



This document presents a speculative concept for a brand identity transformation for the entity known as Eat n' Lick. The strategy, concepts, and designs presented herein are purely for illustrative and educational purposes to showcase the Zarura Brand Operating System.

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from the Creators

This project represents a meticulous process of research, strategy, design, and refinement, ensuring that every element resonates with the market's values and aspirations.

This case study is the **second** in a series of four concept projects designed to showcase the power and versatility of our Zarura Brand Operating System (BOS). Each study tackles a distinct strategic challenge:

1. **Symbols of Hope** – Reframing a national identity from its heritage to its horizon.
2. **Eat n' Lick** – Building emotional velocity in a competitive fast-food market.
3. **Omari** – Aligning institutional credibility with challenger ambition.
4. **Chicken Inn** – Modernising a national icon to defend its dominance.

We hope this work sparks meaningful dialogue and demonstrates what is possible when deep strategic thinking meets bold creativity.

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From Transaction to Tribe: A Strategic Repositioning of Eat n' Lick

Eat n' Lick has a problem. It's not just a business problem; it's a crisis of confidence. The brand is stuck. It's too small to compete with giants like Chicken-Inn and too generic to beat value players like Chicken Slice. This isn't about a new campaign. It's about a fundamental choice: change or fade away.

The only way forward is to change the game entirely. This study shows how.

The Brand as a Catalyst

A new logo can't fix a broken operation. We know that. The problems here are real. Financial instability, supplier debt, inconsistent quality. These must be fixed.

But a brand is not a veneer. It's a compass. A weak, confused brand signals that mediocrity is acceptable. It sets a low bar.

Our work defines a new, high standard. By committing to become "The Pop Culture Brand," Eat n' Lick makes a public promise. That promise of relevance, quality, and excitement, must then be kept, every day, in every store. This brand strategy is the catalyst that makes operational excellence a necessity, not an option.

We provide the blueprint — It is then incumbent upon leadership to align the 'how'.

A New Path Forward

The central question is simple: how does a brand like Eat n' Lick compete?

Not on price. Not on scale. The only space left is cultural relevance. The strategy is to stop being a generic restaurant and start becoming a cultural necessity. This is a shift from transactions to a tribe.

What follows is the blueprint for that shift, built on the Zarura Brand Operating System. This is a complete repositioning, designed to move the brand at the speed of culture.

Part I: Discovery

Seeing Things as They Are

A real transformation starts with a clear look at where things stand today. This first phase is a diagnosis. We analyse the market, the competition, and the internal issues that put Eat n' Lick in this position. What we find makes the case for a fundamental shift.

1.1 The Market: Scarcity and Aspiration

Fast food is now a staple of urban life in Zimbabwe. It's practical, it's social, and for many, it's simply part of the routine. But the market lives in tension.

People watch their budgets closely, so value matters. At the same time, global brands like KFC tap into something else: *aspiration*. They feel like a taste of something bigger: *a tangible piece of the global culture seen in media*.

This creates a dual-demand market:

- some days, it's about affordability
- others, it's about treating yourself

Now, more players are entering the market. Everyone is fighting for attention. Without a clear and compelling identity, a brand doesn't just struggle—it disappears.

Part I: Discovery

The Clear Winners

1.2 The Competition: Clear Winners, A Blurred Brand

The market isn't a monolith. It's a field where clear players have staked their claim.

- Chicken-Inn wins on reliability and reach. It's the default — everywhere, familiar, and consistent.
- Chicken Slice wins on price. It targets high-traffic areas with an aggressive value proposition that resonates with the masses.

KFC wins on aspiration. It's a global brand that sells an experience. An occasional treat that feels bigger than everyday value.

These brands succeed because they own a clear position.

Against this, Eat n' Lick's failure is obvious. It doesn't own anything. The issues are systemic: poor public perception, operational instability, and a complete lack of brand identity. It isn't just failing to compete; it's failing to matter.

