

## DESIGN TRENDS

# Food Trucks: Branding on wheels

The food truck movement has exploded across the country thanks to lower overhead costs for aspiring chefs and adventurous food lovers seeking alternatives to restaurant dining. A well-designed truck differentiates and also brings respectability to the food truck concept.



Denver's **Deluxe Street Food** truck is the street food extension of Dylan Moore's Deluxe and Deluxe Burger sit-down restaurants. Joshua Wills, designer/art director/writer.

The **AZ Canteen** food truck for Bizarre Foods host Andrew Zimmern. Lucas Richards, designer/illustrator; Jeff Johnson, art director; Pixelwerks, vinyl wrap; Spunk Design Machine, design firm.



The **Chairman** food truck, designed by artist James Jean, is the culinary mastermind of chef Hiroo Nagahara, who partnered with Mobi Munch to bring his food to the masses.



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**Ruthie's Rolling Cafe** food truck serves grilled-cheese sandwiches to the DFW Metroplex. Mark Travis, designer; Cesar Sanchez, creative director; Imaginaria Creative, design firm.

## CA QUERIES CREATIVES

### What are some of the challenges when designing a food truck wrap?

**Jeff Johnson**, Spunk Design Machine, Minneapolis, MN. "This is a challenge that demands a marriage of menu design, property design, exterior signage and billboard design into one clear statement. A great truck wrap has to be compelling at 50 feet, 5 feet and 5 inches.

I love that a truck wrap requires a designer to take a bulky, boxy diesel truck and say 'eat me!' in the most inviting, considered and delicious manner. This new rolling canvas has become a welcome design asset for great food brands."

**Michael Doret**, Michael Doret Graphic Design/Alphabet Soup Type Founders, Hollywood, CA. "The first challenge is getting an accurate layout to work with. There are dozens of truck variations but no accurate templates available. I had to make a photographic composite, which was challenging to create accurately—and to scale. The second big challenge for me was getting my design onto a truck accurately. Places that do these wraps do not seem to have a history of discerning clients, so the actual wrapping can be a bit haphazard unless the designer is proactive and is there to monitor the wrapping."

**Sarah Madden**, Sasaki Associates, Watertown, MA. "Food trucks are some of the most visible things I've designed. The

design defines whether they live or die: color and charisma draw people in, then the chef takes over. I'm trained as an urban planner, which helps me think in three dimensions for both the design and experience of the truck. There's a learning curve to master the technical details of vinyl printing and application, but then there's a lot of room to play."



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