

Tommy's Original Hamburgers

Reintroducing a Los Angeles original to a new generation.



Reintroducing an LA Original

Tommy's has brand equity—but much of that equity lives in memory.

For generations, Tommy's has been part of the Los Angeles landscape. But heritage alone doesn't guarantee relevance with a new generation. The challenge isn't to modernize Tommy's. It's to make its legacy matter today.

Objective: Reposition Tommy's for a new generation while protecting its legacy and LA identity

Project Scope

01 — BRAND STRATEGY

Brand audit · Audience · Competitive landscape · Positioning · Brand pillars

02 — CREATIVE STRATEGY

Creative platform · Verbal identity · Messaging · Campaign direction

03 — VISUAL IDENTITY

Logo · Typography · Color · Graphic system

04 — BRAND EXPERIENCE

Packaging · Digital · Social · OOH · Physical touchpoints



PART 1

What is Tommy's?

Understanding the brand, culture & consumer



An LA Original With Equity Money Can't Buy.

Tommy's already has the foundation of a culturally powerful brand.



01 — LA HERITAGE

Tommy's is deeply connected to the history and culture of Los Angeles.



02 — DISTINCTIVE PRODUCT

The chili burger and fries are a recognizable part of the Tommy's experience.



03 — CULTURAL RECOGNITION

The brand has a level of familiarity and nostalgia that newer burger brands can't replicate.



