

DE-STRUKT

Credentials
2010—2026

Founded in 2010, De:strukt is an independent design and marketing agency specialising in ambitious restaurants, takeaways, cafés and food brands.

For more than 16 years, we have helped hospitality businesses build memorable brands, create commission-free websites that generate bookings and orders, and deliver SEO, PPC and social campaigns that keep them busy.

We understand how customers choose where to eat and what turns their attention into bookings, orders and repeat visits. From brand identities and menus to websites, photography, film and digital marketing, we bring everything together under one clear strategy.

Our collaborative team combines specialist skills with experience across multiple sectors, delivering award-winning work for independent businesses and established brands throughout Scotland, across the UK and internationally.

There are no long-term contracts and no unnecessary jargon. Just bold creative work, honest marketing and results measured by what matters most: more customers, fuller tables and growing orders.

Collaborating with artists, designers, craftspeople, musicians, music producers, photographers and videographers.

Art Direction

Branding

Website

Digital Design

User Interface

Digital Development

Print

Photography

Film

Animation

3D Visualisation

Social Marketing

SEO / PPC

Selected clients

Al Barakah Meats

Ashoka

BBC

Cibus é Italia

Chester’s Coffee

Coffee Conscience

Dollies Cookies

GDOD Festival

Gloria Jeans Coffees

Goldfinch Whisky

Hanoi Bike Shop

Highland Park Whisky

Hebridean Food Company

Isle of Skye Distillery

Italian Aroma Coffee

Legends Burgers

MakHalal

Mister Singh’s

Mr T’s

Necropolis Spirits

Notte Bianca Firenze

Picasso's

Piri Fino

Quiznos

Scobie & Junor

SEAR

Sei Bellissimi

Shimlas

Smash Burgers

Spices & Rices

Stack Shack

The Chilled Kitchen

The Glenrothes

Tinto Tapas Bar

Tsingtao

Ubiquitous Chip



Selected Projects

2021—2026

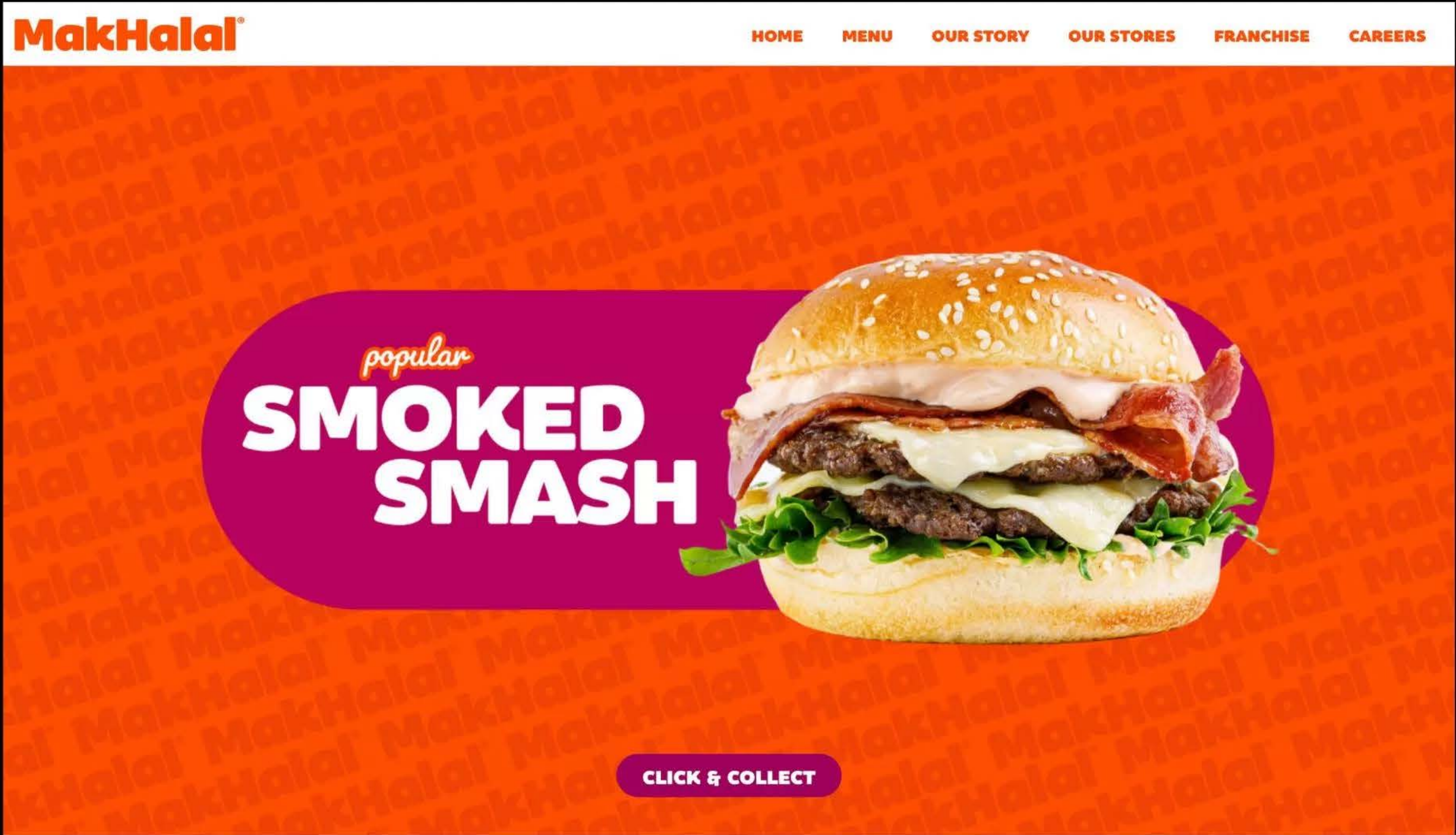
The image shows the MakHalal logo in white, bold, sans-serif font, centered on a solid orange rectangular background. The logo consists of the word 'MakHalal' followed by a registered trademark symbol (®).

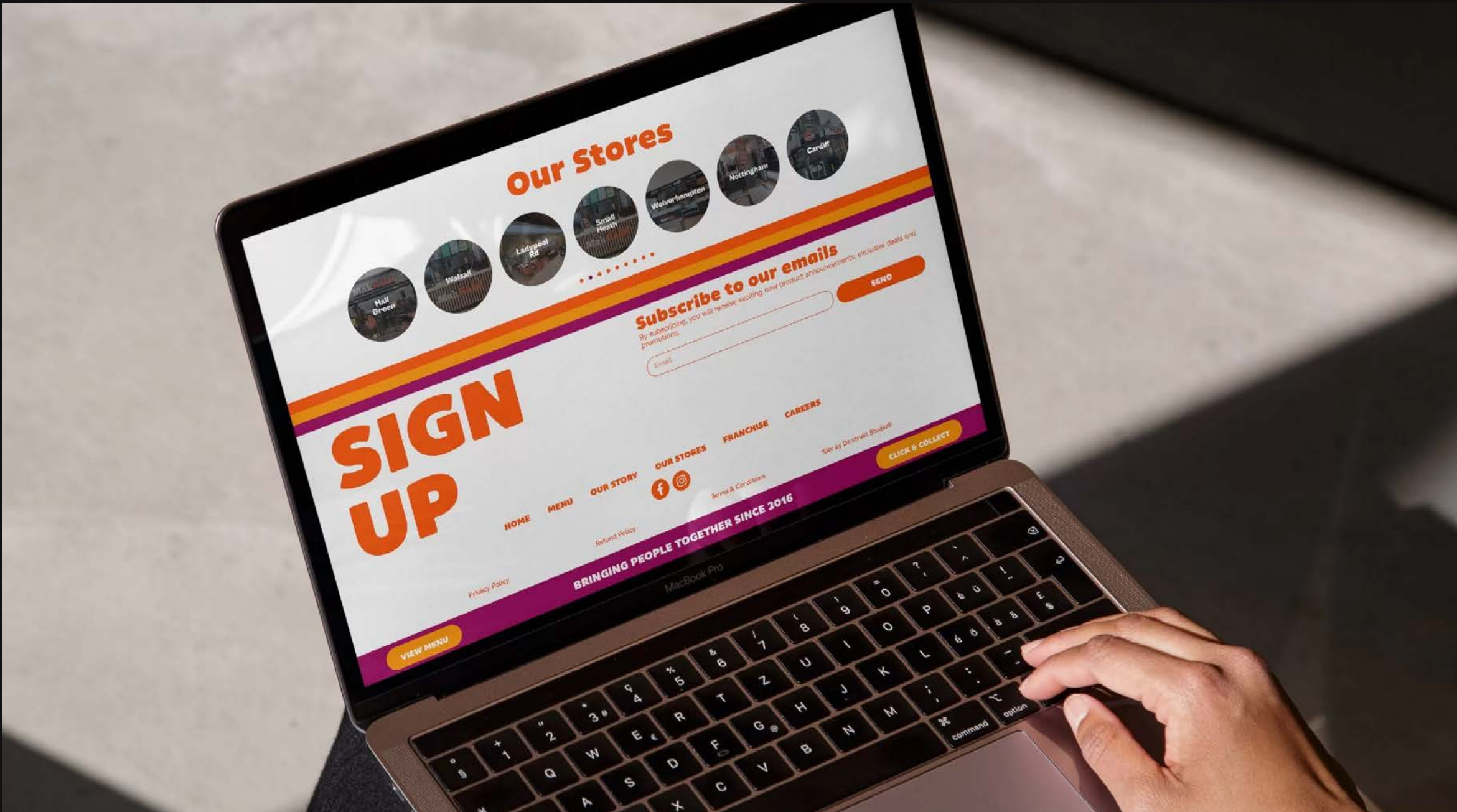
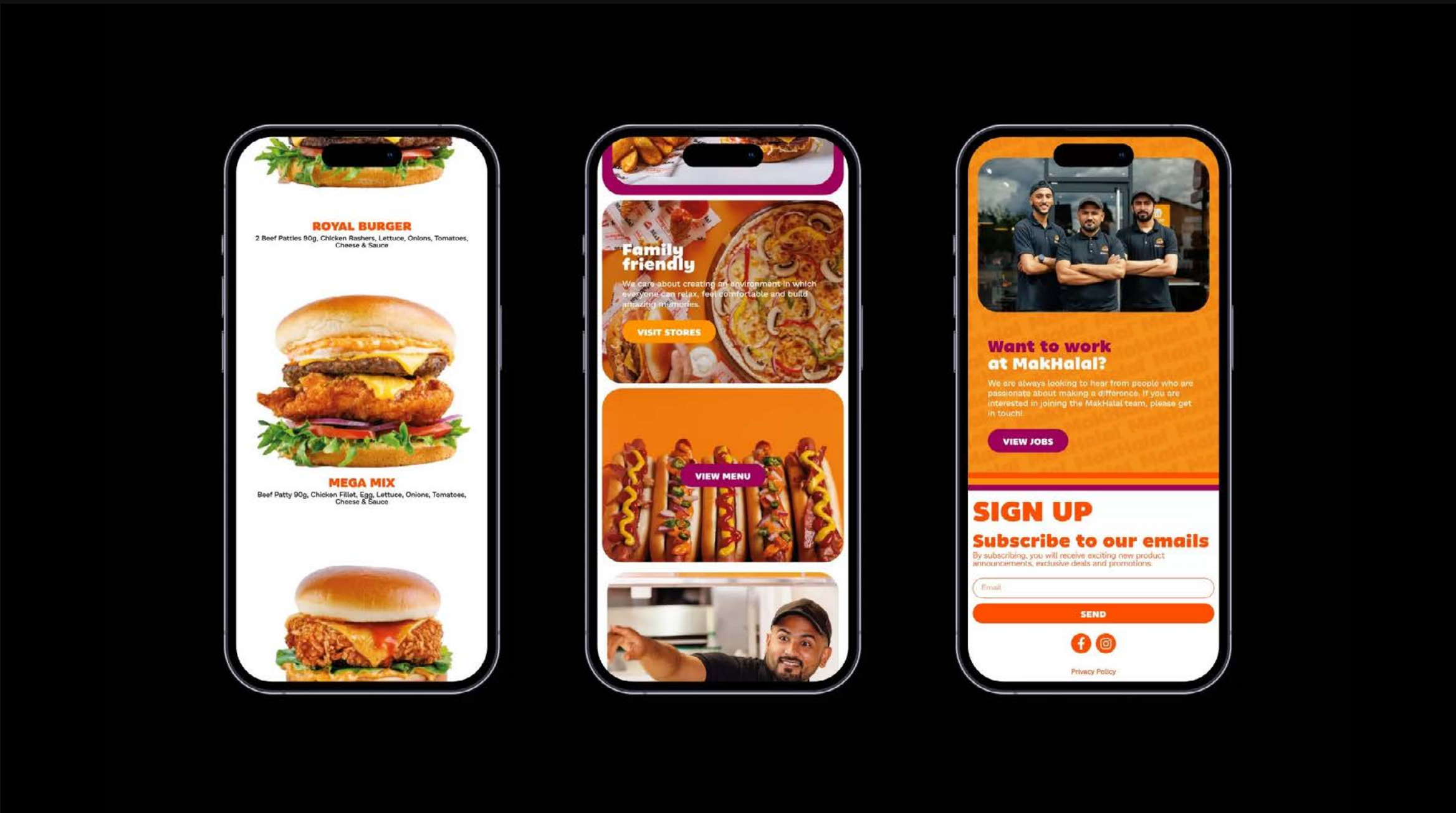
MakHalal®