Part I: Discovery

Evidence of Failure

Public Perception is Negative

Online, people don't just dislike Eat n' Lick — they actively warn others against it. They describe "substandard" food with specific complaints, like a dry shawarma or discoloured chips. This isn't quiet disappointment; it's public erosion of trust.

61%

A reputation score

\$65,000

Debt to a potato supplier

The identity is as messy as the operations. It's cluttered, inconsistent, and forgettable. It visually confirms the perception of a low-quality operation.

This is a Cycle, Not a List

These problems fuel each other. Financial trouble causes poor food. Poor food creates angry customers. Angry customers kill revenue, which deepens the financial trouble. This is a cycle that can't be broken with a marketing fix.

Part I: Discovery

The Only Way Out

1.3 Own Culture

Eat n' Lick is stuck in the worst possible position: the middle. It can't win on scale like Chicken-Inn, on price like Chicken Slice, or on global prestige like KFC.

This makes it irrelevant. To a customer, it's just a worse version of something that already exists. Why choose it?

The answer isn't to fight a losing battle on their terms. It's to change the game. The only space left to own is cultural relevance.

This is the strategic pivot: become **The Pop Culture Brand**. This means stop just selling food. Start fuelling the conversation. It means speaking your audience's language and moving with an agility bigger brands can't match.

This moves the brand out of a crowded, losing fight and into open, defensible territory.

Verbal Identity

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Part II: Verbal Identity

Speaking Their Language

2.1 A Voice That Fits In

A pop culture brand needs to sound like it belongs. This requires a complete shift in tone. From unrefined and inconsistent to sharp, witty, and authentic. This new voice is how you build a community, turning customers into participants.

2.2 Sounding Like the Conversation

The current tone has a decent foundation: it's informal and young. But it lacks refinement and clarity, which makes it forgettable.

The new voice will be the opposite: distinctive and confident. It will be witty and self-aware, fluent in the rhythms of youth culture. From memes to slang — but never trying too hard. It won't chase trends; it will tap into them with cleverness.

This voice sits between two ideas:

PERSONALITY

Jester

Brings playfulness and fun. It lives in the moment.

Magician

Turns a regular meal into something special.



food

BRAND VOICE THEME

affair

tone of voice

Playful

Love at first bite.
I just knew it
would not last.

We belong
together. And you
know that I'm
right.

tone of voice

Nostalgic

tone of voice

Energetic

Who ate my
Shawarma. Not
made for sharing.

Visual Identity

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Part III: Visual Identity

Designing for the Digital Age

3.1 Designing for scale

A brand that wants to be part of culture needs to look the part. This means more than a modern design; it needs a visual system built for a digital world. The goal is clarity, impact, and ownership. Making the brand instantly recognisable and easy to share.



3.2 A Mark That Works Everywhere

The current logo is messy, inconsistent, and hard to own. Generic at best, forgettable at worst — and ineffective at any scale.

The redesign is built on two principles:

- **Simplicity:** Clean and bold. Working perfectly — everywhere.
- **Ownership:** Unique and distinct. Belonging solely to Eat n' Lick alone.

Part III: Visual Identity

Designing for the Digital Age

3.3 Restoring readability

The existing wordmark used Gilroy, but lost clarity.

We returned to the core elements: restoring the apostrophe and tightening the kerning. The result is immediate, readable, and unmistakable — exactly what a brand name needs to be.

eatnlick → **eatn'lick** → **eat n' lick**



We then customised the letterforms for greater ownership. Resulting in a wordmark that is uniquely, unmistakably Eat n' Lick.