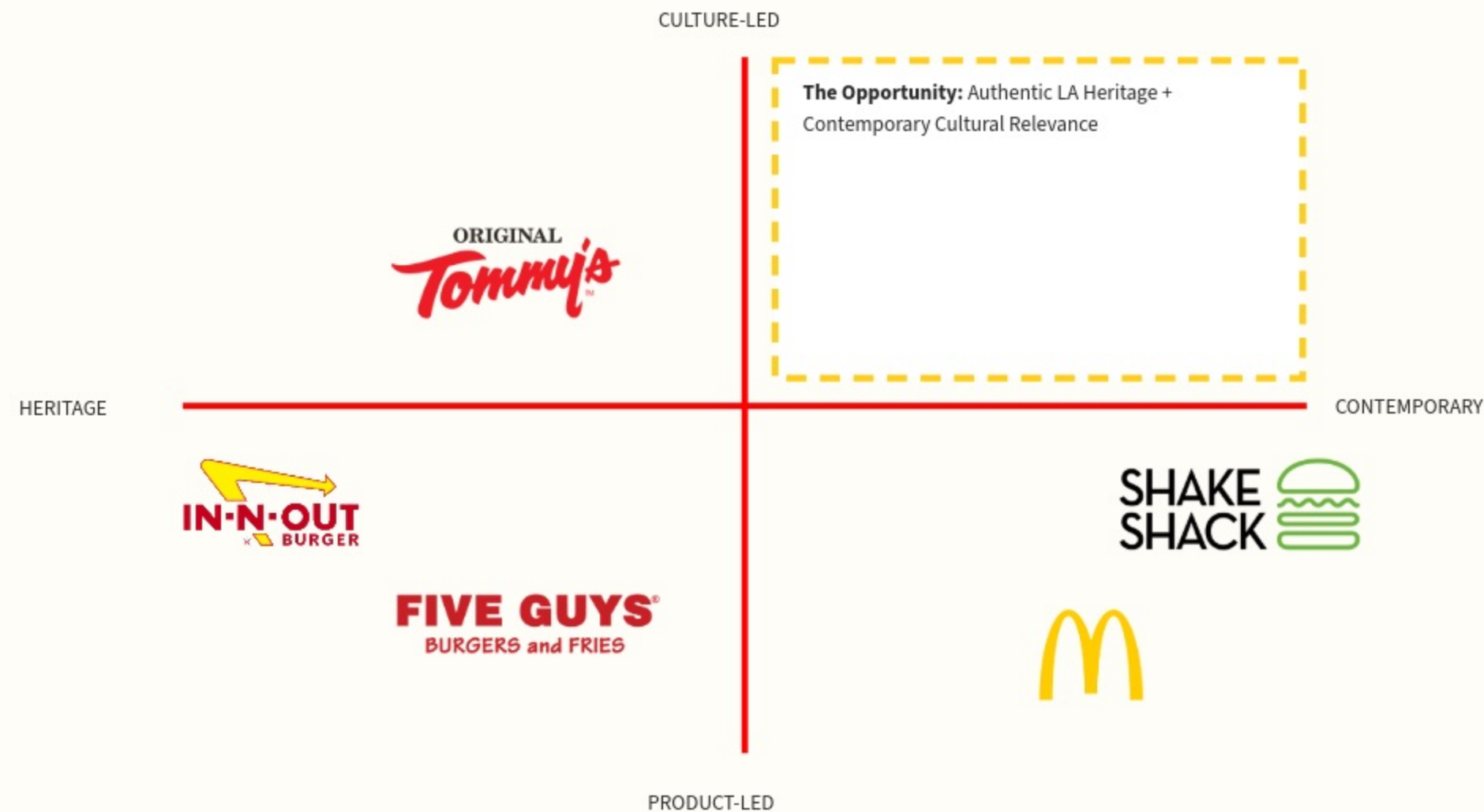
04 — LOYAL FOLLOWING

Tommy's has generations of customers who already have memories associated with the brand.

TOMMY'S ALREADY HAS WHAT NEWER BRANDS ARE TRYING TO CREATE: A REAL STORY. A RECOGNIZABLE IDENTITY. A PLACE IN LA CULTURE.
THE OPPORTUNITY IS TO MAKE THAT DISCOVERABLE, RELEVANT AND SHARABLE TODAY.

The Market Shift

Legacy burger brands are no longer competing on product alone. They are competing on culture, experience, identity and relevance.



IN-N-OUT

Owens: California nostalgia + cult loyalty

SHAKE SHACK

Owens: Modern food culture + premium accessibility

MCDONALD'S

Owens: Mass recognition + convenience

FIVE GUYS

Owens: Product customization + indulgence

TOMMY'S OPPORTUNITY

Own: Authentic Los Angeles culture

Tommy's doesn't need to out-modernize the modern burger brands. **It needs to out-own LA.**

Consumer Insight

Being iconic isn't enough. Tommy's needs to become culturally relevant again.



Younger Angelenos don't necessarily reject legacy brands—they reject brands that feel like they belong to someone else's LA.

They want to discover places that feel authentic, imperfect, local and culturally alive. They don't want a brand to tell them it's iconic. They want to experience why it is.

TENSION

"Iconic" can feel inherited.

"Culturally relevant" feels participated in.

OPPORTUNITY

Turn Tommy's history from something people remember into something people can participate in.

Why Now?

01 — THE RISE OF LOCAL CULTURE

Younger consumers increasingly discover brands through local recommendations, creators, food culture and social content.

02 — THE EXPERIENCE ECONOMY

Restaurants aren't just places to eat. They're places to gather, photograph, discover and share.

03 — HERITAGE IS HAVING A MOMENT

Legacy brands can become culturally relevant again when their history is expressed through contemporary culture rather than nostalgia alone.

Tommy's has the cultural raw material. It needs a contemporary system for expressing it.



The Solution

We're not reinventing Tommy's. We are reintroducing it.



PRESERVE

The equity people already love.

LA heritage · Chili burger · Original identity · Nostalgia



REINTERPRET

Express that equity through contemporary culture.

Visual identity · Voice · Content · Experience



PARTICIPATE

Give a new generation a reason to experience and share it.

Social · Community · Physical experiences · Cultural moments

FROM SOMETHING PEOPLE REMEMBER → TO SOMETHING PEOPLE PARTICIPATE IN.

Meet the Next Generation of Tommy's.

We're designing for a new generation of LA Culture seekers who value authenticity, connection, and experiences that feel genuinely local.



