



CUTIES

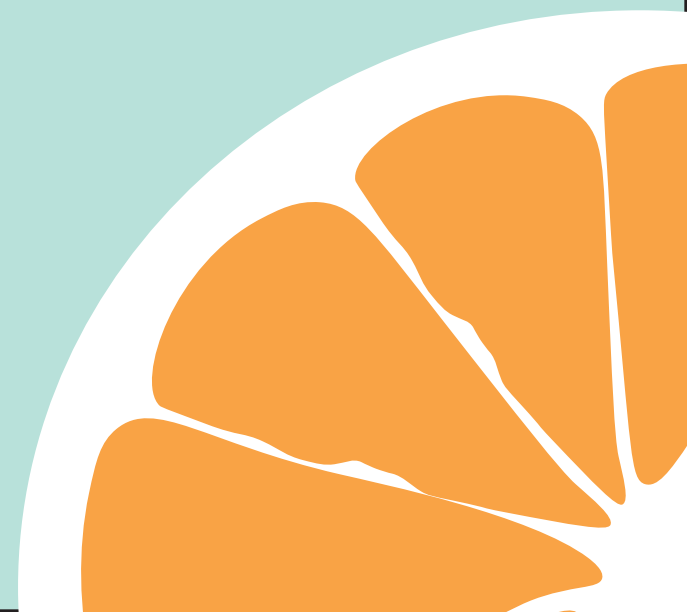


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The logo for 'CUTIES' features the word 'CUTIES' in a bold, orange, rounded font. A small green leafy sprig is positioned to the left of the 'C'.

A brand that sells mandarins. Their main competitor is halos. They stand out because their name is more catchy. Their logo does express that the cutie is friendly and easy to eat. I want to keep these ideas in mind when creating a new logo. Obstacles would be if it was no longer in season.

I want to create a new logo design for cuties that is more simplistic. I feel as though their logo is very detailed and I want to simplify it while keeping the charm.

Our target audience is anyone who likes to eat cuties. Teenagers, Adults, Older Generation.

Happy, Friendly, Light, Charming

Logo is detailed which can make it more difficult to decipher. I want to simplify it while keeping the original logo's charm.

CUTIES



peelable

cute and small

family-friendly





farm fresh

juicy



Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla.

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Sed id augue vitae urna euismod commodo aliquet a quam. Pellentesque arcu velit, cursus et malesuada ut, consequat et diam. Nullam erat sem, rhoncus id ullamcorper vitae, rhoncus et arcu. In ultricies ultricies nulla, ut rutrum nisi iaculis at. Donec eu magna a metus ornare faucibus. Fusce aliquet faucibus ultricies. Morbi semper, est id tincidunt gravida, sem arcu adipiscing lacus, ac bibendum nulla leo eu purus. Quisque nec diam sed risus consectetur a ccumsan quis quis nibh.

Sincerely,

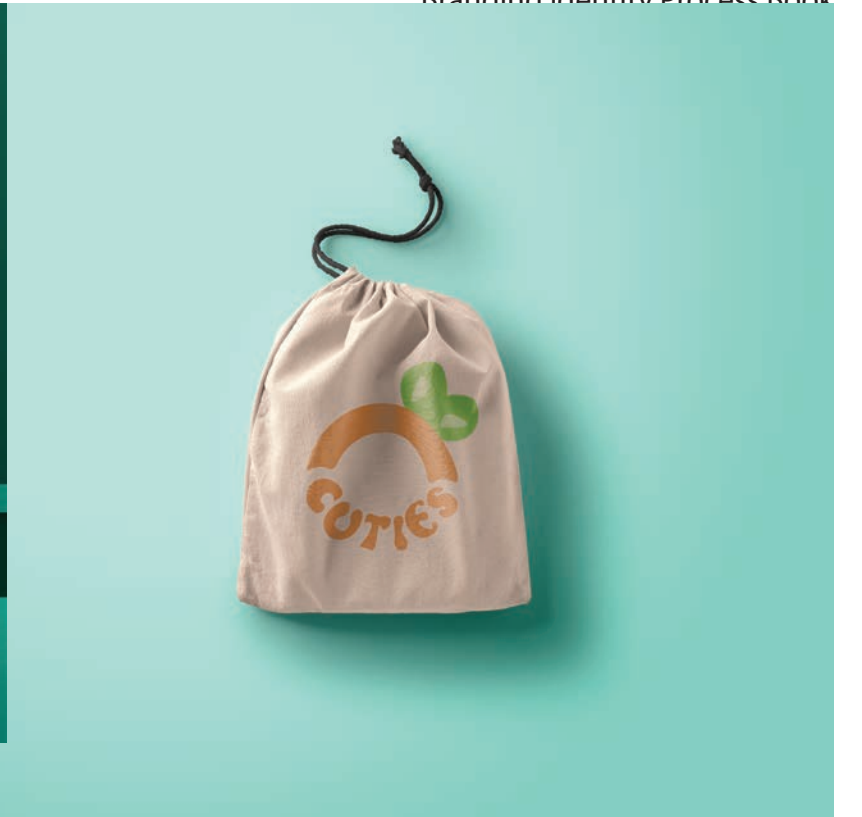
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Cuties

The healthy snack kids ask for by name. Sweet, seedless and perfectly kid-sized, Cuties are a real crowd pleaser. When you fill a bowl with our easy-to-peel Cuties, you give your family a delicious, healthy choice they're sure to love.



Where To Buy



Our Story



Start the Journey



**What Makes a
Cutie a Cutie?**



**Mandarin,
Clementine,
Or Murcott?**



Products

Our Story

Where To Buy

Recipes

Snack A-Peel



Products

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I conclude that through these mockups I was able to see that the Cuties logo works on many different objects. The next thing I would like to think about is the packaging for the oranges and where it should go.