eat n' lick

Part III: Visual Identity

Primary Palette

ENL Light

ENL Cream

ENL Yellow

ENL Peach

ENL Red

ENL Brown

Part III: Visual Identity

Secondary Palette

White

ENL Green Light

ENL Green Medium

ENL Green Dark

ENL Green Darker

Black



eat n' lick



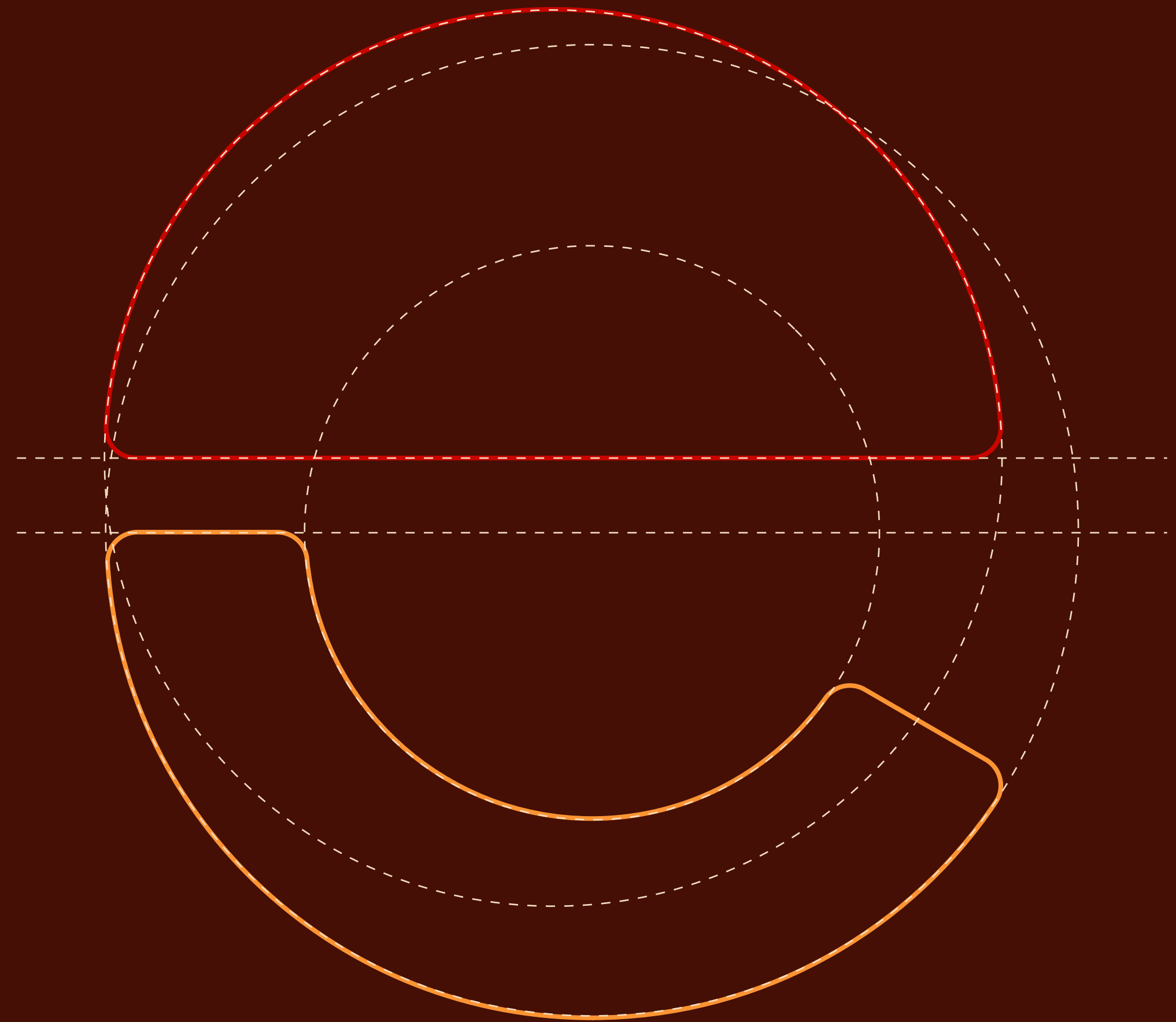
Part III: Visual Identity

A unique icon

The full name is long. Our solution is a mark that acts as a strategic shorthand.

