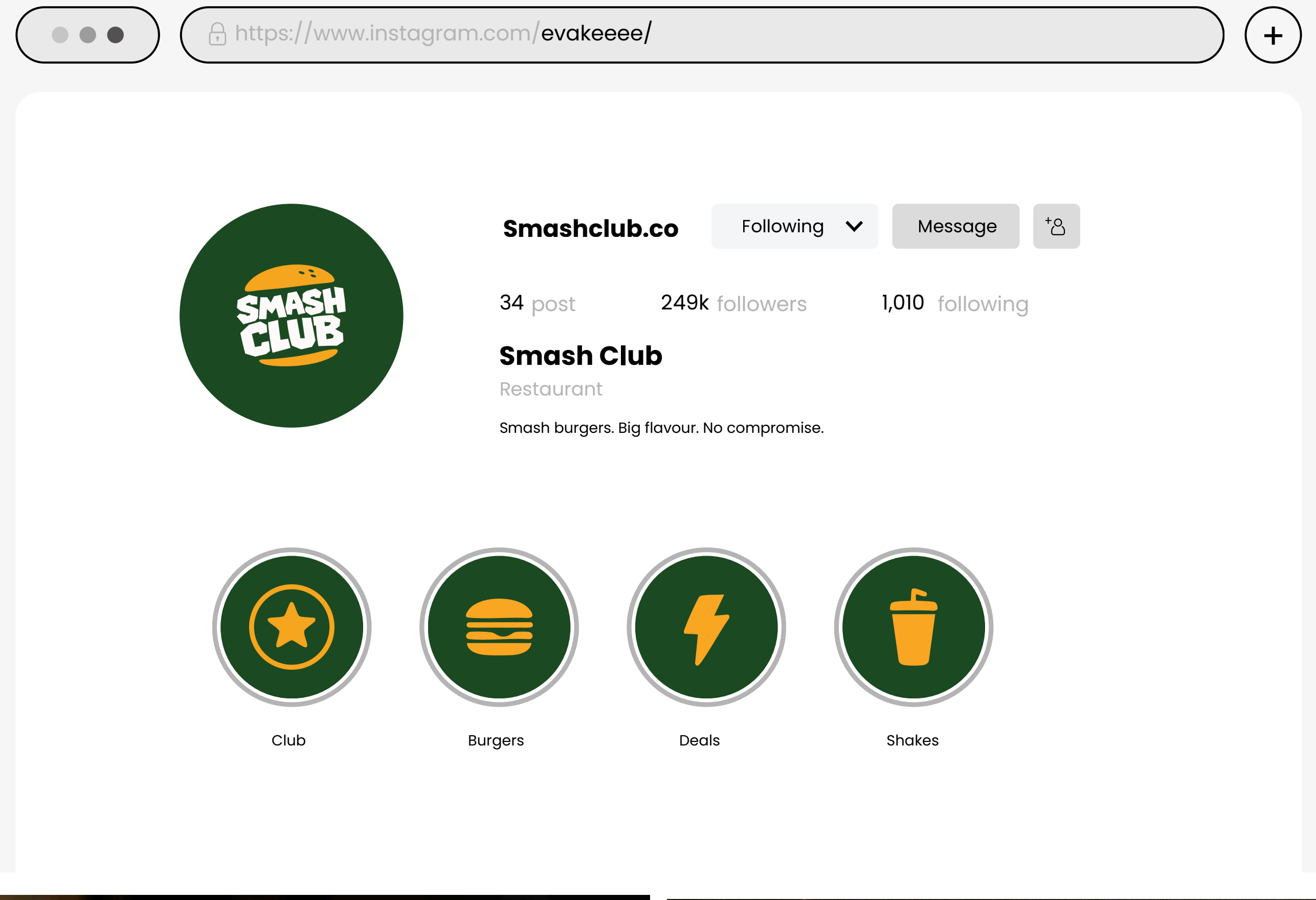
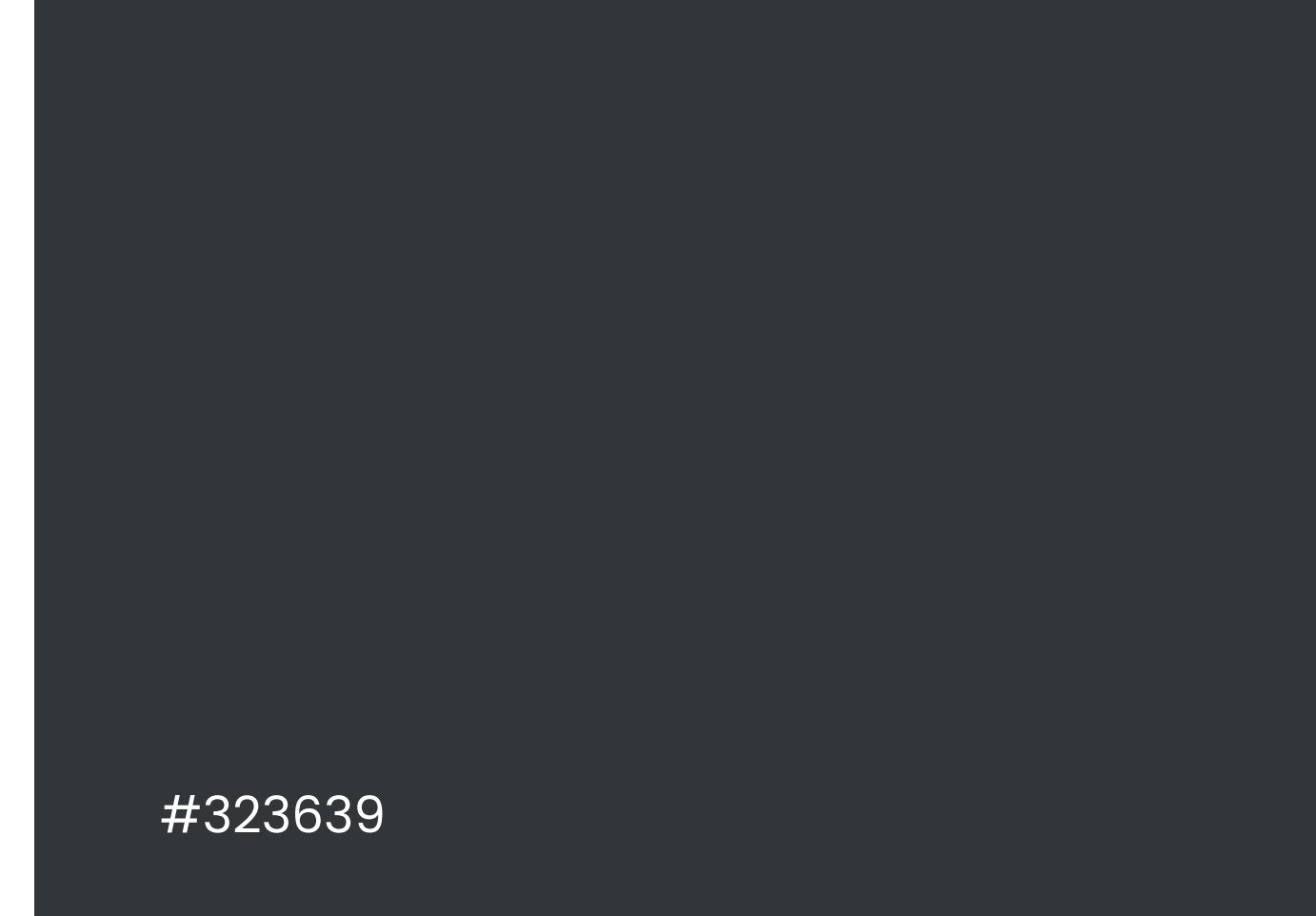
