



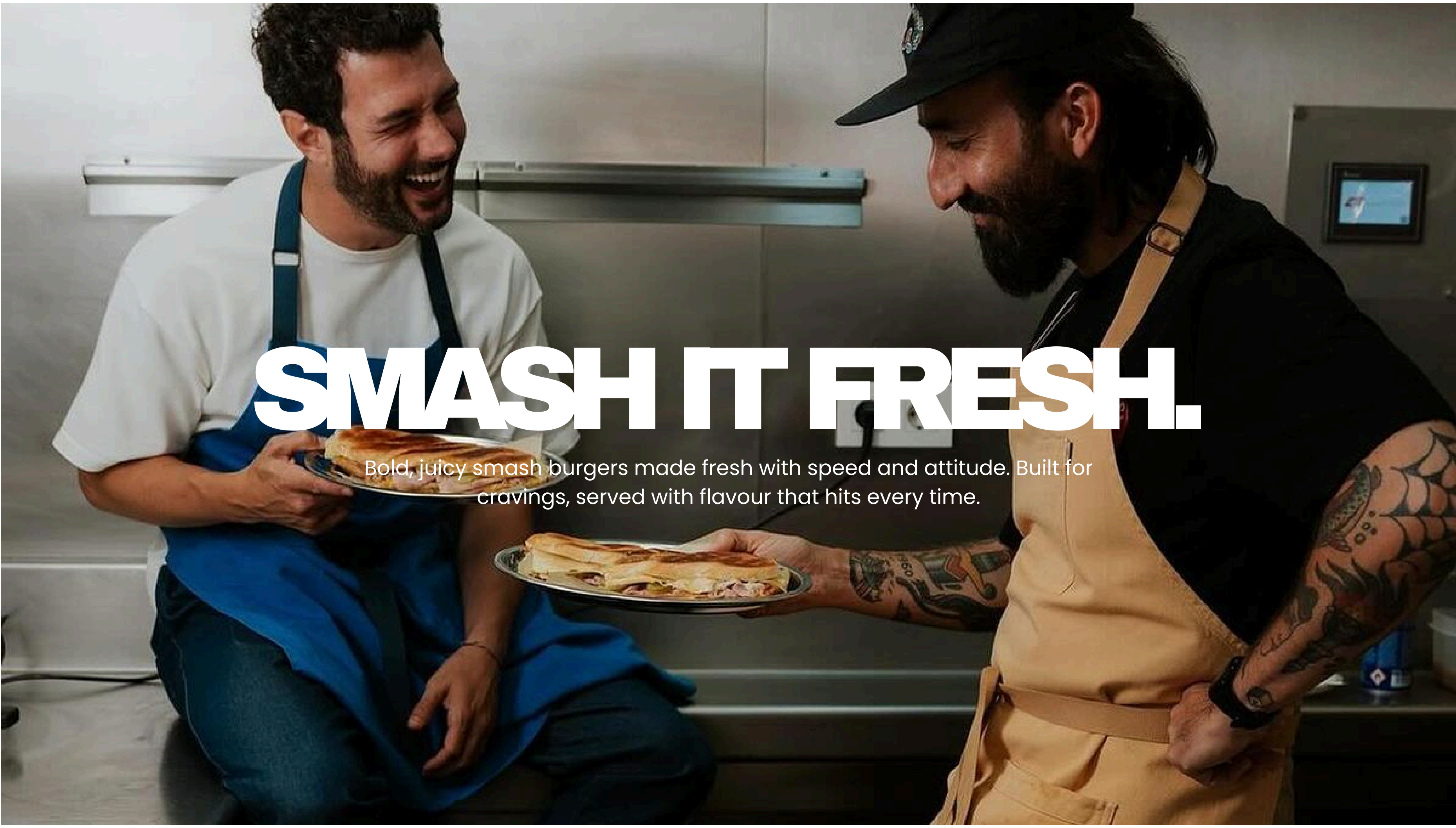
Smash Club - Bringing Smash Culture to the Streets

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



FRIES WORTH  
EVERY BITE

The Burger Co.

