

Northcoast Zeitgeist

Tad Carpenter for Yeah! Burger.

Fact: Tad Carpenter's work makes me happy. The Kansas City, Missouri-based illustrator and designer has a mountain of talent with a portfolio to be envied and learned from. What's also worth noting is that, sure, he's got a powerful skill set - but, even more importantly, he's got the work ethic to match. He's *always* putting out strong work while also finding time to speak, teach and become one-half of the official screenprinting partner of NCZ, Vahalla Studios. And his latest project is the kind that designers daydream about.

The Atlanta-based Yeah! Burger asked Tad to shape their brand, one grounded in operating a burger joint the right way. Yeah! Burger uses natural and organic ingredients free of nasty things like antibiotics, hormones, chemical fertilizers and other additives. They pride themselves on being organic and eco-friendly and cook all of their food to-order. They asked Carpenter to create a playful, all-ecompassing look that spoke to the restaurant's spirit and what Tad delivered does all of this and so much more. Here's some of the work, with much more available on his site and Flickr page:















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