Developing a unique brand that reflects the restaurant's personality and theme. We made the identity feel less synthetic and focussed more on the fun, simple and confident approach.

MakHalal was founded in 2016 in Small Heath, Birmingham. Their vision was to create something that celebrated the concept of Halal and wanted to build an environment where food lovers could socialise, share their mutual appreciation for burgers and have a great time.

We created a cohesive visual identity, including elements such as packaging, advertising, menu design, signage and uniforms. This will help to create a consistent look and feel for the restaurant. We developed a brand voice and messaging strategy looking at taglines/slogans that capture the essence of the restaurant, as well as crafting social media posts that reflect the brand's personality.





Coffee Conscience



Approached by Coffee Conscience to give their brand identity a refresh that reflected their philosophy and passion about their coffee as well as the environment; every cup makes a difference by delivering social, environmental and community responsibility.

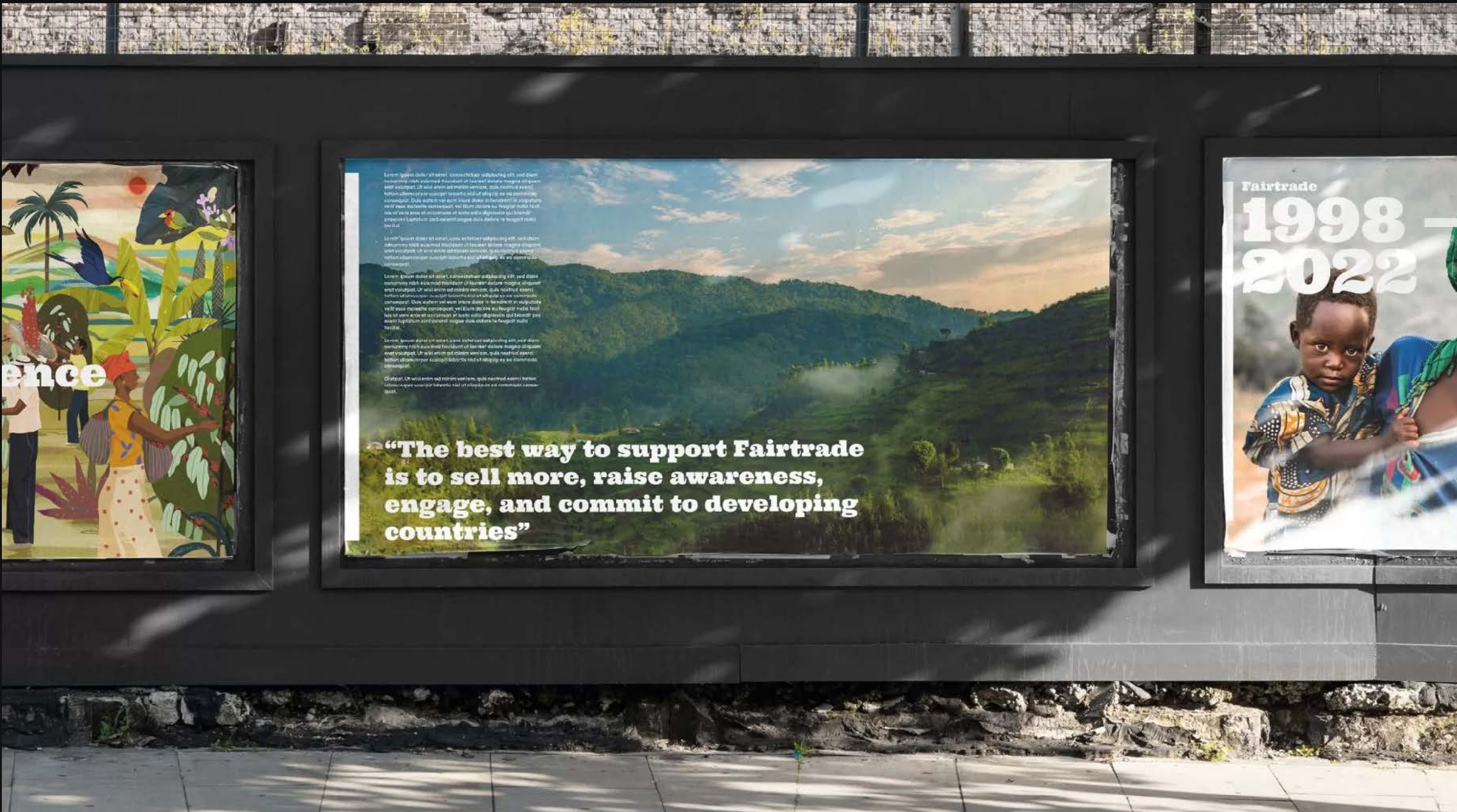
Their philosophy and beliefs are; every cup makes a difference by delivering social, environmental and community responsibility.

The dedicated and experienced team have worked with Fairtrade products within the hot beverage market since 1998. As one of the first teams to supply Fairtrade Coffee to sector businesses such as Universities, Local Authorities, Colleges, Retail High Street Cafes, etc. today they continue to provide the support and help bringing communities together.

We collaborated with Chinese illustrator Nix Ren who helped create the beautiful illustration that will represent the new identity for Coffee Conscience and see this rolled out across all new marketing materials.



Coffee Conscience



Legends Burgers



Brand identity and website for this Legendary burger joint based in Manchester and surrounding areas.

Across Manchester, Bradford, Leeds, and Huddersfield, Legends isn't just another American diner; it's a family-run haven where legends feast!

They're not your average Halal burger joint – they are a dream come true, dishing up fresh, mouthwatering food fit for champions.

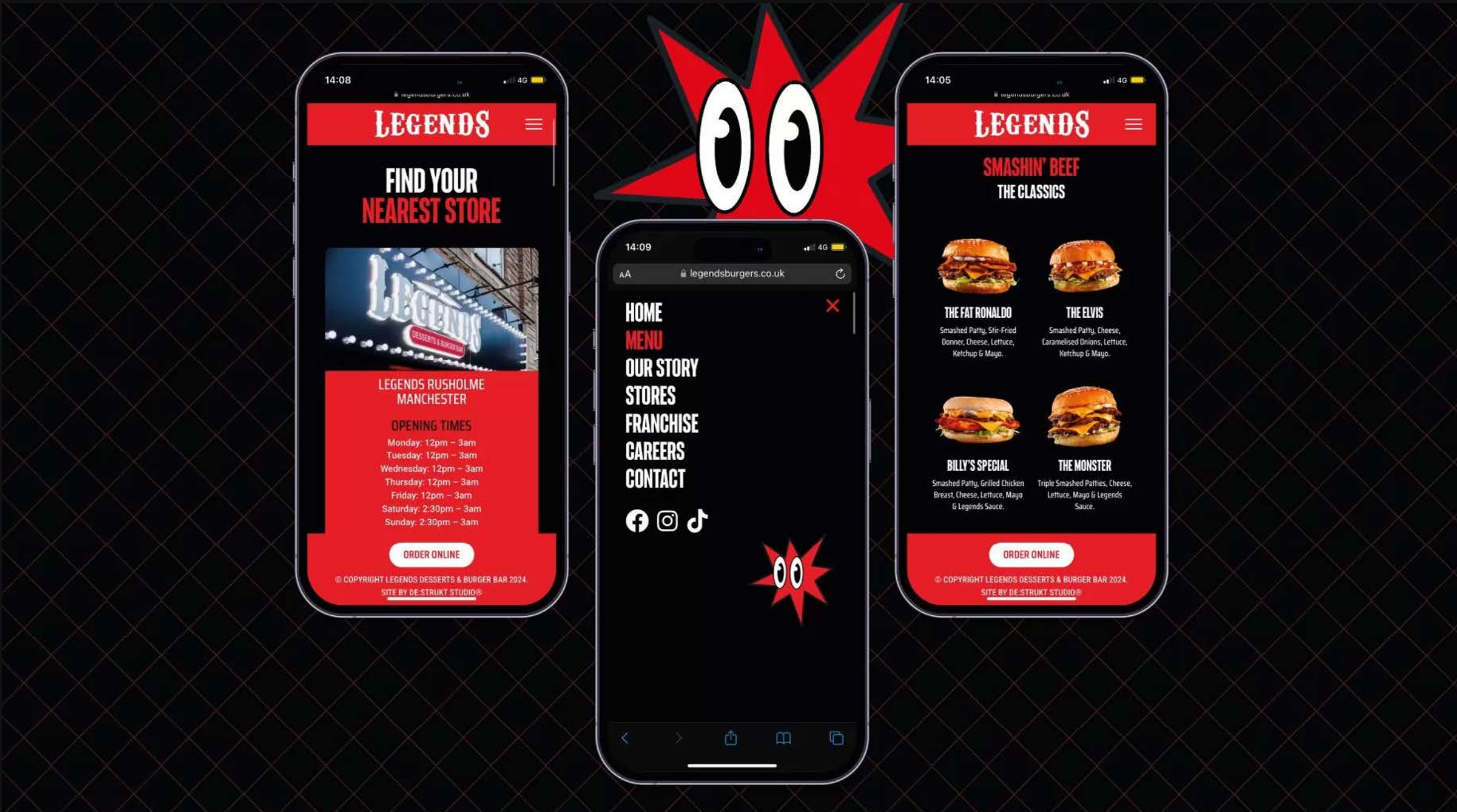
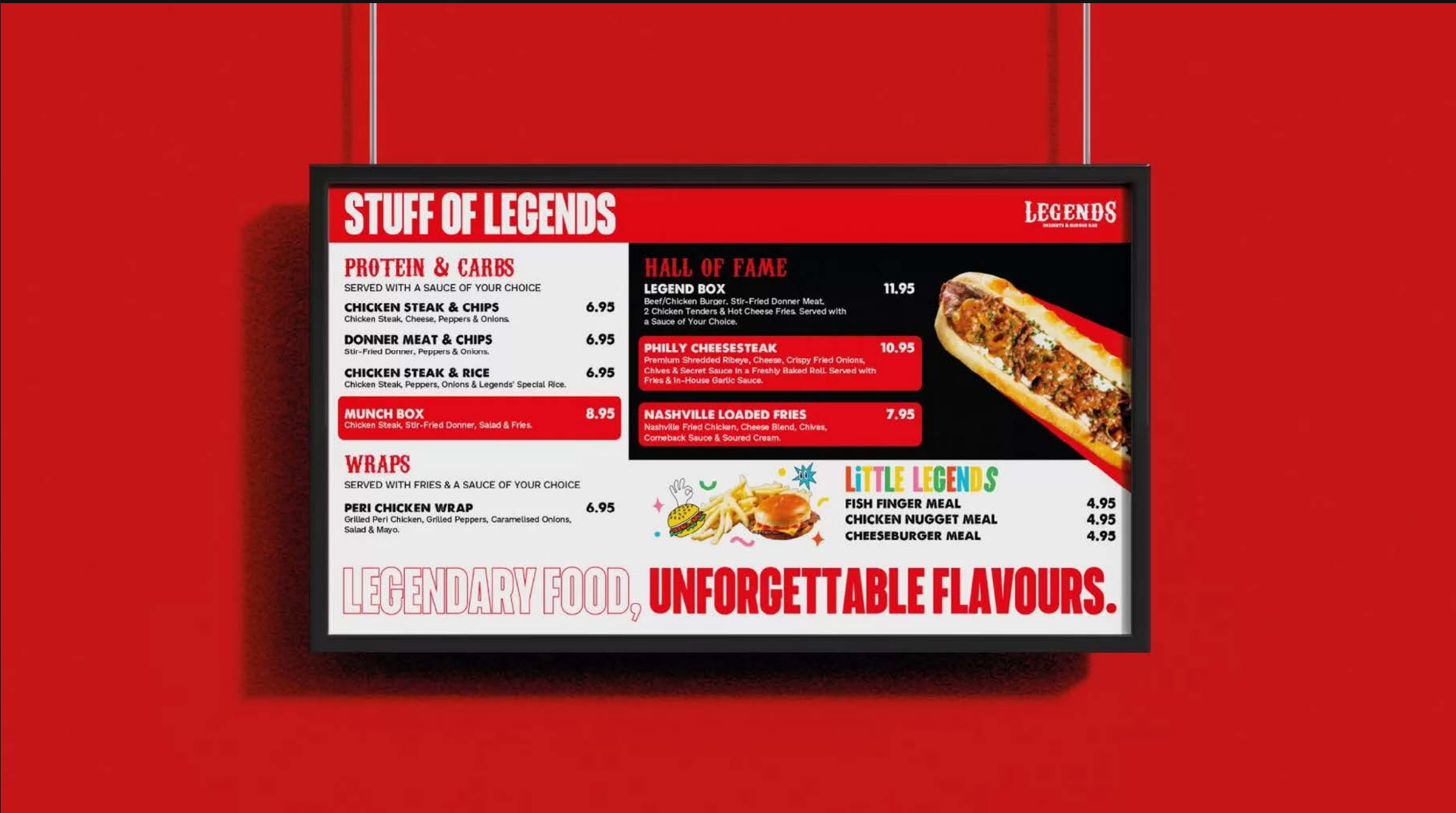
Picture this: mountains of stir-fried donner kebab smothering dirty fries or our signature Fat Ronaldo – a towering tribute to the iconic striker and your legendary appetite. But Legends is more than plates – it's about community. Legends celebrate everyday heroes who make their towns tick. Whether you're belting out tunes, showcasing your art on their walls, or simply sharing a laugh with friends, you're part of the family.

