

Initial ideas from web search



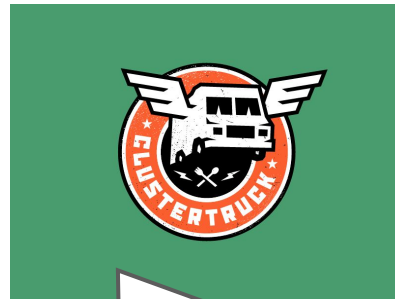
Like the idea of the fire (aligned with the slogan)



Fancy and very Mexican design (Dia de los muertos); especially like the "Skull" ideas



Like the style of the food truck



Creative idea of 'wings' (but could be chicken wings)

Creative ideas



Slogan Idea

Every day is

FRY-DA

Feel the Fire
Y

Like the idea of
the fire (aligned
with the slogan)