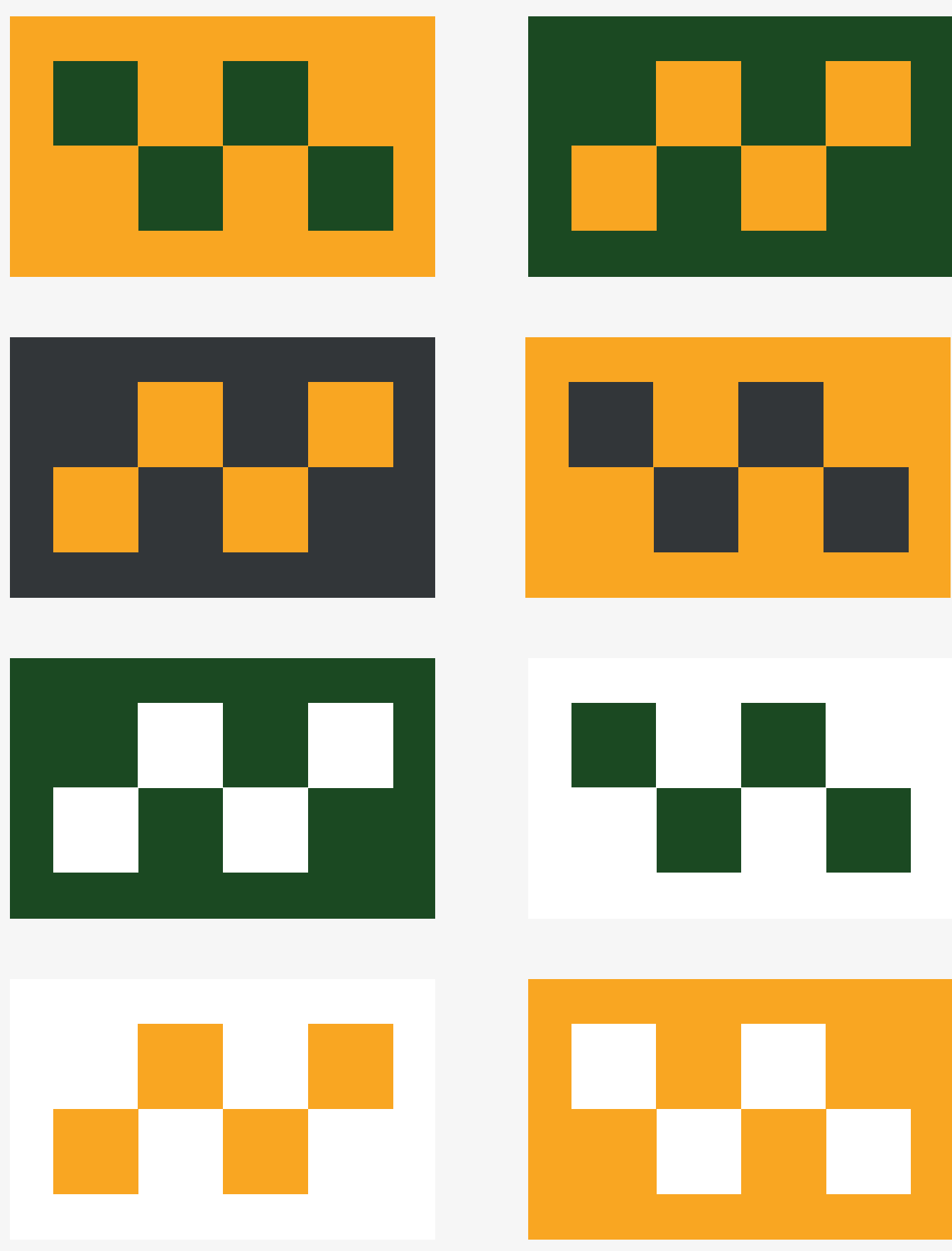


Typography



Aa

Archivo Black


Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



Brand Identity Designed by Evakee

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