The new identity help position and reintroduce the existing brand and we focussed on using a bold typeface that would compliment the Legends brand in a modern way. We also created a range of illustrative assets that would bring the brand to life towards their digital and marketing needs. Additionally we were tasked to design and build a brand new website that would attract their customers to ordering online.

Legends Burgers



Legends Burgers



Dollies Cookies



Designing and developing the new Dollies Cookies e-commerce website.

Dollies Cookies is an independent bakery creating soft, indulgent American-style cookies, delivered to customers across the UK. Founded by sisters Neelam and Nida in 2018, the business began in their family kitchen with a shared love of comforting, freshly baked cookies.

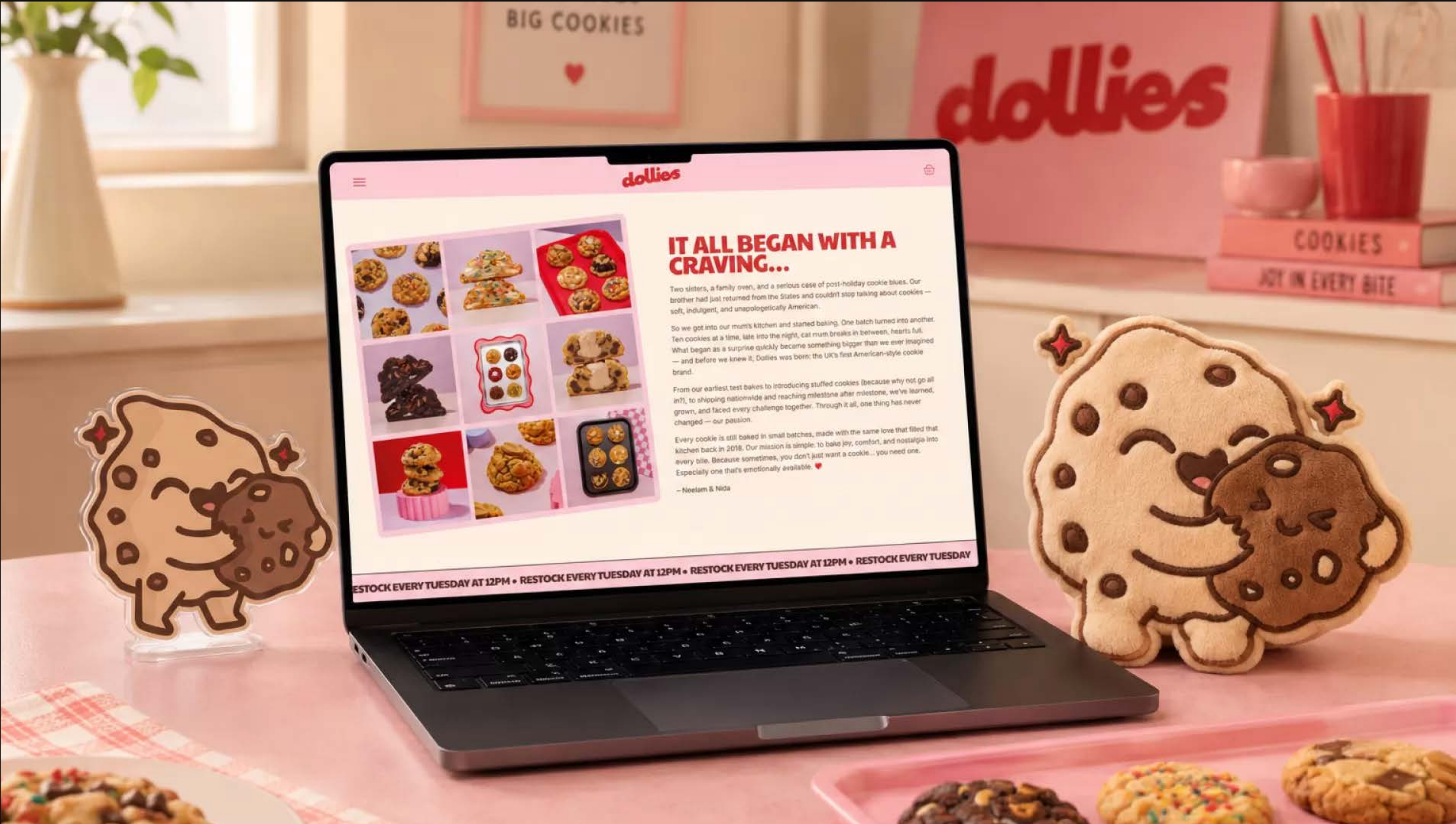
Every Dollies cookie continues to be baked in small batches, with flavours inspired by joy, comfort and nostalgia. From familiar classics to generously filled creations, the brand has developed a distinctive personality that feels playful, welcoming and full of character.

We designed and developed a bespoke WooCommerce website that brings this personality to life online. Bold product photography, playful brand elements and a clear customer journey combine to create a warm and engaging shopping experience.

A key part of the project was the development of a bespoke Build Your Box feature. This allows customers to select their favourite flavours and create a personalised cookie box, while giving the Dollies team greater control over products, availability and online orders through WooCommerce.

Following the launch of the website, we also began an ongoing SEO campaign. This is focused on improving Dollies' search visibility, attracting relevant customers and supporting continued growth in website traffic and online sales.

Dollies Cookies



Dollies Cookies



Beefy'z



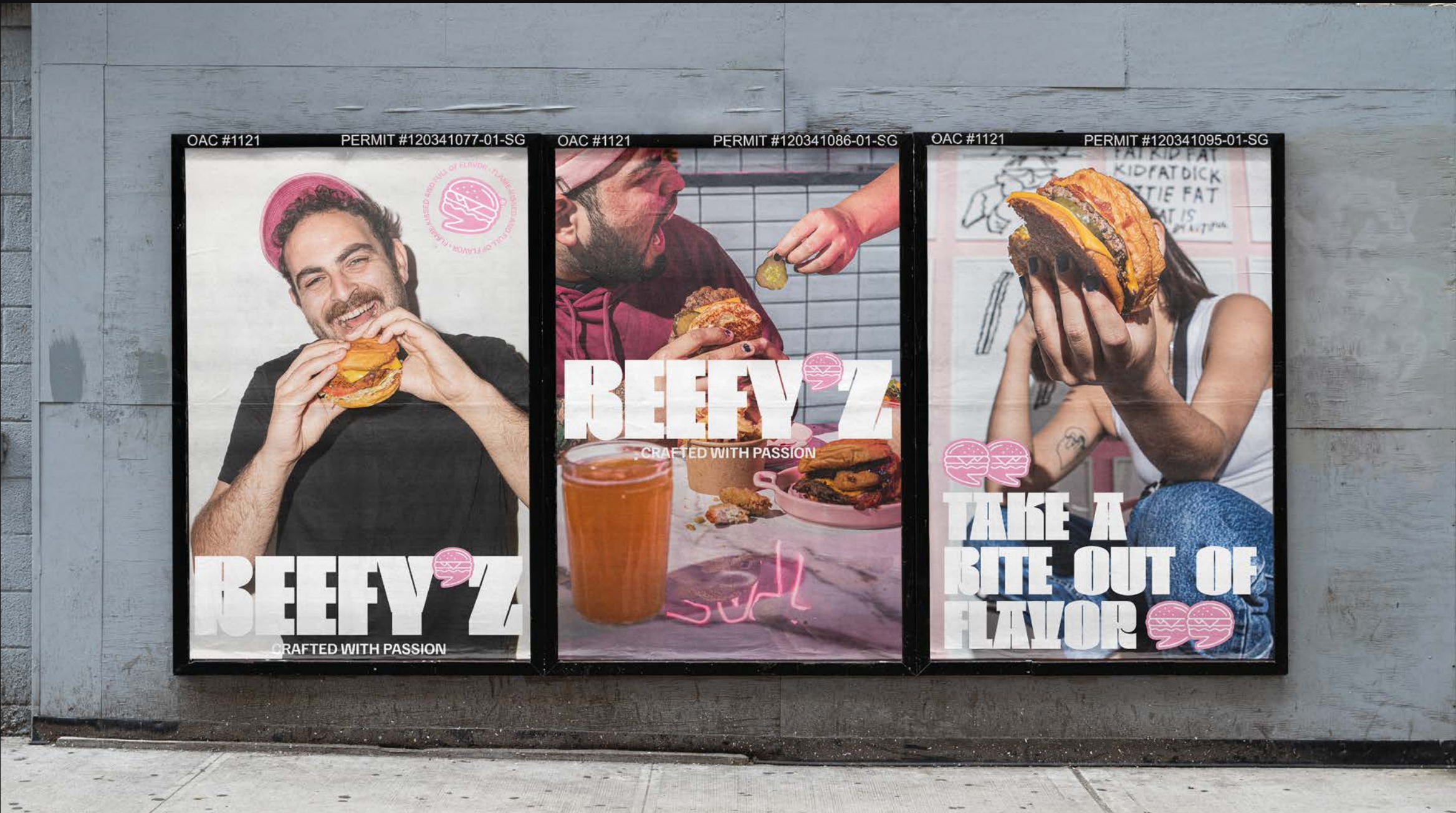
We're flipping the script on burger branding for BEEFY'Z! We worked closely with the restaurant to create a look and feel that's both bold and rebellious. The new branding includes a logo that's sure to turn heads, a website that's packed with attitude, and marketing materials that will make you want to eat burgers all day long.

