



Upstarts Design Brief 2025

**UP
STARTS**



core[™]
TBWA\Ireland

Context

Every year, Just Eat supports thousands of Irish restaurants and takeaways in reaching more customers. Now, they want to take it one step further—with a new Accelerator Service to help food businesses launch with impact.

Your role? Design the brand identity for a brand-new restaurant or takeaway (you choose the concept). This business is joining the Accelerator and needs a standout identity to break into a competitive market—both online and on the street.

Brief

Develop a fun, impactful brand that a real owner can champion, then showcase your vision in a design presentation that sets out a clear creative direction and demonstrates—through considered typography, illustration, photography, colour, animation and layout—how the identity comes to life across every key touchpoint,

What We're Looking For

1. Concept & Tone Matter

Your idea must have a clear, well-considered concept and tone of voice. What's the big idea? How will it cut through the noise?

2. Research the Field

Show examples of food and hospitality brands that have used branding to elevate their offer. Let this research inform your direction.

3. Strong Concept & Story

Choose a food or cuisine that inspires you. Then, craft a compelling story around it. What makes it special? Where's the hook?

4. Visualise the Brand World

Use placeholder imagery, mock-ups, and menu examples to bring your brand to life. Give us a glimpse into the full experience.

5. Shopfront & Digital Ready

The brand must work across both physical and digital spaces—from the shopfront to social media.

Show how your identity performs in both.

What to Deliver

Design a visual identity and apply it across the following:

- Logo & Design System (typography, colour, layout, etc.)
- Instagram Post + Story
- Menu
- Shopfront or Pop-Up Concept
- One Additional Collateral Piece

Use whatever format you're most comfortable with—PDF, Figma, Keynote, etc.—as long as your thinking is clear and your design is well presented.

Example Deliverables:

- | | |
|-----------------------------|-------------------------------|
| ➤ Logo & Design System | ➤ App Listing |
| ➤ A-Board / Pavement Sign | (e.g. Just Eat preview) |
| ➤ Menu (print or digital) | ➤ Staff Uniform / Apron |
| ➤ Instagram Post / Story | ➤ Gift Card or Loyalty Card |
| ➤ Takeaway Bag or Packaging | ➤ Website or Landing |
| ➤ Storefront or Pop-Up | Page Mock-up |
| Concept | ➤ Branded Sticker or Postcard |

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Contact Us

Apply to be an upstart [here](#).

If you have any questions, concerns, or require support at any stage, please do not hesitate to contact ICAD. For any queries, please email: info@icad.ie

Thanks

We extend our heartfelt thanks to our partners for their invaluable support in fostering creative talent and helping retain it within the Irish creative industries. Their commitment also enables us to introduce more diversity into the industry, which is proven to enhance creative outputs and benefit the sector as a whole. Together, through the programme, we are building a more vibrant, inclusive, and sustainable future where Irish creativity flourishes.

Lead Partner

core

Core is Ireland's largest marketing communications company. We collaborate across multiple Practices, working towards a single purpose, to expand the possibilities of what brands can achieve. By truly embracing collaboration, sharing ideas freely and empowering one another, we create work that is more powerful and transformative than our individual efforts can ever be.

Programme Partner

TBWA\ Ireland

TBWA\ DUBLIN, is over 100 ambitious people who believe in creating a total brand world for their equally ambitious clients. Backed by a network of over 11,100 people, we use Disruption® to connect a brand's total ecosystem. All with the ambition to go beyond just saying things, to doing and making amazing things, every day. Because we believe our best work is always ahead of us.

Diversity Partner

DesignOpp

DesignOpp is a not-for-profit initiative championing diversity in Irish design, so People of Colour can fulfill their creative potential. Our goal is to provide more opportunities, diversify education and create a welcoming community for Creatives of Colour.