PRIMARY AUDIENCE THE LA CULTURE SEEKER

MAYA • 27 • LOS ANGELES, CA

Young professional • Socially active • Experience-driven

VALUES

Authenticity • Local culture •
Personality • Community •
Nostalgia • Experiences

BEHAVIORS

Discovers restaurants through
TikTok & Instagram
Shares food experiences
Influenced by friends and creators

NEEDS

A reason to discover legacy brands
Experiences worth sharing
Brands with a distinct point of view
Affordable places to gather

BARRIERS

Legacy brands can feel outdated
“Iconic” doesn't automatically
mean relevant
Overly polished brands can feel
manufactured

VALUES

Instagram • Tik Tok • Youtube • Creator Recommendations • Visual Storytelling •
Local Culture Content



SECONDARY AUDIENCE THE TOMMY'S LOYALIST

Tom • 52 • LOS ANGELES, CA

Family - Oriented • Values Tradition • Loyal to what he loves

VALUES

Tradition • Reliability • Family •
Quality • community • Familiarity

BEHAVIORS

Visits Regularly
Brings Family and Friends
Proud of LA's Legacy

NEEDS

Consistency
Good food, done right
A place his family can count on
Honoring the brand he knows
and loves

BARRIERS

Doesn't want the brand to
change much
Worried new messaging won't
reflect the real Tommy's
Doesn't want quality or
portions to change

VALUES

Local News • TV • Facebook • Email • Word of Mouth • Traditional Media

PART 3

The Brand Platform

What Tommy's Becomes



Brand Essence

The Original LA

PURPOSE

Keep a piece of authentic Los Angeles culture alive and relevant.

PROMISE

Every Tommy's experience should feel unmistakably LA.

PERSONALITY

Nostalgic · Playful · Confident · Unpretentious · Local

VALUES

Authenticity · Community · Personality · Tradition · Discovery

BELIEF

The best parts of LA don't need to be reinvented. They need to be rediscovered.



Brand Pillars

The Tommy's Point of View

01 — ORIGINAL BY NATURE

Tommy's doesn't manufacture authenticity. Its history is real.

02 — UNAPOLOGETICALLY LA

Palm trees. Concrete. Traffic. Neighborhoods. People. History.

03 — FOOD WITH A POINT OF VIEW

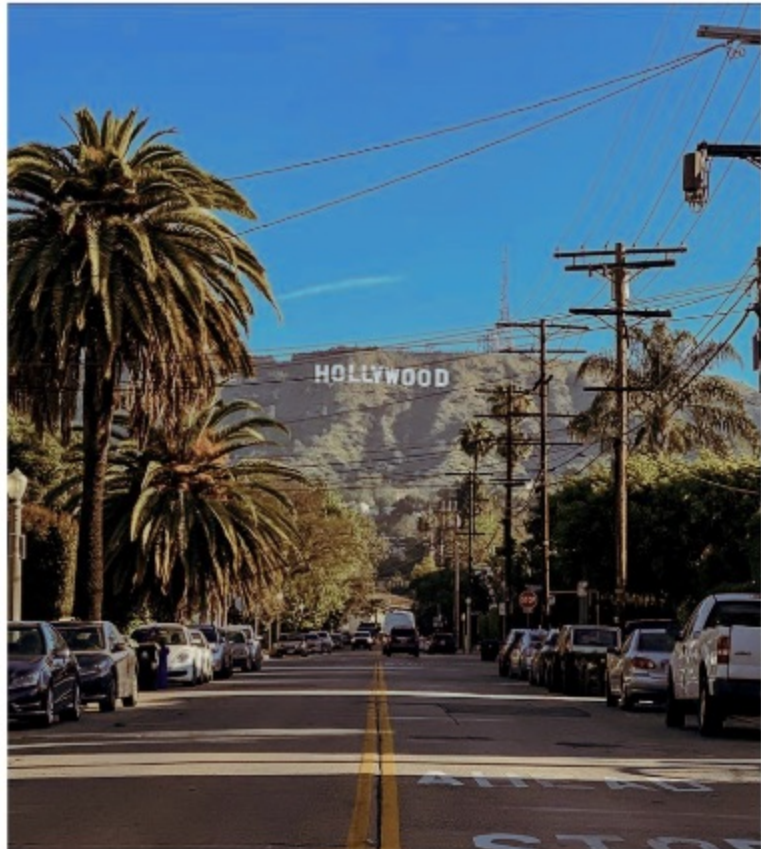
The chili burger isn't just a menu item. It's part of the cultural identity.