BEEFY'Z is a new burger restaurant in Birmingham that is sure to become the new go-to spot for a delicious and satisfying meal. Offering a wide variety of halal burgers, all made with fresh, high-quality ingredients.

In today's competitive restaurant industry, it's more important than ever to have a strong brand. A well-designed brand can help you stand out from the competition, attract new customers, and build loyalty with existing ones.

The logo is a simple, yet bold design that features a stylized burger patty as the main icon. Although the branding is mono we added the pink to give the identity a vibrant and edgy feel. We wanted to show some kind of identity involving a burger icon so we decided to incorporate the apostrophe into a burger given the name "BEEFY'Z". This also gives the brand a quirky side to it with messaging and turning the icon into quotation marks.







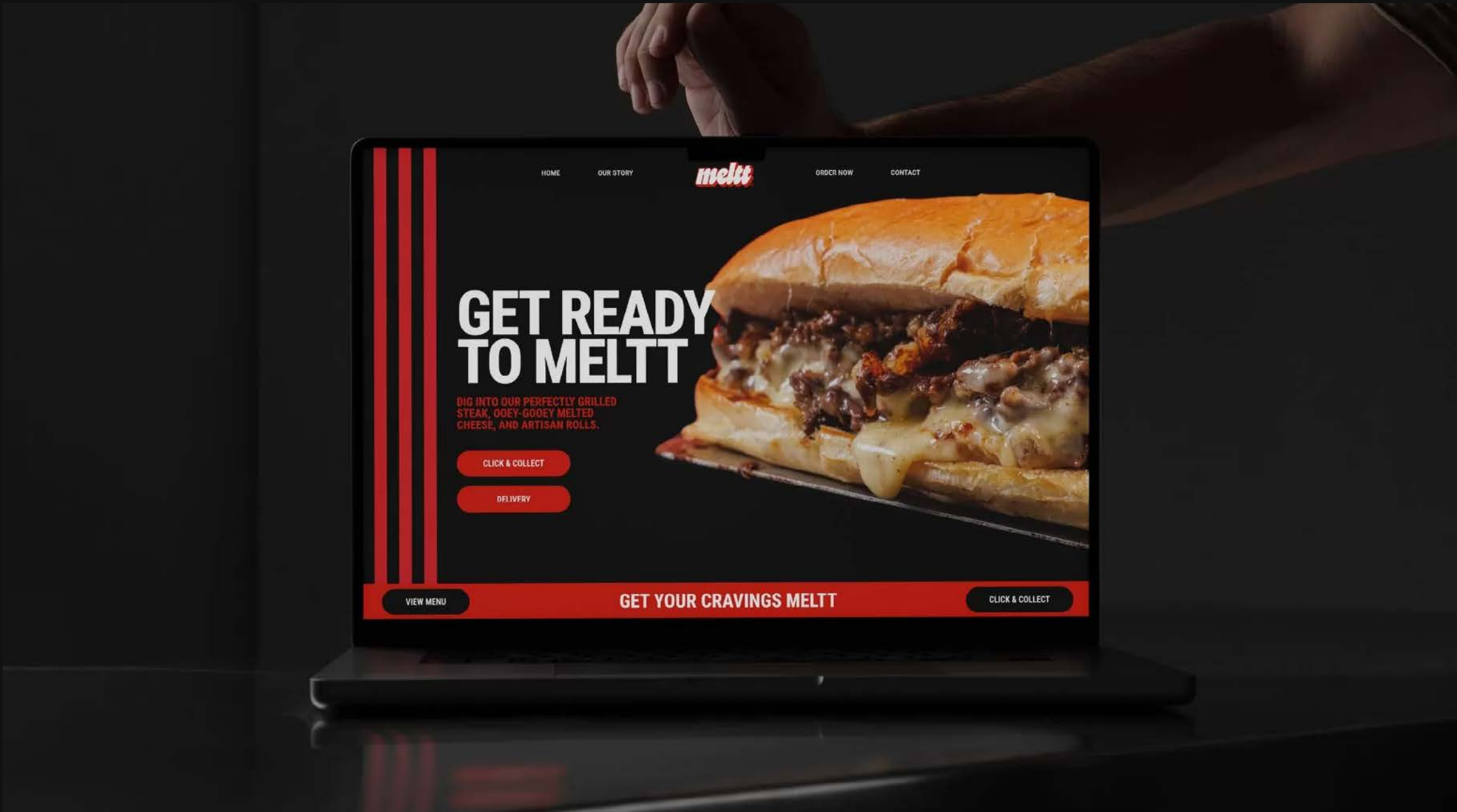
Meltt brings the authentic taste of Philly steak sandwiches to the UK, promising a mouthwatering experience like no other.

At Meltt, they pride themselves on using only the finest ingredients, sourced locally whenever possible, to ensure every bite is packed with flavour and satisfaction.

Whether you're a seasoned Philly steak enthusiast or a newcomer eager to discover the magic of this American classic, Meltt invites you to indulge in a taste sensation that's sure to leave you craving more.

Crafted with a script-style font, the logo harks back to the golden era of vintage charm and timeless elegance. The logo's swirling letters and timeless flair take you away to a bygone era, where simplicity mingled with sophistication, and each detail was meticulously crafted with care.





Al Barakah Meats



We were tasked to re-design Al Barakah Meats website giving it a fresh new look which would also compliment their range of lifestyle photography as well as designing a magazine catalogue for the family-run butcher's that kicked off in the late '80s in Highfields, Leicester.

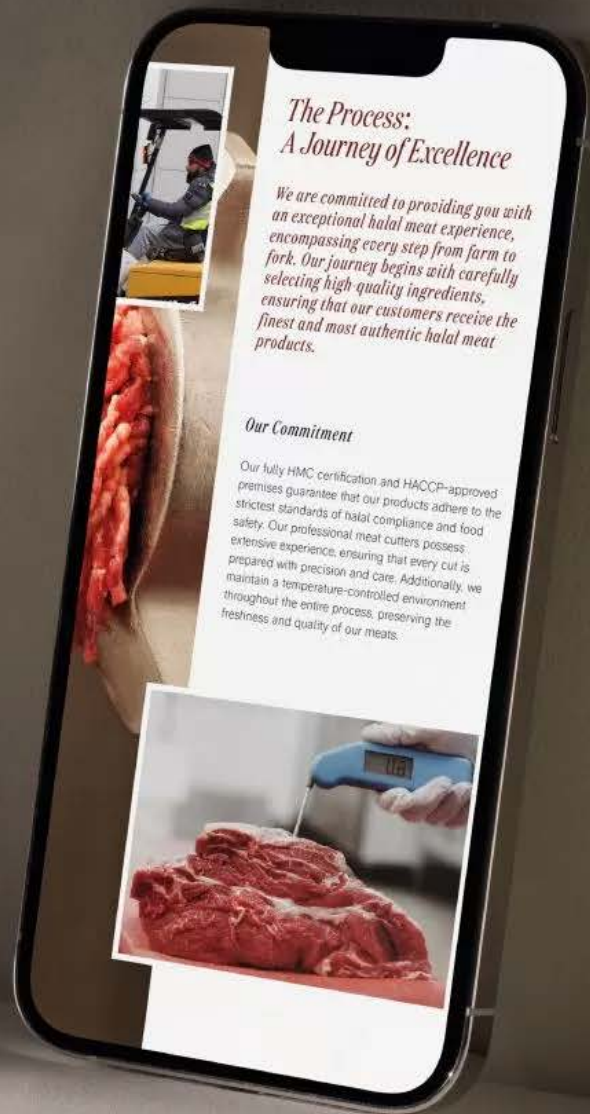
Originating as a local purveyor of high-quality halal meats, the brand underwent a transformative shift in 2016, relocating to a cutting plant to facilitate business expansion and a dedicated focus on elevating the realms of retail and catering.

Since this pivotal move, Al Barakah Meats has consistently supplied a diverse array of HMC Halal Angus beef cuts, lamb, mutton, and poultry to the delight of local families, establishments, and nationwide franchises. Having worked closely with the team at Al Barakah Meats we designed a premium magazine showcasing their huge selection of halal meats as well as giving their WordPress website a revamp introducing nice animations, a wide variety of new photography and better user journey.

Al Barakah Meats



Al Barakah Meats



Dine or Dash



We worked with Dine or Dash® to create a bold and scalable identity for a UK franchise group focused on building, launching and growing high-performing restaurant and takeaway concepts.

The brand was designed to feel confident, energetic and commercially driven, reflecting the ambition of the business and the fast-moving nature of the hospitality industry.

At the heart of the identity is a distinctive D symbol featuring a forward-facing arrow. It represents momentum, growth and the journey from independent operator to successful franchise owner. Bold typography, a high-impact red, black and white colour palette, and direct campaign messaging give the brand a strong and recognisable presence across digital, print and physical environments.

We developed a flexible brand system that can grow alongside Dine or Dash® as new food concepts are introduced. The core D identity can be carried into each sub-brand, creating a clear connection to the parent company while giving every restaurant concept the freedom to build its own personality.

