PASSANDO BAR

Designed by
Qazi Asif

BRAND IDENTITY CONCEPT

Passando Bar is a concept for a small local bar and restaurant nested in the friendly community of Princess Hill, Melbourne.

Passando's name refers to the spanish verb that means passing, happening or simply describing the movement of a moment.

Passando is a social place to appreciate time and whats surrounds you.

"Fresh Ingredients for our food and the wines we serve are sourced from local brands to give a sense of meaning to whats near us."

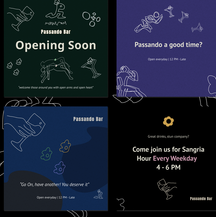
The visual identity for Passando Bar was designed with a goal to make it simple, distinct and communicate the value of daily life that we pass by.

Business Cards Samples:

Bar Menu, Drinks Special List and Drinks Card Design Concepts:

Merchandise and Apparels Concepts:

Instagram Post Sample:



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