04 — MADE TO BE SHARED

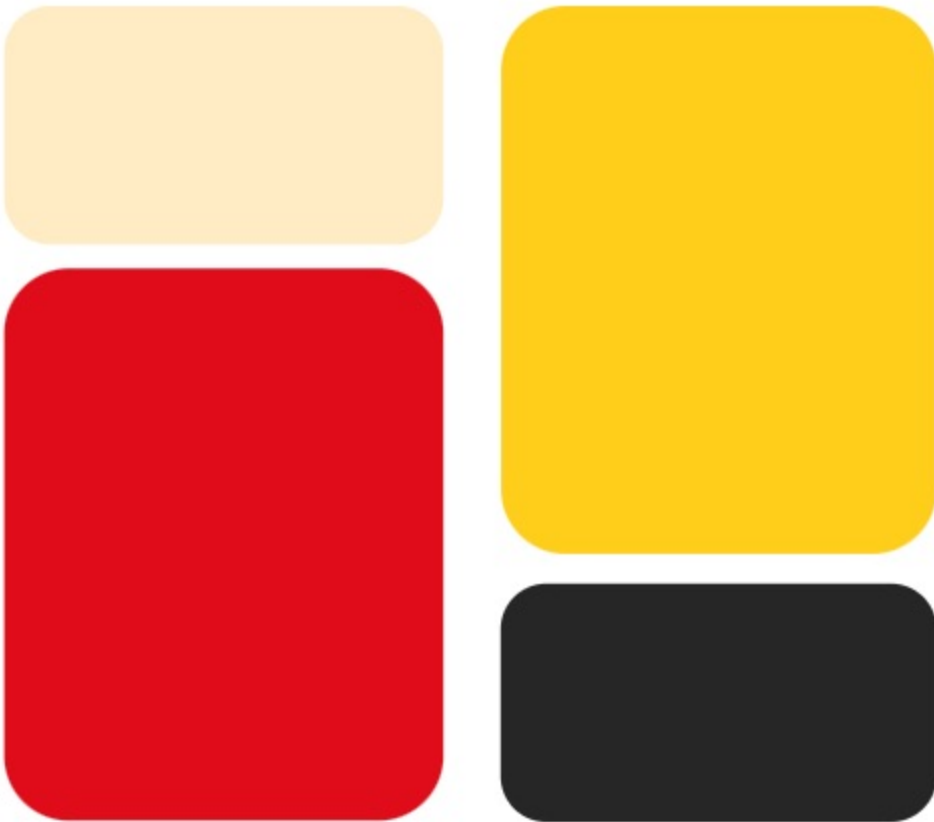
Tommy's becomes a gathering place and cultural experience—not simply a transaction.

Every campaign, product, experience and communication must ladder back to at least one pillar.





Nostalgic
Playful
LA
Iconic
Casual



The Voice

Tommy's has been part of Los Angeles for generations. Its voice should feel the same way—familiar, confident, casual, and distinctly LA. The goal is not to make Tommy's sound younger. It's to make the brand feel current without losing the personality people already know.



01 — CONFIDENT

Tommy's knows what it is. The voice is direct, self-assured, and never over-explains.

“The original. Still here.”



02 — PLAYFUL

There's a little attitude in everything Tommy's says. Keep it simple, conversational, and occasionally cheeky.

“Extra napkins recommended.”



03 — ROOTED

Tommy's has history. We use it as a source of personality—not as a reason to live in the past.

“Since 1946. Still making a mess.”



04 — UNAPOLOGETICALLY LA

Tommy's should sound like it belongs here. Avoid generic California clichés and let the brand's real history do the work.

“Born in LA. Still feeding it.”

DON'T TRY TO SOUND LIKE THE NEXT GENERATION. SOUND LIKE TOMMY'S.

The Logo

Tommy's already has a distinctive visual asset in its original wordmark. Rather than replacing it with something more contemporary, the strategy is to **protect its recognition while giving it more flexibility across today's brand experience.**



Main Logo



Submark

THE APPROACH

KEEP THE EQUITY

The original Tommy's wordmark remains the foundation of the identity.

REFINE THE SYSTEM

Create a clearer hierarchy of logo applications for different brand touchpoints.

EXPAND THE EXPRESSION

Introduce supporting marks and simplified applications that allow the identity to work across packaging, apparel, digital and physical spaces.

The Logo



WERE NOT REPLACING THE ORIGINAL. WERE BUILDING AROUND IT.