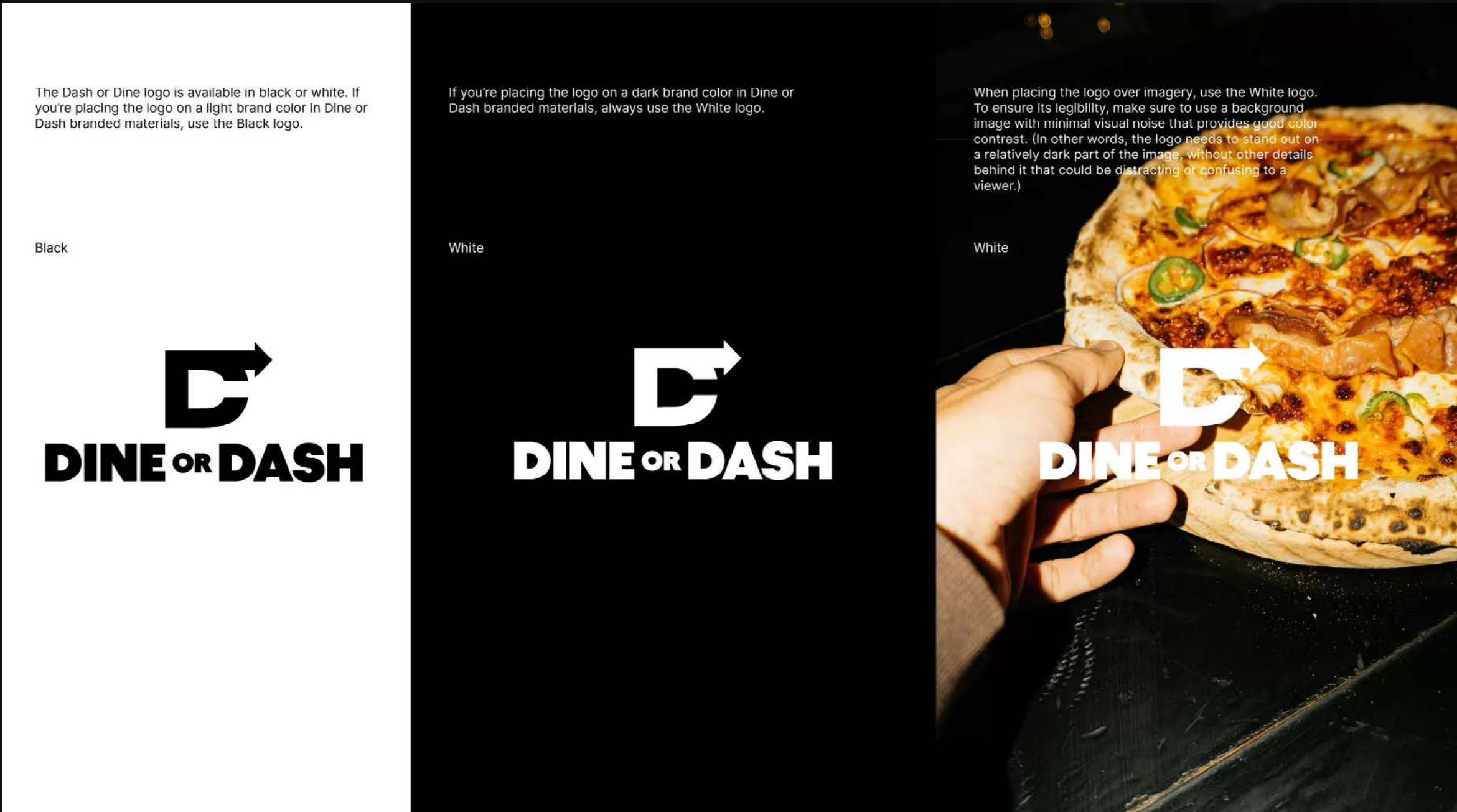
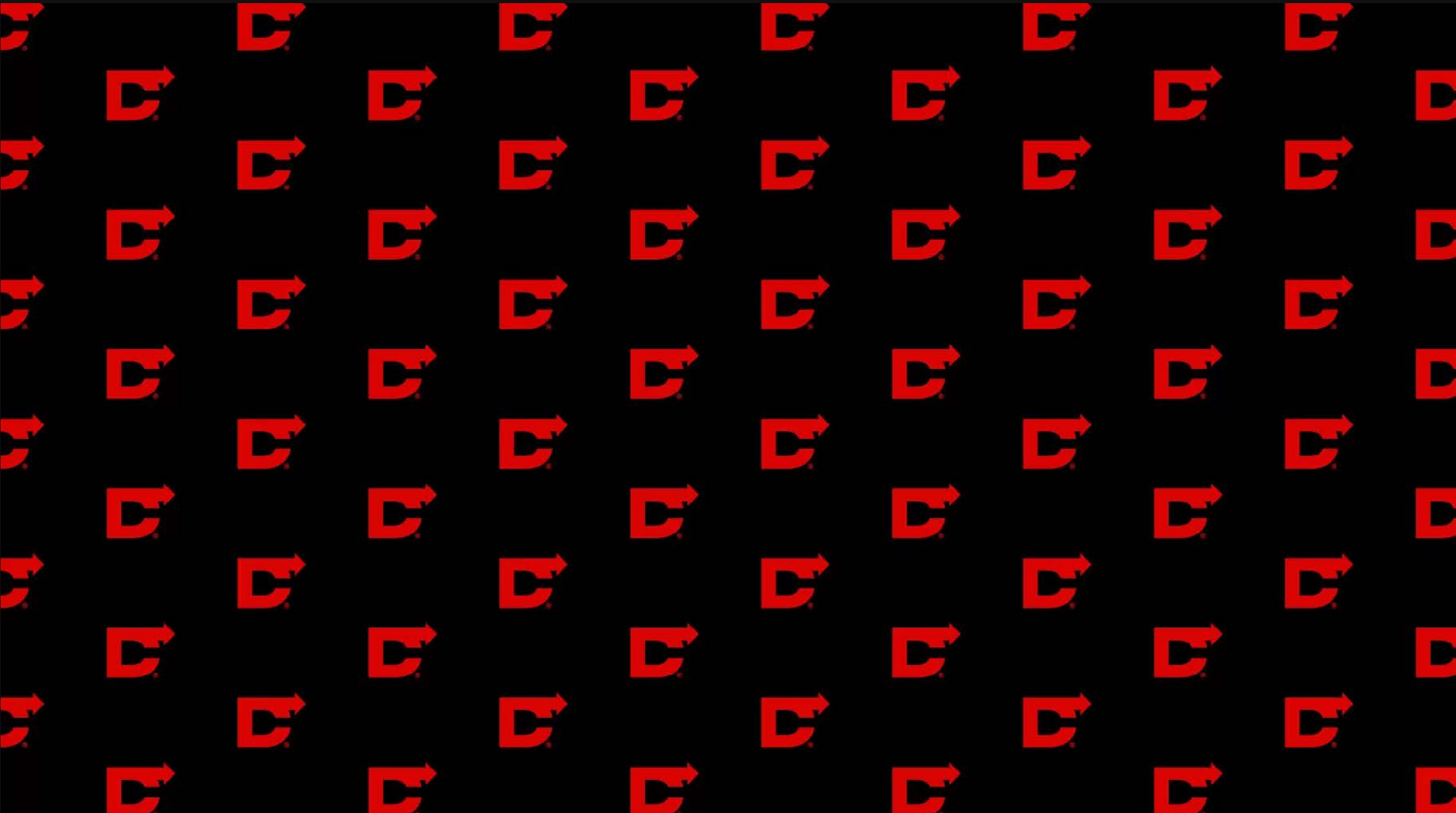
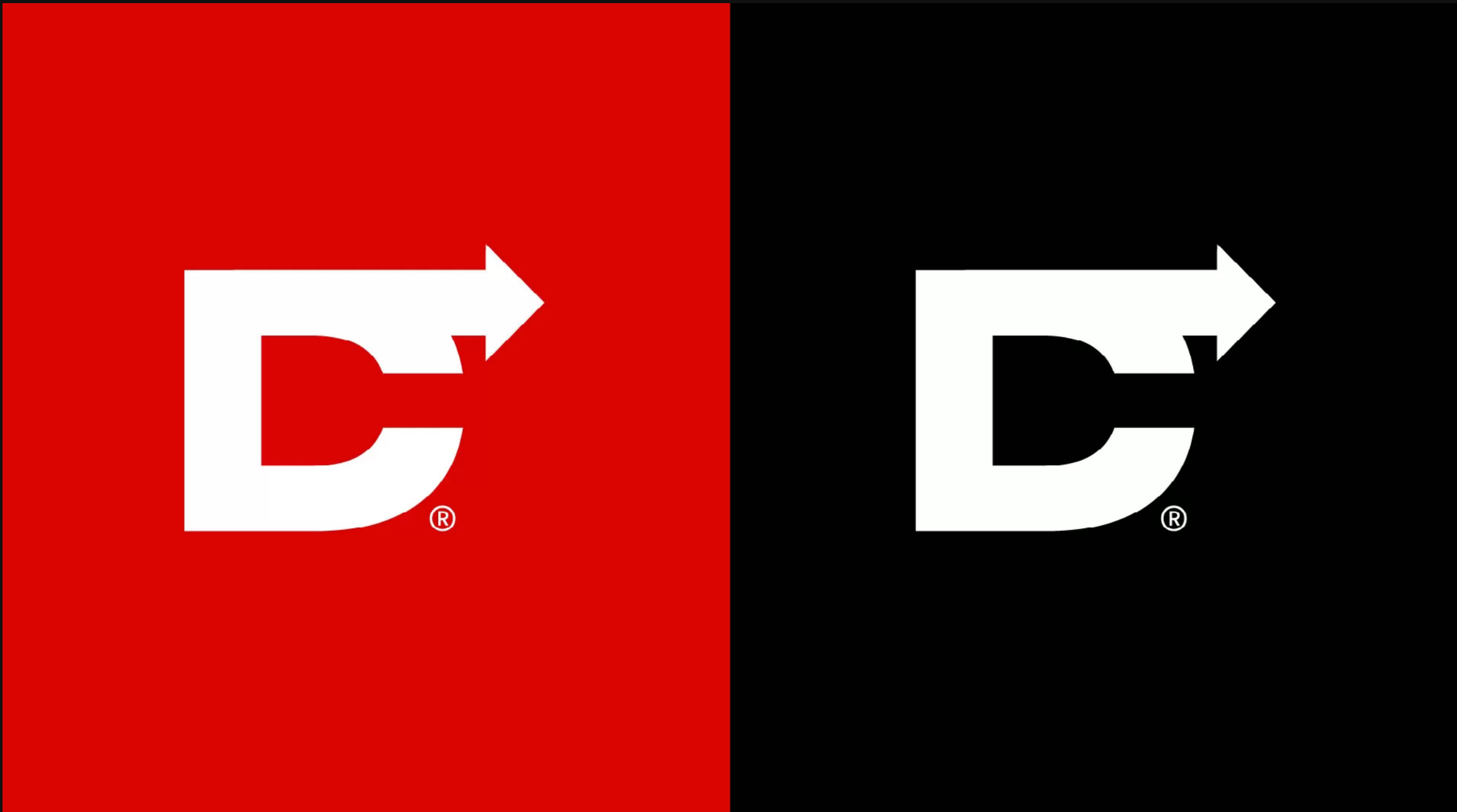
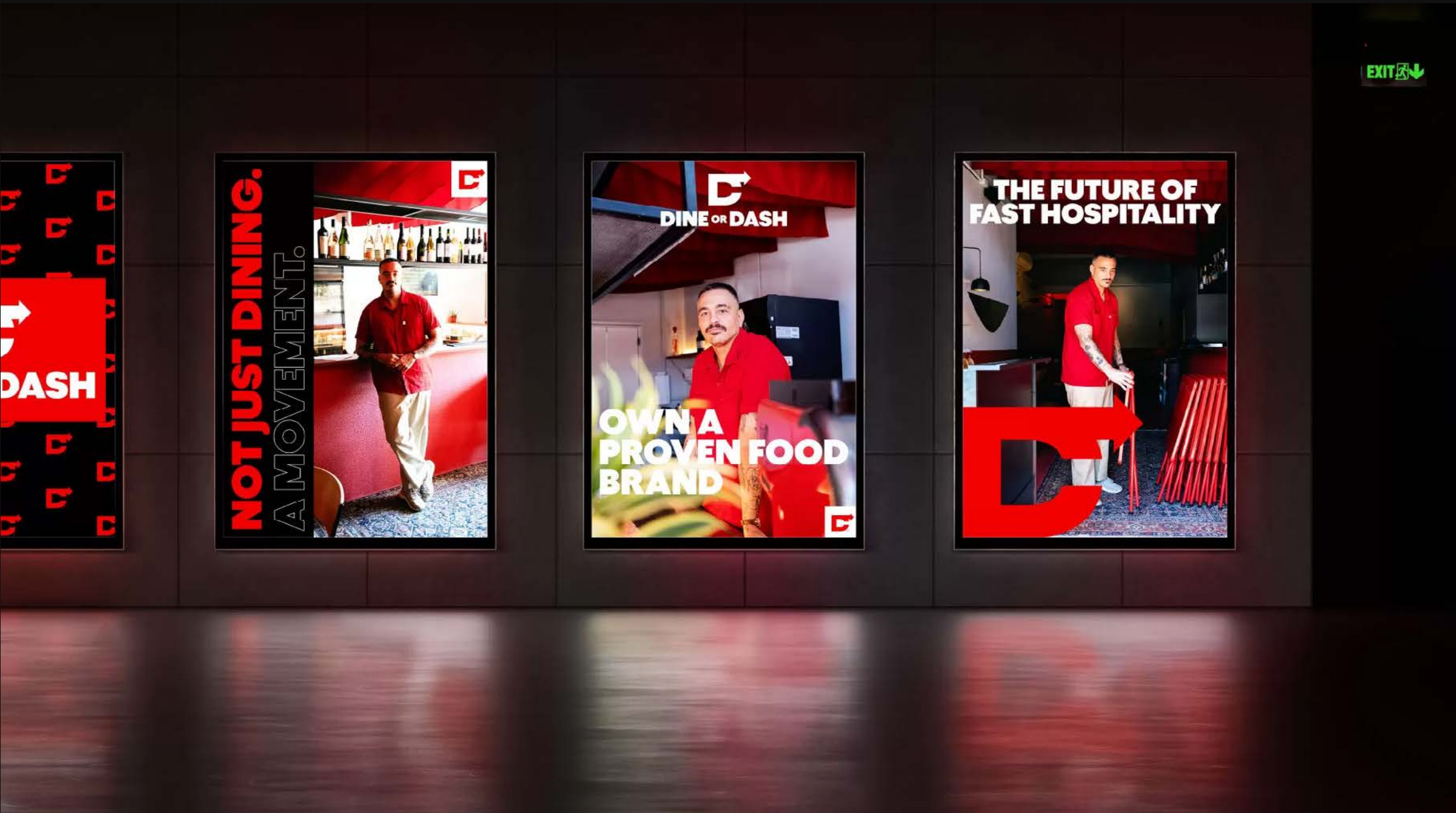
We also designed and developed a WordPress website to clearly communicate the franchise opportunity to entrepreneurs, investors and experienced hospitality operators. Structured content, strong calls to action and clear user journeys explain the opportunities available through single-unit ownership, multi-unit expansion and multi-brand portfolio development.