We designed a concise, scalable emblem for instant recognition across digital platforms. Its strength lies in its clever duality: the form suggests a burger and smile, alluding to the letter 'e'. This subtle wit ties the symbol directly to the name and the brand's playful energy.

It's more than an identifier; it's a communicator. The mark is ownable, simple, and built to carry the brand's personality at any size, ensuring it stands out with clarity and purpose.



Part III: Visual Identity

Scaling the logo



256px



128px



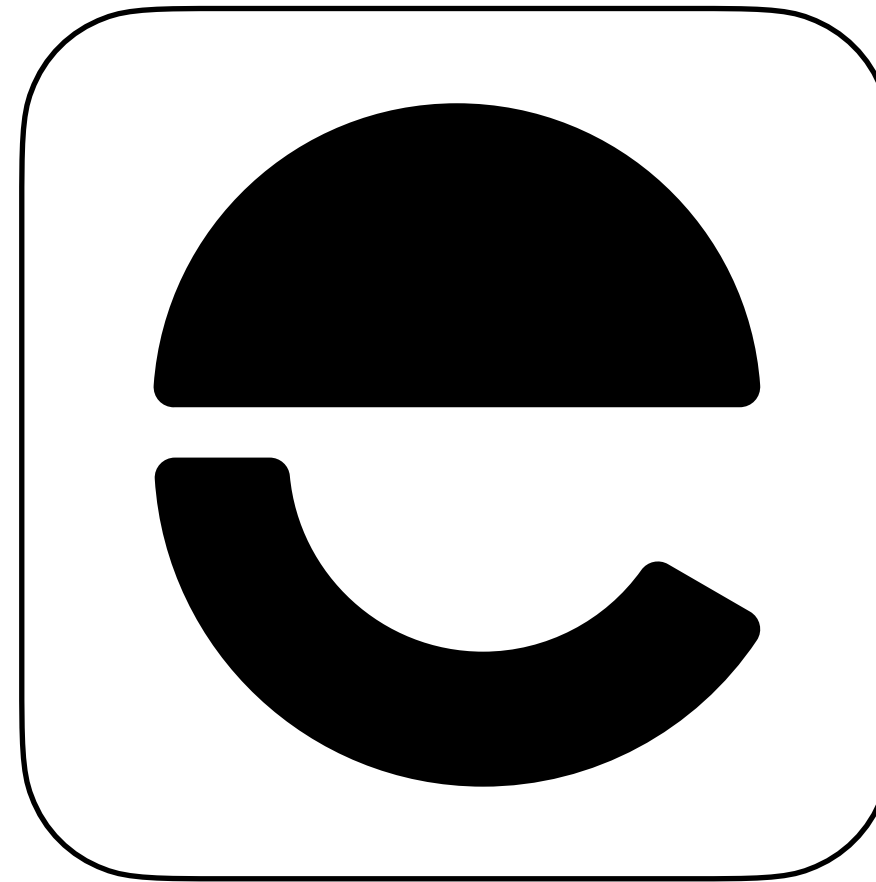
64px



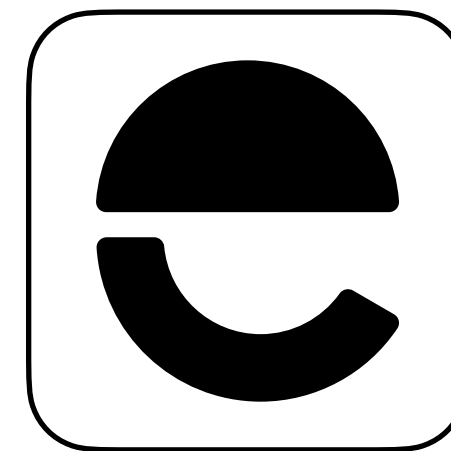
32px

Part III: Visual Identity

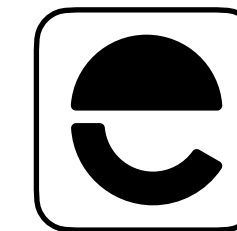
Silhouette scaling the logo



256px



128px



64px



32px

Part III: Visual Identity

Typography: The Voice through Typography

For Eat n' Lick, we chose **Sharp Grotesk** and **Gilroy** to strike the perfect balance between its bold, playful personality, being accessible and warmth.