The Colors

The Palette combines warm nostalgia with bold LA Energy, using playful yellow and red alongside soft cream, and grounded charcoal to create a visual identity that feels youthful, confident, and authentic to the Tommy's roots.

The cream provides the foundation, the red brings expression, the yellow adds energy, and the charcoal acts as the Anchor.

CALIFORNIA CREAM

HEX: #FFECC4

RGB: 255, 236, 196

CMYK: 0, 7, 23, 0

TOMMY RED

HEX: #E00C19

RGB: 224, 12, 25

CMYK: 0, 95, 89, 12

SUNSHINE YELLOW

HEX: #FFCE1B

RGB: 255, 206, 27

CMYK: 0, 19, 89, 0

CHARCOAL GRAY

HEX: #262626

RGB: 38, 38, 38

CMYK: 0, 0, 0, 85

The Fonts

Roboto Slab

Black

A bold slab serif that carries Tommy's nostalgic character while giving the brand a more contemporary, editorial voice.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

PRIMARY TYPEFACE	APPLICATION
Roboto Slab	Headlines and Brand Statements

STYLE	CASE
Nostalgic · Bold · Playful	Title Case / Sentence Case

Source Sans 3

Regular

A clean, versatile sans serif that balances Tommy's nostalgic personality with a modern, approachable feel.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY TYPEFACE	APPLICATION
Source Sans 3	Body Copy, Captions and Supporting Information

STYLE	CASE
Clean · Modern · Approachable	Upper Case and Sentence Case

Hot Salsa

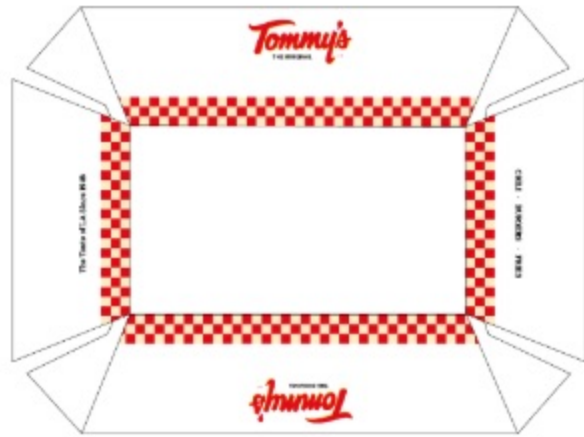
Regular

A handwritten script that adds personality and a sense of nostalgia to key brand moments.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Script Accent	APPLICATION
Hot Salsa	Packaging, Signage, Campaigns & Brand Accents

STYLE	CASE
Handwritten · Nostalgic · Personal	Mixed Case & Sentence Case



Recognizable from across the room. Shareable up close.





THE ORIGINAL. STILL THE BEST.