Together, the identity, digital platform and Burger Boss launch concept give Dine or Dash® a commercially focused foundation for future growth. The result is a connected franchise system designed to remain consistent, recognisable and adaptable as new concepts and locations are introduced throughout the UK.

Dine or Dash



Dine or Dash



Holy Land Dates



We worked with Holy Land Dates to create a thoughtful new identity and cohesive packaging system that celebrates its Palestinian heritage while giving the brand the confidence to reach a wider global audience.

Holy Land Dates is more than a food business. It is a purpose-led brand committed to supporting Palestinian farmers, donating 50% of its net profits to vulnerable children around the world, and bringing authentic Palestinian products to conscious consumers.

Its growing collection ranges from premium Medjool dates and olive oil to herbs, artisan soaps and jewellery. The challenge was to bring these different products together under one recognisable identity without losing the meaning and individuality behind each one.

Inspired by the date palm, the olive sapling and the golden dome of Al-Aqsa Mosque, the new identity draws on symbols with cultural, spiritual and geographical significance. The resulting mark represents the brand's deep roots, resilience and hope for the future.

We introduced a warm and expressive colour palette shaped by the Palestinian landscape and its produce. Colours including Pomegranate Bloom, Jericho Soil, Harvest Gold and Nablus Grove give each product range its own character while maintaining a strong connection across the wider brand.

The packaging was designed to feel contemporary and premium while remaining true to the story behind every product. From Medjool date boxes and olive oil bottles to hand-wrapped soaps and herb jars, each item combines a strong shelf presence with carefully considered cultural detail.

The result is a unified and flexible brand created with care, craft and purpose. It gives Holy Land Dates the visual strength to grow while keeping its Palestinian identity and mission at the heart of everything it does.

Holy Land Dates



Holy Land Dates



Cut Above Meat



We worked with Cut Above Meat to create a distinctive new name, brand identity and e-commerce website that brings the quality and craftsmanship of a traditional butcher into a confident, contemporary setting.

Cut Above Meat is a modern halal butchery supplying an extensive range of HMC-certified Angus beef, lamb, mutton and poultry. Its commitment to carefully sourced produce, skilled preparation and exceptional flavour has helped the business build a strong reputation among its customers.

The business approached us to redefine the brand from the ground up. The challenge was to create an identity that respected the tradition and authenticity of butchery while giving Cut Above Meat the confidence to stand apart in a modern and increasingly competitive market.

We developed a visual identity that feels refined, honest and assured. Domaine's elegant serif letterforms bring a sense of heritage, craftsmanship and authority, while the bold black and white palette keeps the overall look sharp, timeless and highly recognisable.

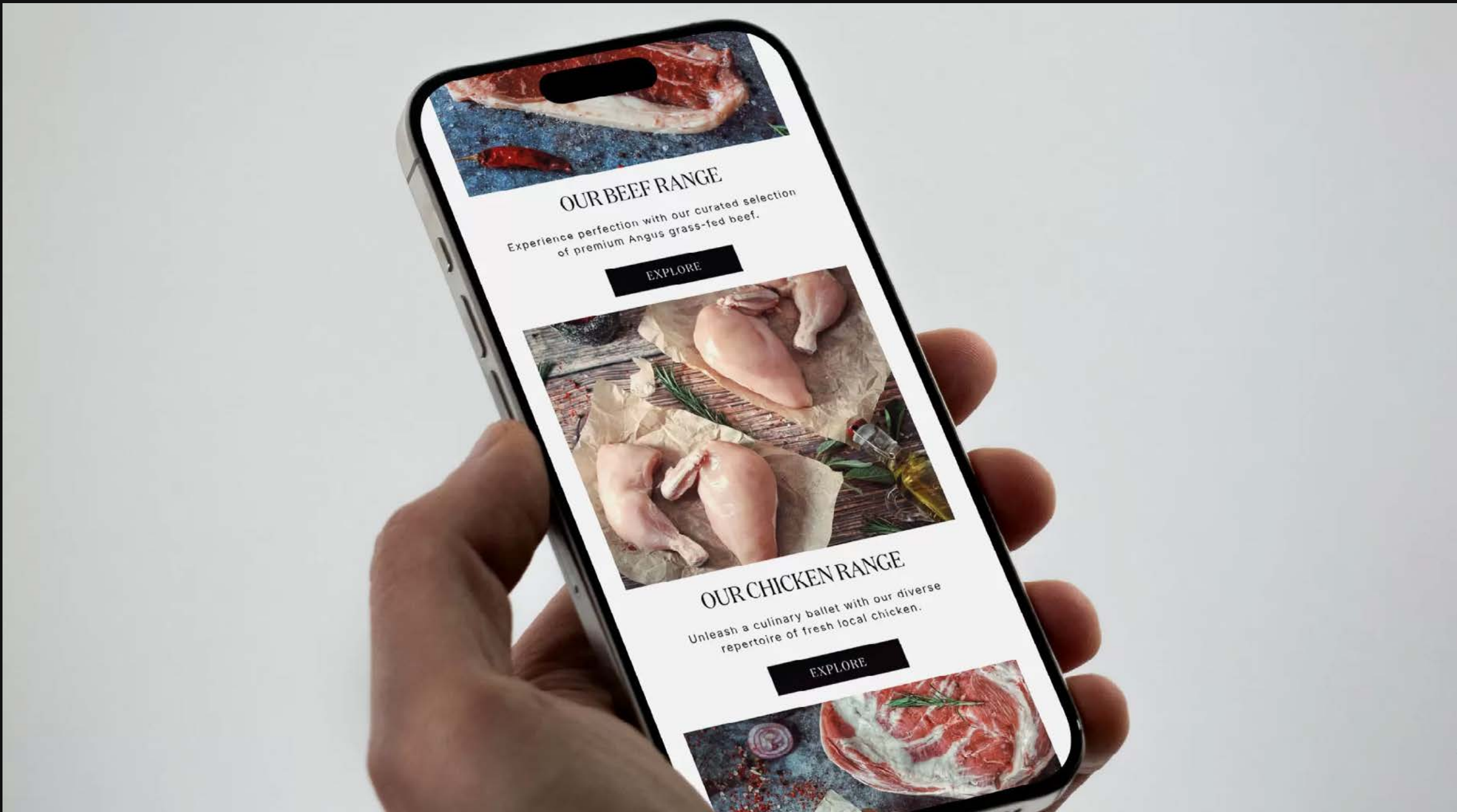
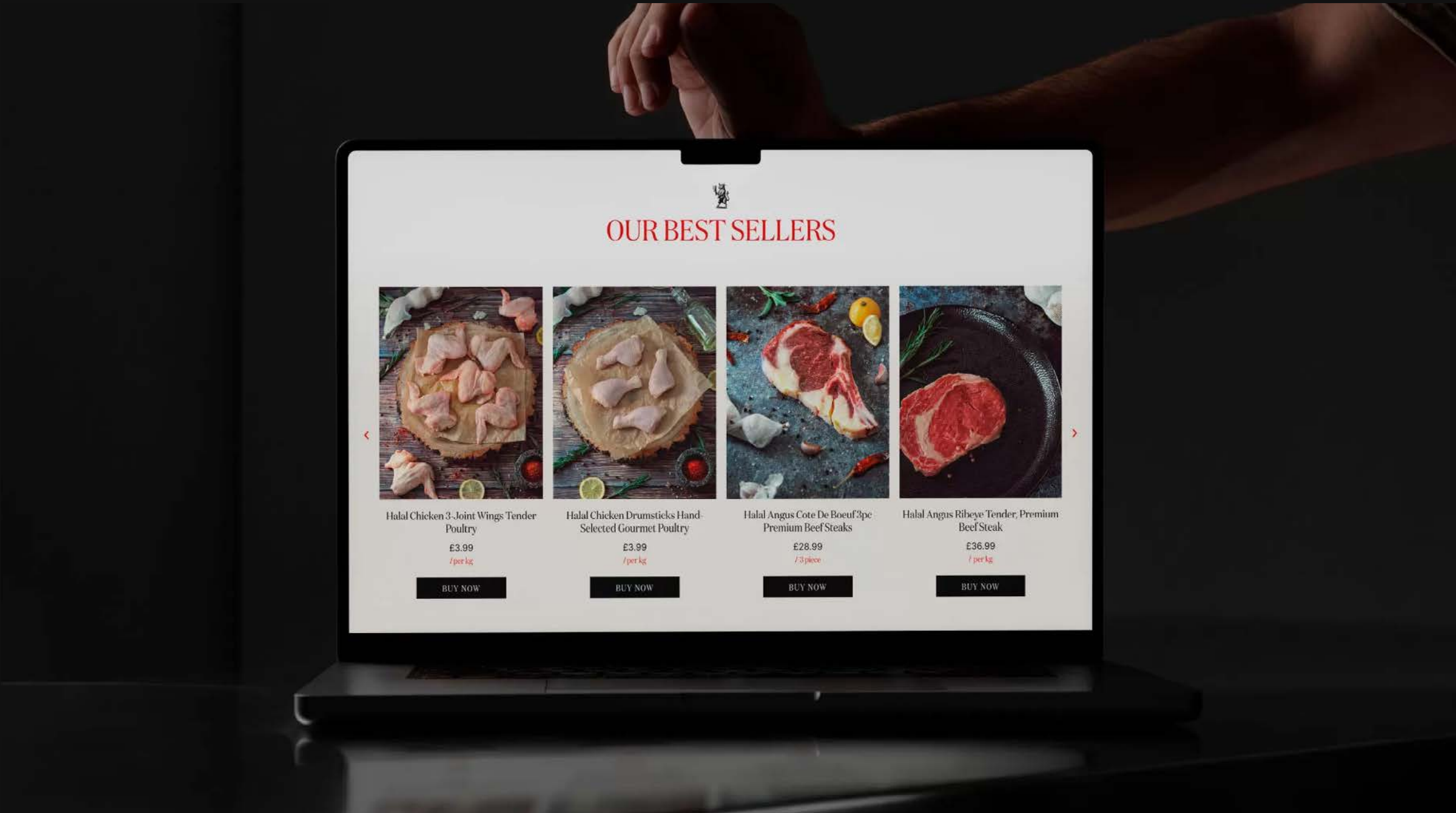
Every element, from the name and logo to the wider visual language and tone of voice, was designed to support the idea of being "a cut above". The identity avoids feeling overly polished or corporate, instead creating an authentic and down-to-earth brand that connects with everyday customers while maintaining a premium position.