EST 2008

Smash burgers made fresh with special  
and only the best ingredients, served with flavour  
that hits every bite.

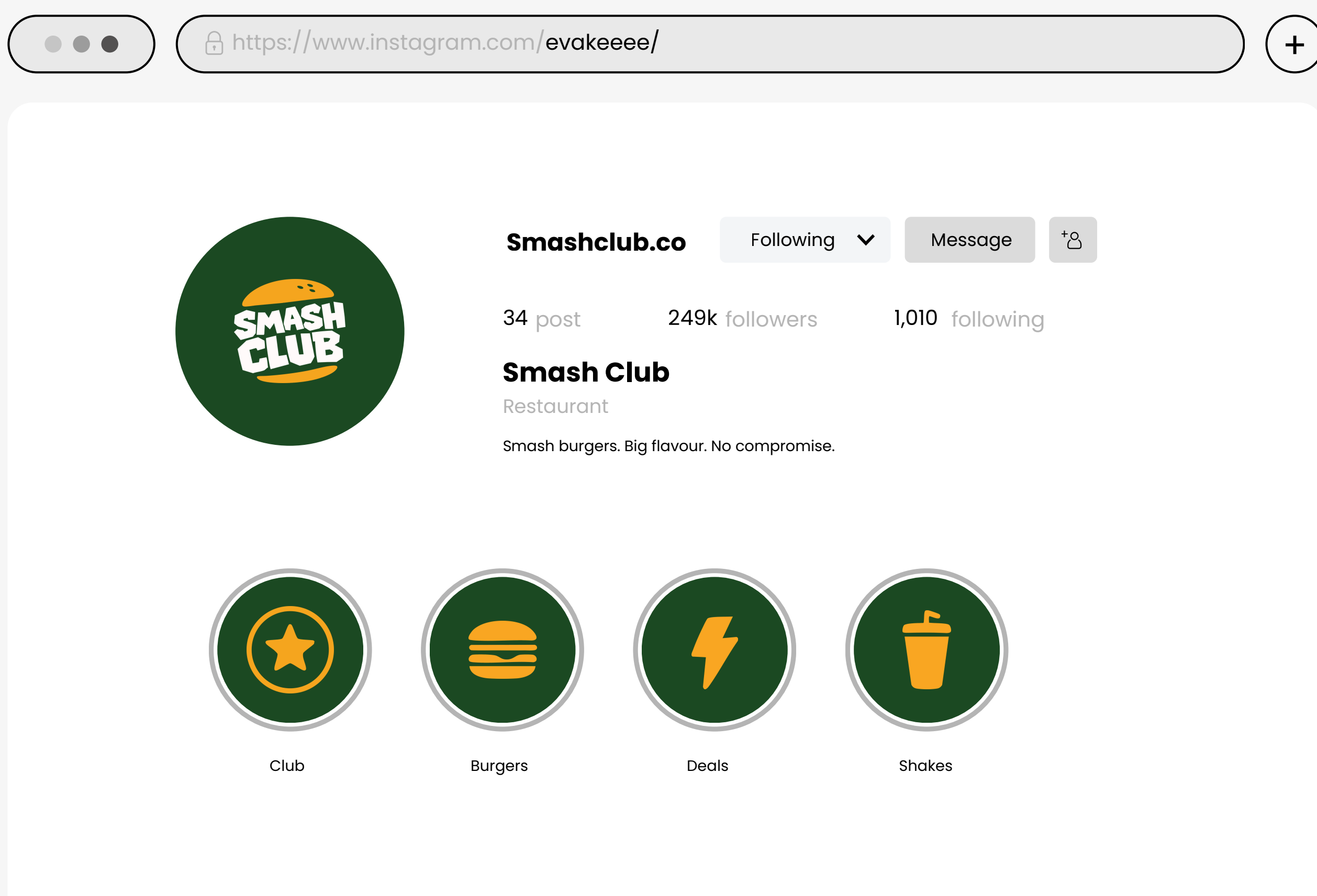
#1b4922

#f9a622

#323639

#ffffff

# SMASH CLUB.



The Burger Co.

Brand Identity Designed by Evakee

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