LOS ANGELES • EST. 1946

Tommy's
THE ORIGINAL™

FIND YOUR TOMMY'S

OUTFRONT

5664



ARRIVE

Historic imagery + recognizable signage

ORDER

Modernized interface + clear brand hierarchy

EAT

Packaging + trays + uniforms + environmental graphics

SHARE

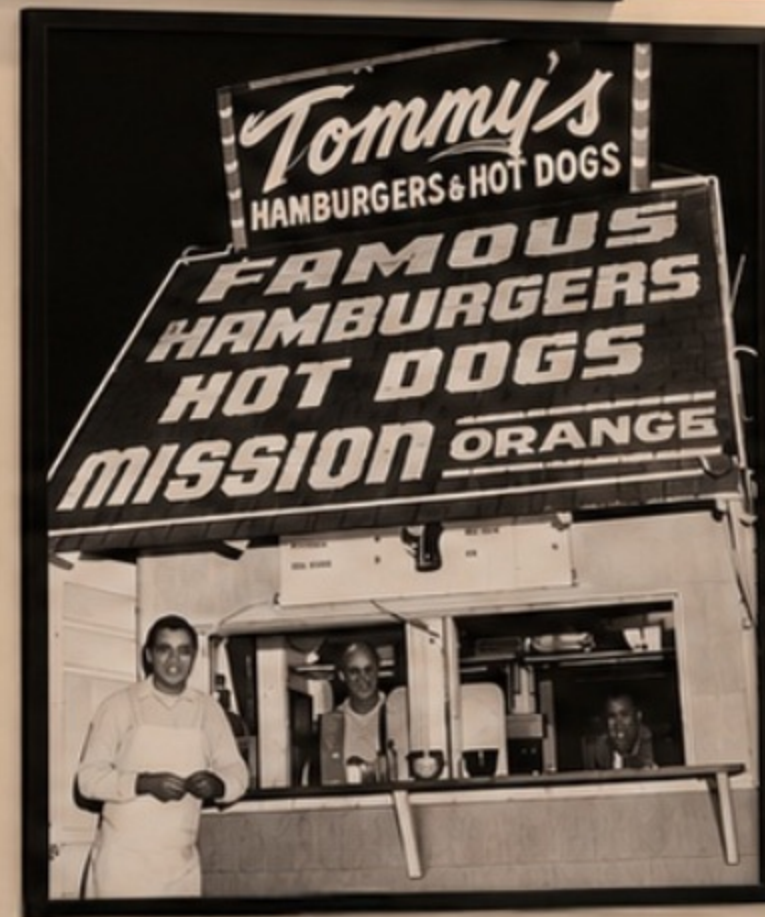
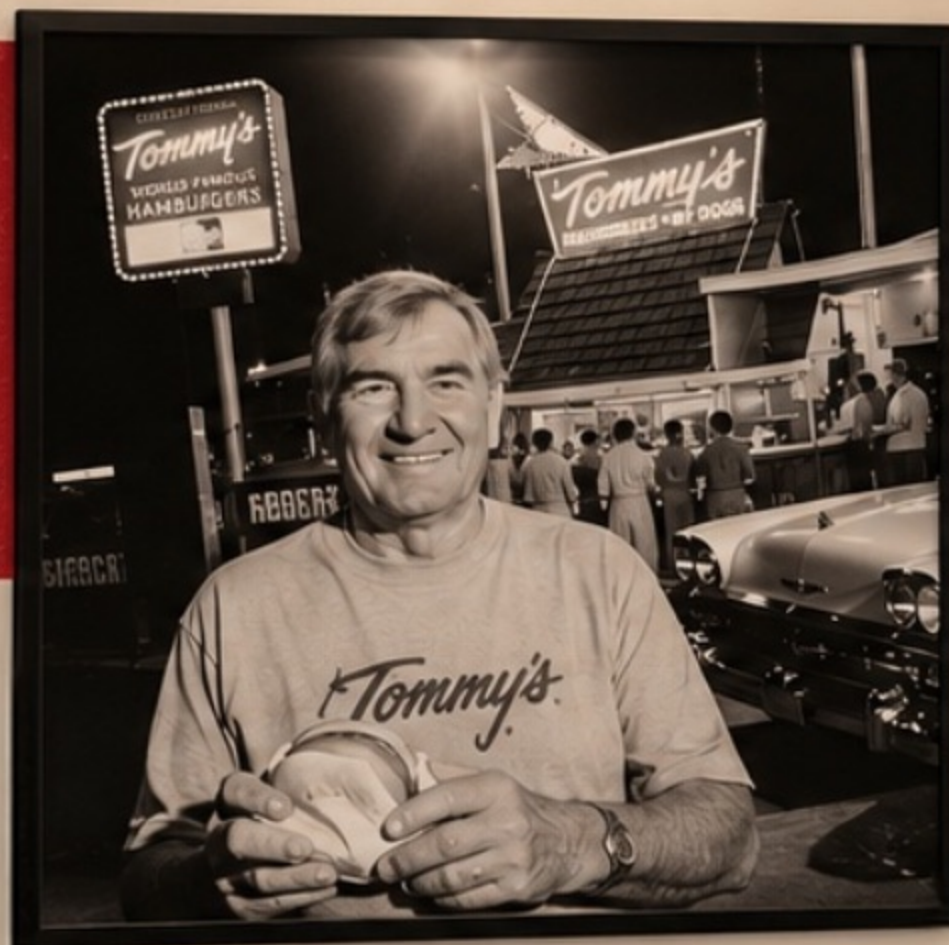
Instagrammable moments + merchandise + social content



THE TASTE OF
LA
SINCE 1946



*Family
Community
Los Angeles
Since 1946*



*Always
A Los Angeles
Original*



Tommy's
THE ORIGINAL™





Thank you!