We carried the new identity into a bespoke WooCommerce website, combining straightforward e-commerce functionality with the character and integrity of a traditional butcher. Clear product categories, strong imagery and a simple purchasing journey make it easy for customers to explore the range and order online.

Cut Above Meat



Cut Above Meat





We worked with Poselay Foods to create a distinctive brand identity and packaging system rooted in craftsmanship, culinary expertise and modern production, bringing its story to life across retail and professional food-service environments.

Poselay Foods is a craft-led food solutions brand built on decades of bakery experience and genuine culinary insight. Sitting at the intersection of artisan quality and large-scale performance, the business supplies professional kitchens and retail customers with products that deliver consistency, reliability and flavour.

From slow-fermented sourdough and premium dough products to nationally distributed retail cakes, Poselay Foods represents a modern approach to food production shaped by heritage, precision and purpose.

The identity was developed around the idea of “proper craft at scale”. It needed to feel authentic and connected to traditional baking while remaining confident, flexible and commercially relevant across FMCG, food service and professional kitchen environments.

We created a visual system that balances warmth and heritage with clarity and authority, allowing Poselay Foods to feel equally at home on a bakery shelf, in a commercial kitchen or within a national retail setting.

At the heart of the identity is a distinctive symbol built around the letter P. Its integrated leaf motif reflects growth, fermentation and the natural ingredients behind the products, reinforcing the relationship between traditional craftsmanship and modern food production without feeling overly decorative.



Poselay Foods





We worked with Crumbl Desserts to create a playful and distinctive brand identity for its dessert business in Burnley.

The brand needed to feel fun, indulgent and instantly recognisable, capturing the enjoyment and personality associated with its dessert offering while giving Crumbl a strong presence in a competitive market.

At the heart of the identity is a bold, custom wordmark with soft, rounded letterforms that give the brand an approachable and energetic character. A bite taken from the final letter, accompanied by a trail of crumbs, adds a memorable detail and creates a direct visual connection to the product.

The expressive main logo is balanced by a more refined supporting typeface, bringing structure to the identity while allowing the Crumbl name to remain the focus. A warm caramel-gold colour palette reinforces the indulgent nature of the brand and gives it a confident, premium finish.

The result is a simple but characterful identity designed to work consistently across packaging, signage, social media and other customer touchpoints. It gives Crumbl Desserts a recognisable foundation from which to grow its presence in Burnley and beyond.

Crumbl





Paloma



A new bottle design for Paloma, a Palo Cortado range released by Goldfinch Whisky Merchants.

We created Paloma to show the expansive influence different types of sherries can have on a variety of single malt whiskies. By focusing on the Spanish connection in terms of art, sherry and the name; Paloma means 'Dove' in Spanish, we have created something that is beautiful, timeless and tastes incredible.

Palo Cortado is the rarest type of sherry with less than 100,000 bottles sold a year, compared to 60 million bottles of sherry overall.

Whisky is about a moment. It's about listening and sharing. That is why Goldfinch Whisky chose the best quality Bodega casks that previously contained one of the rarest sherry varieties in the world to finish their first cask release.

It is a wonderfully complex wine which combines the delicate bouquet of an Amontillado with the body and palate of an Oloroso. It is deep and warm mahogany in colour with a complex nose that truly harmonises the characteristic notes of Amontillado and Oloroso. You will find citric notes reminiscent of bitter orange and lactic notes suggestive of fresh butter. It has a deep, rounded, ample palate with smooth, delicate aromatic notes appearing in the aftertaste, leading to delicious lingering finish.

The stunning artwork featured in the label was painted by Catalan painter Isidre Nonell in 1904. The painting is titled - La Paloma and the original is currently exhibited at the National Art Museum of Catalonia in Barcelona.

Paloma



Paloma



Bronze Calf



Creating a new brand identity, packaging and online store for this Leicester based beef tallow product. The tallow is slow rendered specifically for cooking and is a great alternative to seed oils.

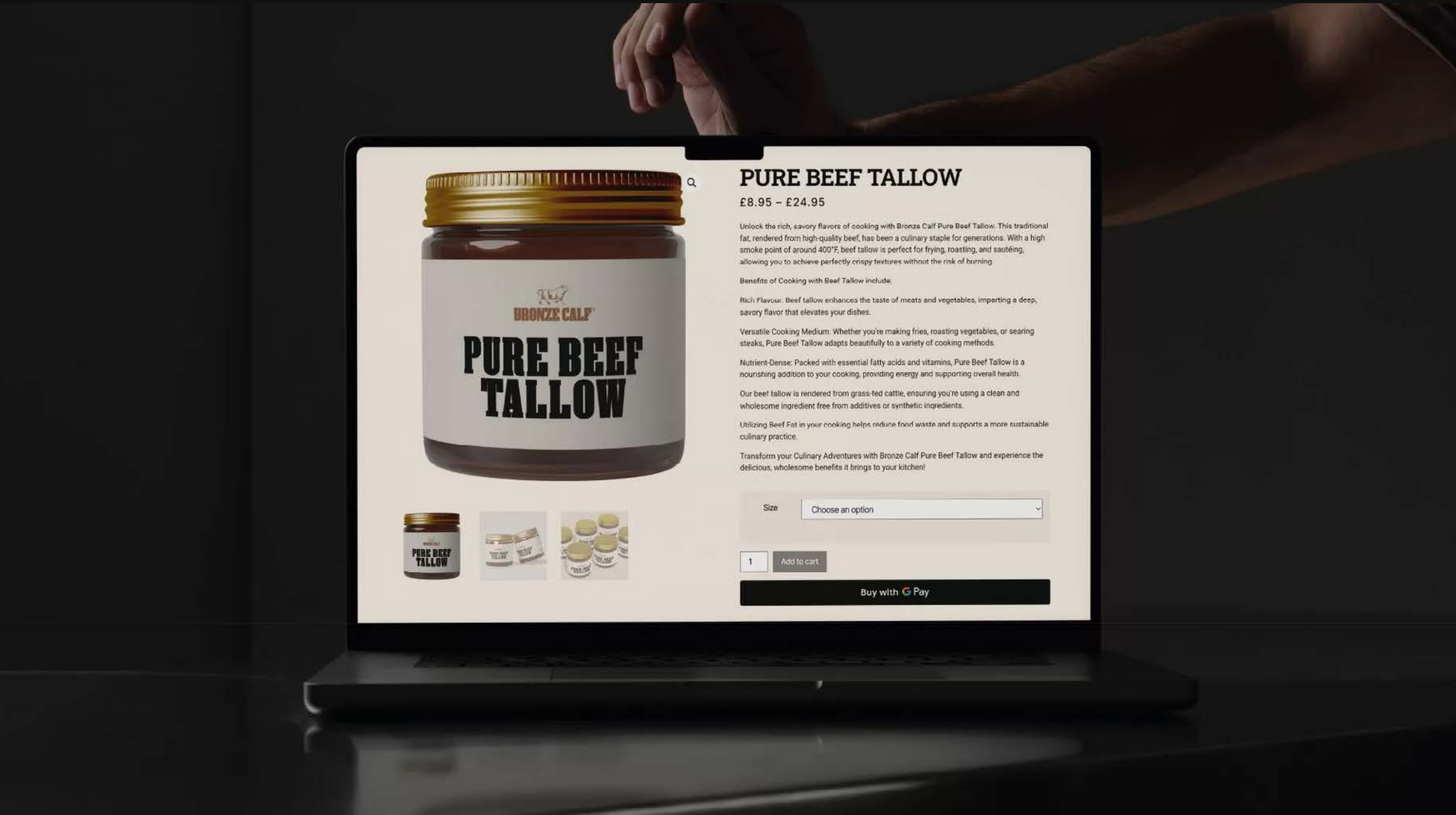
At Bronze Calf, they believe in bringing you a quality product that's as versatile as it is sustainable.

Tallow is a cooking fat and can be used as a substitute to any other oil or fat you would usually cook with. It's commonly used for a range of cooking applications such as frying, roasting and sautéing. We created their logo using old fashioned blocked letters to make this new brand stand out in the beef tallow market. The brief was to make the identity minimal which would reflect their label designs as well as build an online store using WooCommerce.