Together, these typefaces form a system that feels sharp and contemporary — reinforcing the brand's voice.

Sharp Grotesk

**Could this be love.
Shawarma-ri.**

Gilroy

**That moment when your Shawarma
looks back at you.**

And you just know.

It's going down.

Part III: Visual Identity

Sharp Grotesk: Headline Typeface

Designed by Lucas Sharp, Sharp Grotesk is a highly versatile and contemporary typeface.

The design of Sharp Grotesk is a unique blend of historical influences, drawing inspiration from the bold and often quirky letterforms of 19th-century American wood type, combined with the systematic and technical approach of renowned Swiss typeface designer Adrian Frutiger.

This fusion results in a typeface that is both rational and **expressive**, clean and full of **personality**.

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

1234567890!?\$@%

Medium

Semi-bold

Bold

Part III: Visual Identity

Gilroy: Body Typeface

Designed by Radomir Tinkov, Gilroy is a highly popular and modern sans-serif typeface.

The design of Gilroy is rooted in the tradition of geometric sans-serifs, drawing clear inspiration from iconic typefaces of the early 20th century.

However, it refines these classic forms with a contemporary touch, carefully balancing geometric purity with enhanced readability.

This approach results in a typeface that is both elegant and approachable, functional yet full of character.

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

1234567890!?\$@%

Regular

Medium

Bold

Unified System

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Part IV: Unified System

Bringing the Brand to Life

A brand strategy is only as strong as its execution.

The goal is to create a unified, immersive, and compelling brand world that is instantly recognisable wherever a customer encounters it.

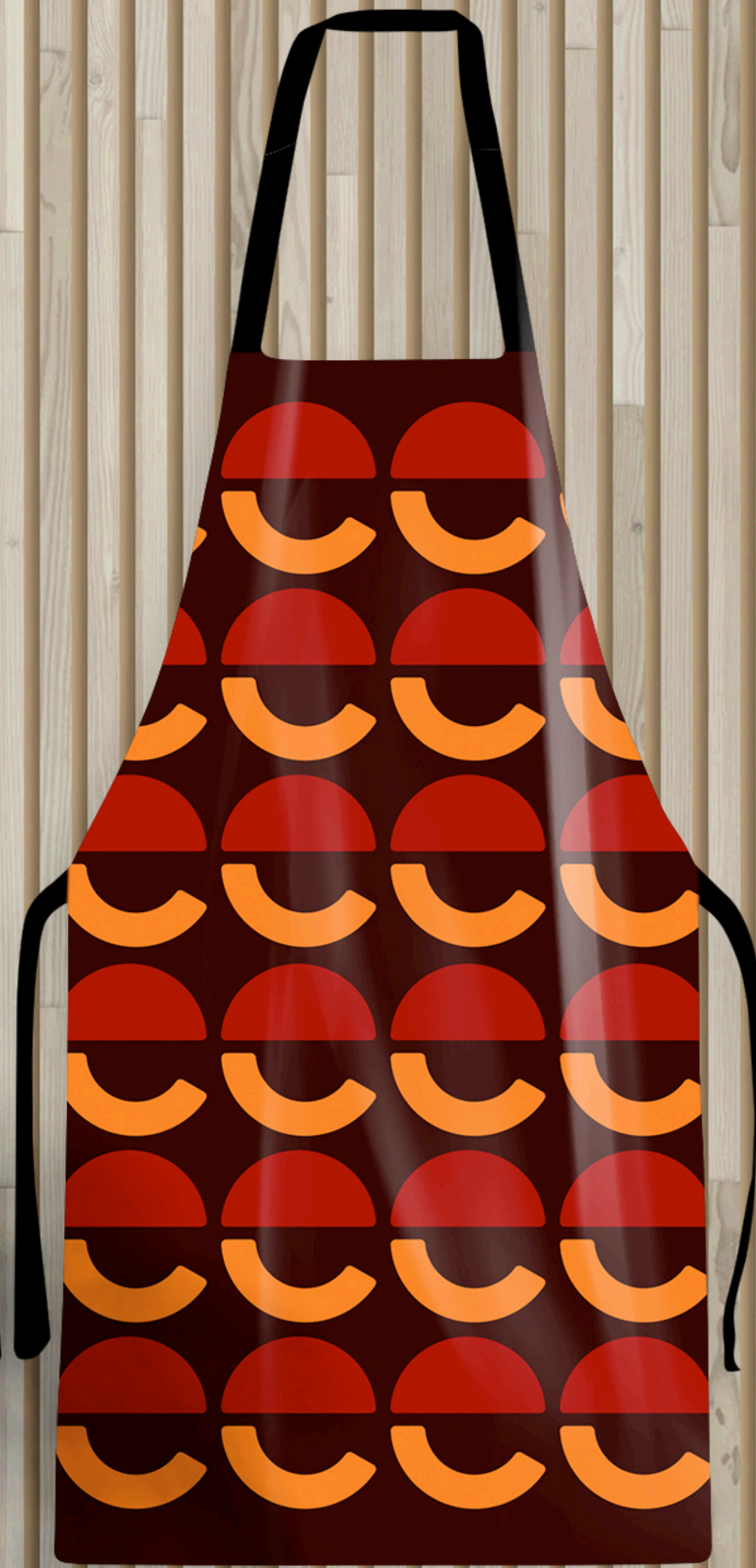
This section showcases how the new Eat n’ Lick brand comes to life across touchpoints.





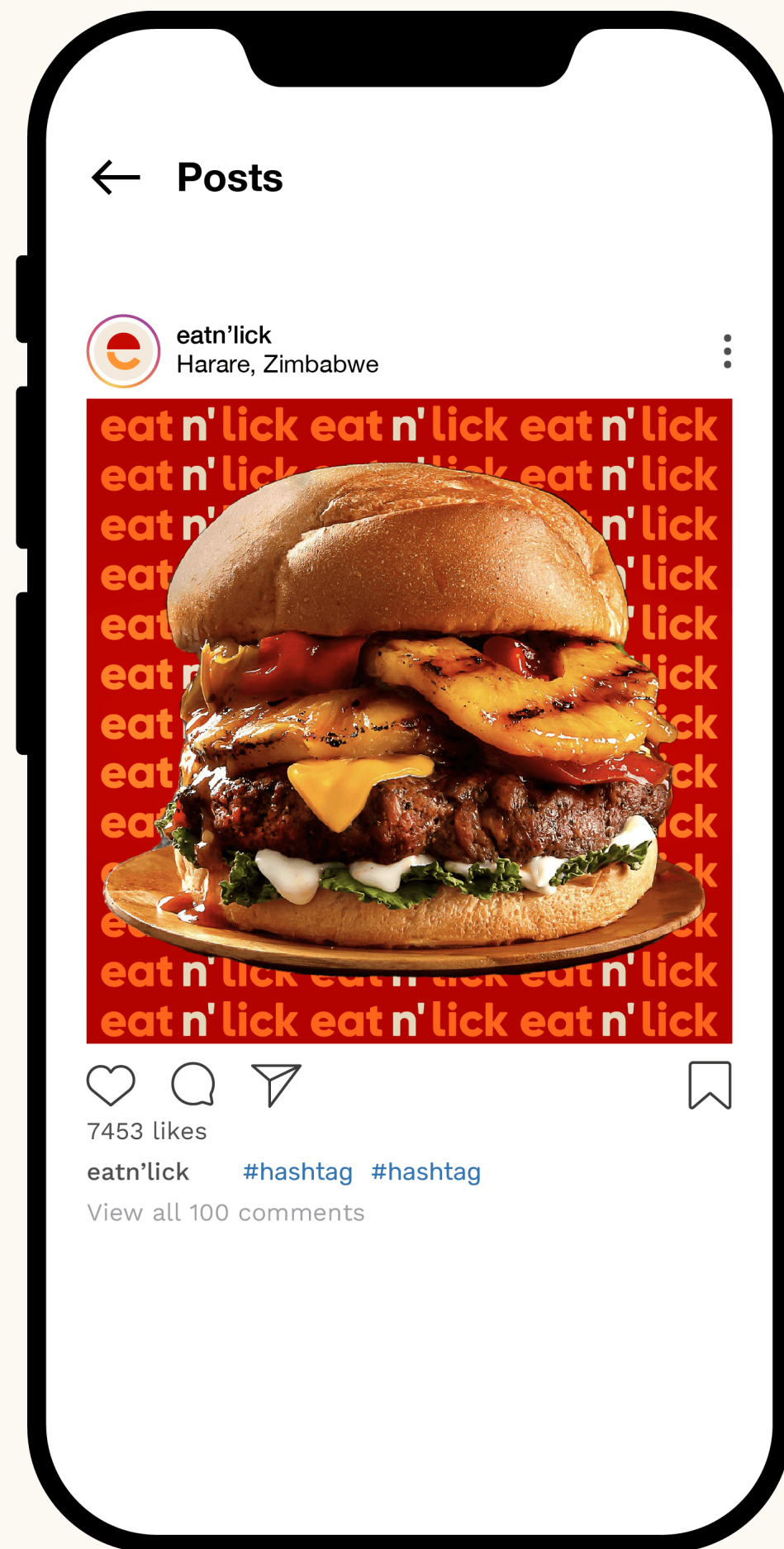
eat n' lick







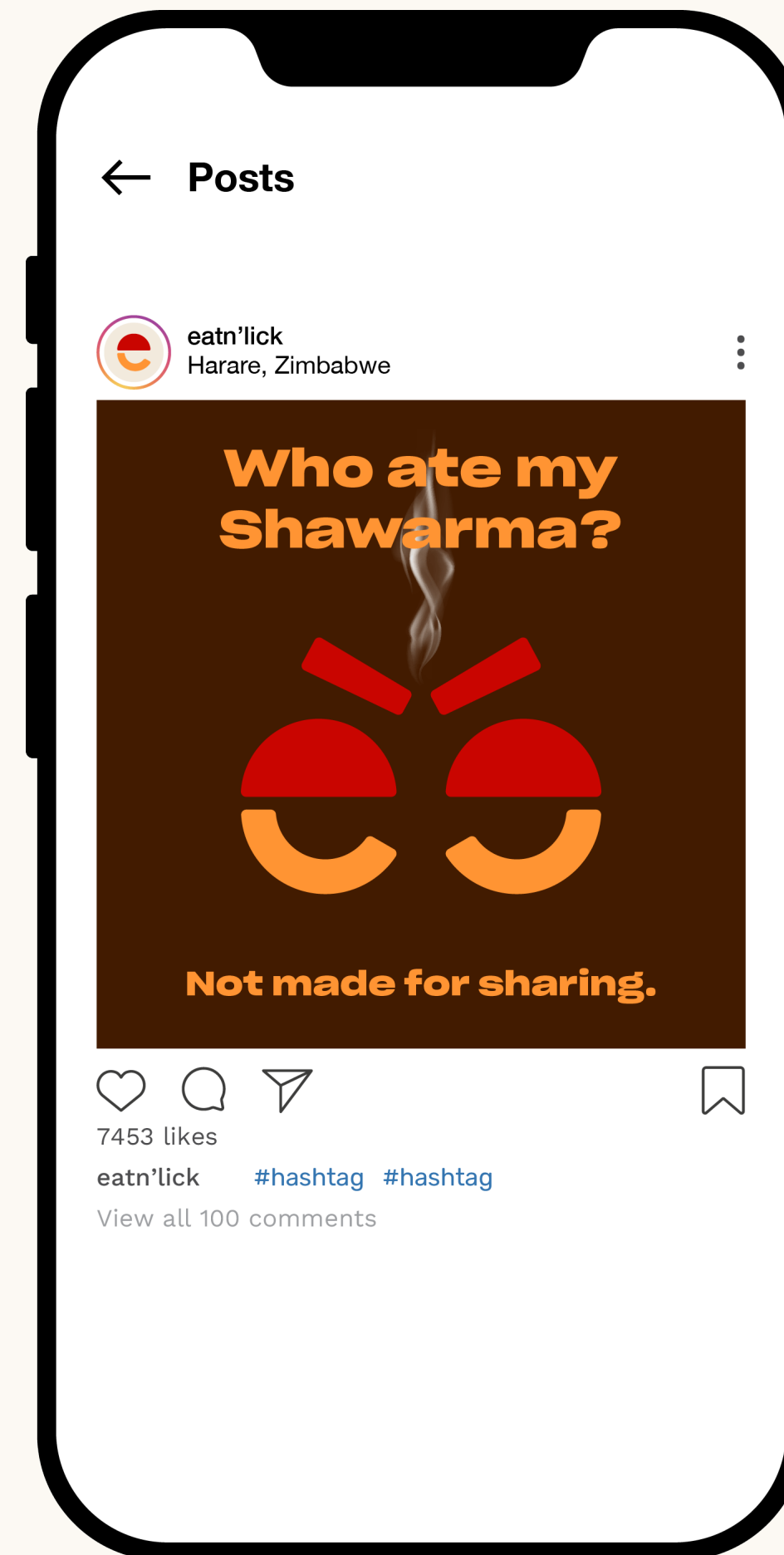




Grid Style 01/03
Hero product with tiled wallpaper



Grid Style 02/03
Leading with text and image in background



Grid Style 03/03
Using the logo in an immersive way



Grid Style 03/03
Using the logo in an immersive way

**Love at
first bite.**



**I just knew
it would not last.**

eat n' lick



**I just knew
it would not last.**

eat n' lick

[illegible]

A vertical poster for 'eat n' lick' is displayed on a silver stand. The poster has a dark brown background. At the top, the text 'Who ate my Shawarma?' is written in a bold, white, sans-serif font. Below the text is a stylized face composed of shawarma ingredients: two red semi-circles for eyes, two yellow