Bronze Calf



Bronze Calf



Shimlas

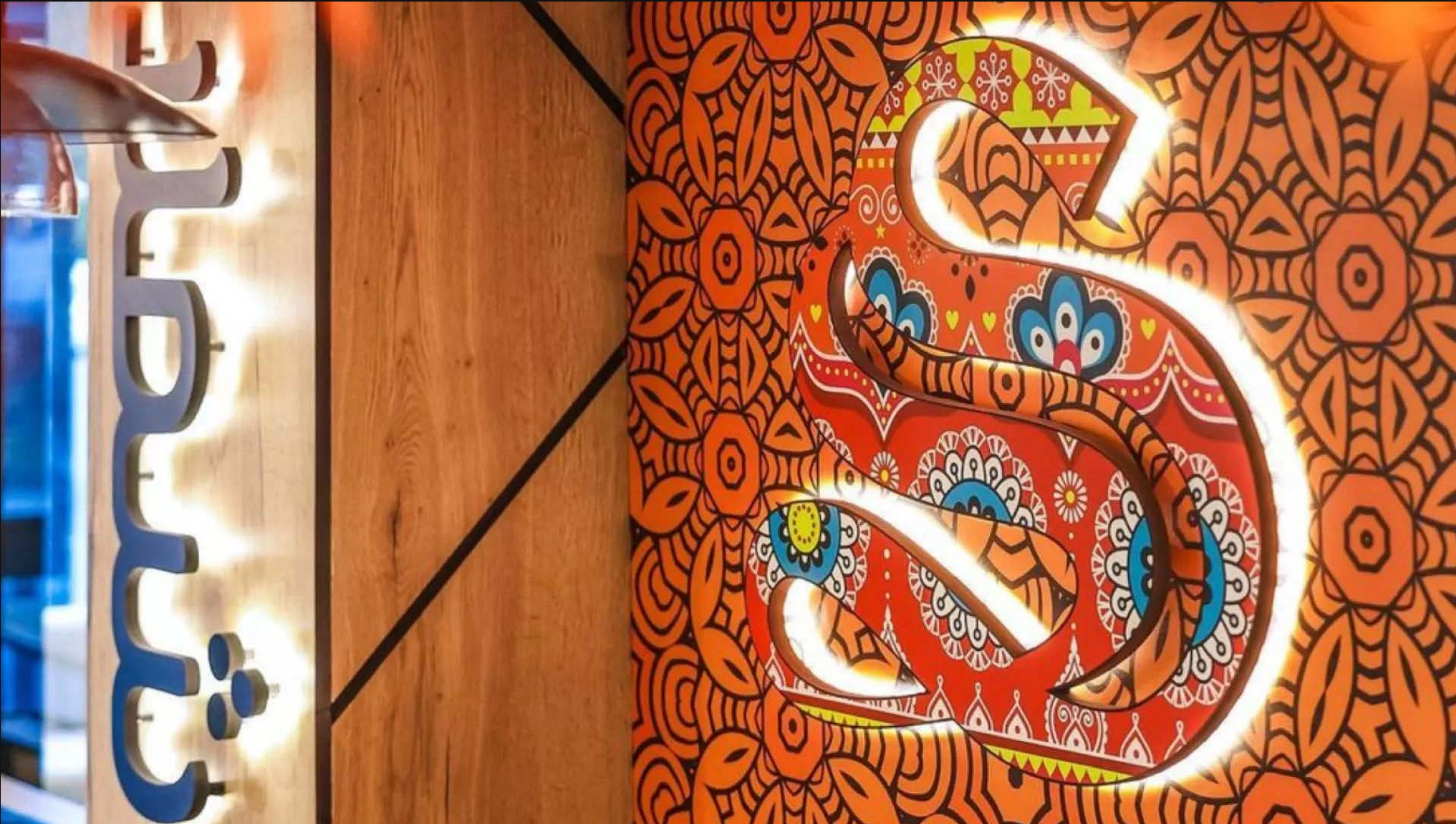


Passion, poetry and of course the love of food, run deep in the veins of Kashmir, Punjab and the North West Frontier. We created a fresh new brand identity for West Yorkshire based Shimlas.

Shimlas are West Yorkshire's first, traditional Punjabi style restaurants with six other locations in the midlands.

They combine the finest meats, the freshest vegetables, and the richest spices into our traditional Pakistani/Punjabi dishes which burst with flavour, dazzle with colour, and delight the senses. Their mouth-watering menu is full of sensationally spicy classics that have been refined through the generations, as well as plenty of creative, contemporary and locally inspired dishes infused with inventive twists and modern flair.

We were commissioned to give their brand more of an identity with exploring ways of how their logo can be applied to their marketing materials. We refined their logo as well as applying traditional Urdu wording across their identity. As well as their logo creation we created a range of patterns that would be used across their website and social media platforms to give the Shimlas brand a fresh pop of colour.





Brand Identities

Holy Land Dates

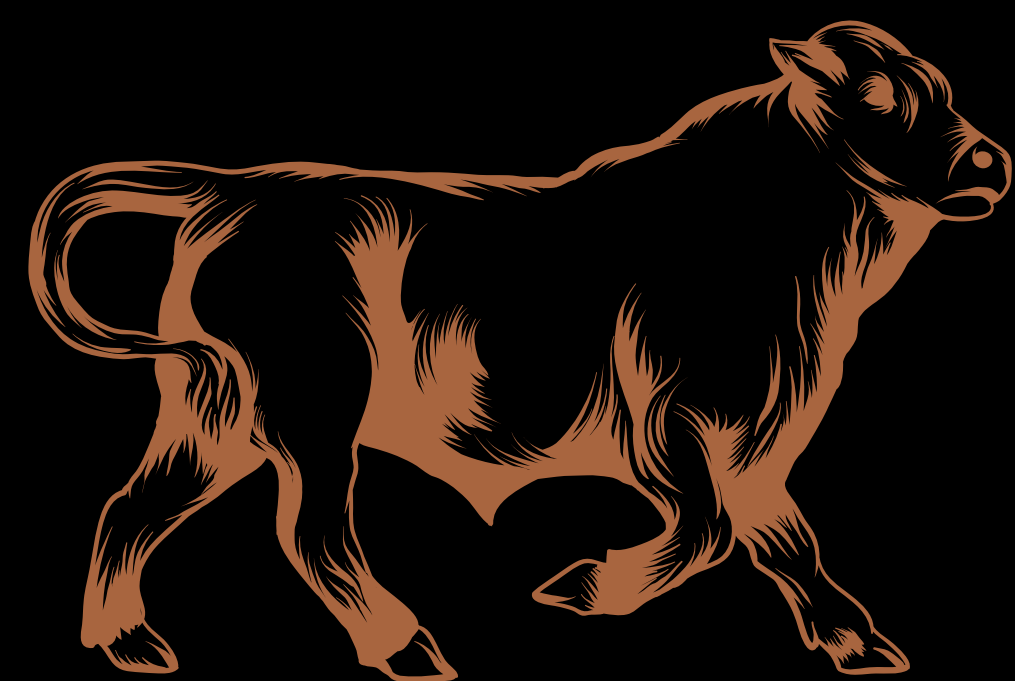


HOLY LAND DATES

OILS FROM PALESTINE

CASA
Parmo

Bronze Calf



BRONZE CALF®







ABDUL ISLAM

— EST. 1980 —

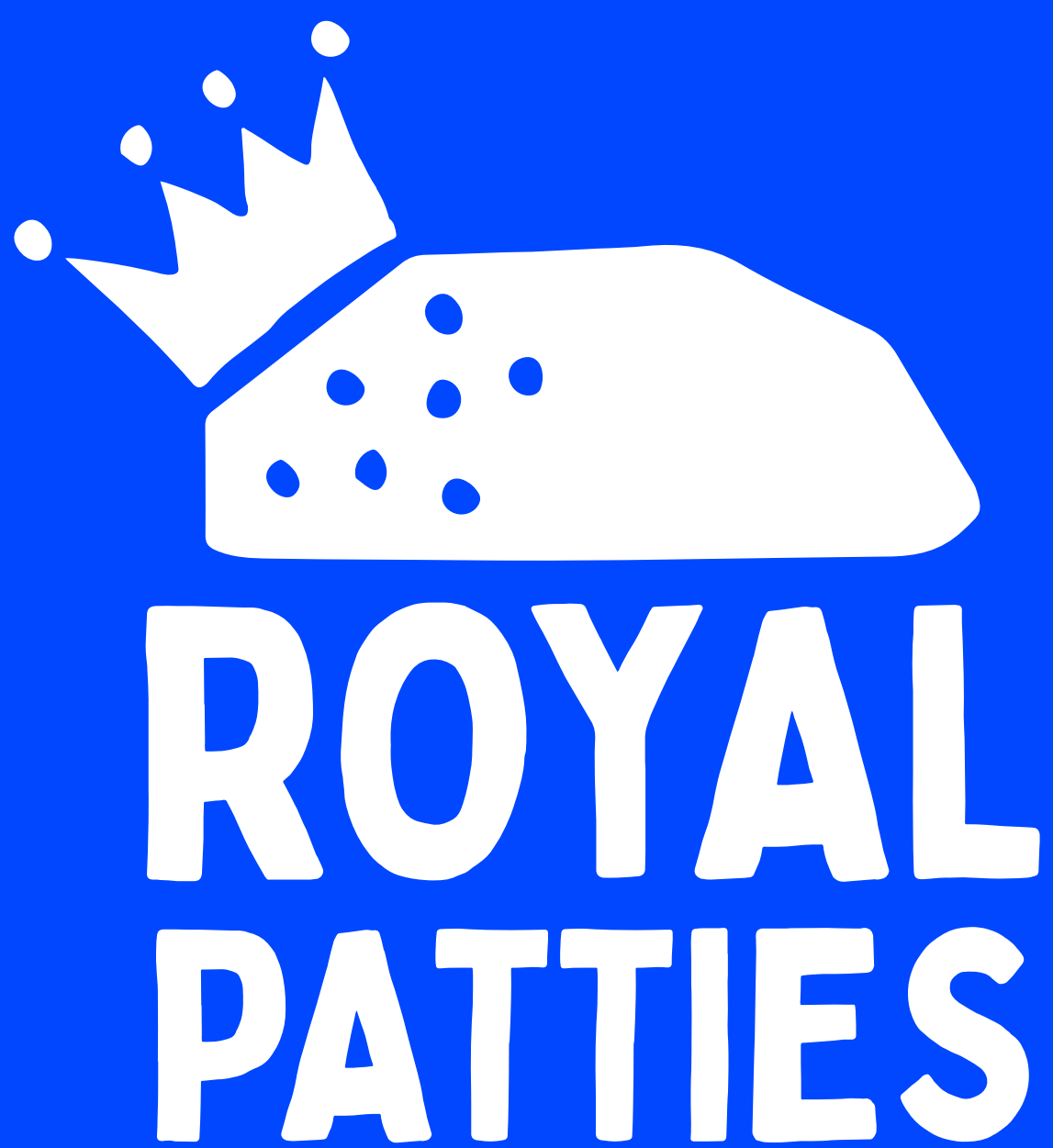
SEAR

SEAR.

Meltt







Dine or Dash



DINE OR DASH[®]

EATZILLA™
UNLEASH YOUR HUNGER



Riccardo Chapman Creative Director

Edinburgh-based designer Riccardo Chapman founded De:strukt Studio in 2010 after making the move into freelance design. More than 16 years later, De:strukt has grown into a collaborative team of five creatives, with plans for continued growth.

Working primarily with food and drink brands, Riccardo has spent over 16 years developing distinctive identities, packaging, campaigns, websites and digital experiences for businesses across the UK and internationally.

His work has been featured by respected creative platforms and publications including Adobe, Computer Arts, World Brand Design Society, Behance and Packaging of the World. In 2016, De was also named by The Drum as one of its top 30 agencies to watch.

Riccardo has worked with brands and organisations including Highland Park, the BBC, The Glenrothes, Amir Khan and Isle of Skye Distillers. Through De:strukt, he brings together a trusted network of creative specialists and partners to deliver connected brand, print and digital experiences that improve engagement, increase conversions and support commercial growth.

His work for The Kilnsman's Dram was nominated for Packaging Design at the 2022 Scottish Design Awards. This was followed by an Awwwards Honourable Mention in 2023 for the Stack Shack website.



Also featured in:

[Awwwards](#)

[World Brand Design](#)

[Behance](#)

[FormFiftyFive](#)

[Site Inspire](#)

[Creative Arts](#)

[Designed Space](#)

[Packaging Pixel](#)

[Inspirational Branding](#)

[Best of Branding](#)

[Logo Inspirations](#)

[The Branding](#)

[Packaging of the World](#)

[Scottish Design Awards](#)

[The Drum](#)

[Fedrigoni365](#)

[F37 Foundry](#)

[Fonts In Use](#)

Thank you.

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