semi-circles for a smiling mouth, and two red rectangular strips for eyebrows. A wisp of white smoke rises from the top of the face. Near the bottom, the text 'Not made for sharing.' is written in a smaller, white, sans-serif font. At the very bottom, the 'eat n' lick' logo is displayed in a bold, sans-serif font, with 'eat' in red, 'n' in yellow, and 'lick' in red. The poster is set against a background of vertical wooden planks.



Not made for sharing.

eat n' lick









Conclusion

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A Blueprint for Brand Velocity

The Conclusion

This case study outlines a clear path forward. It starts with a simple truth: Eat n' Lick is in crisis — operationally broken, strategically stuck, and perceived as irrelevant.

From that honest start, we build a new future. This isn't a surface-level change. It's a fundamental shift in strategy. The goal is to stop playing someone else's game of scale and price and to start a new one — defined by cultural relevance, speed, and digital engagement.

By becoming "The Pop Culture Brand," Eat n' Lick moves into open space. It can connect with a young audience in a way larger, slower competitors cannot.

The Zarura BOS provides the blueprint for this shift. It's a complete rebuild across every touchpoint. The objective isn't just more customers; it's brand velocity — the innate ability to move and adapt at the speed of culture itself. This is how you build a tribe. This is the plan for leadership.

John Murinye
Principal Consultant
Zarura Creative

john@zarura.co.zw

