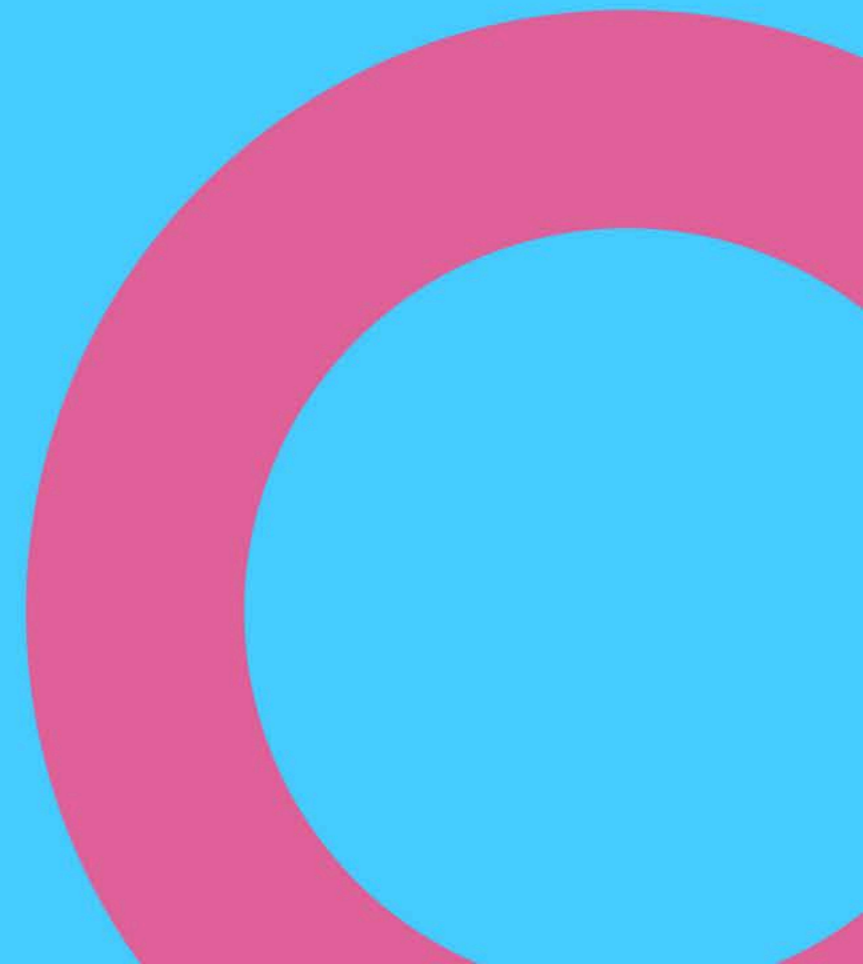


Yum Yum Donuts
Spring 2020
Hung Vuong

Visual Branding Book



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Brand Description:

Yum Yum Donuts has been around since 1971 but not a lot of people know about the shop. I think the donut shop has a good potential, but they have to compete with other famous franchises such as Krispy Kreme and Dunkin Donuts.

Project Summary:

For this project, I am going to do a branding for a donut shop called Yum Yum. First, I will do research about other successful donut brands in order to make the brand more unique and different from others. Then I will research about their history to get to know more about the shop.

Target Audience:

Kids and young adults.

Desired Message & Tone:

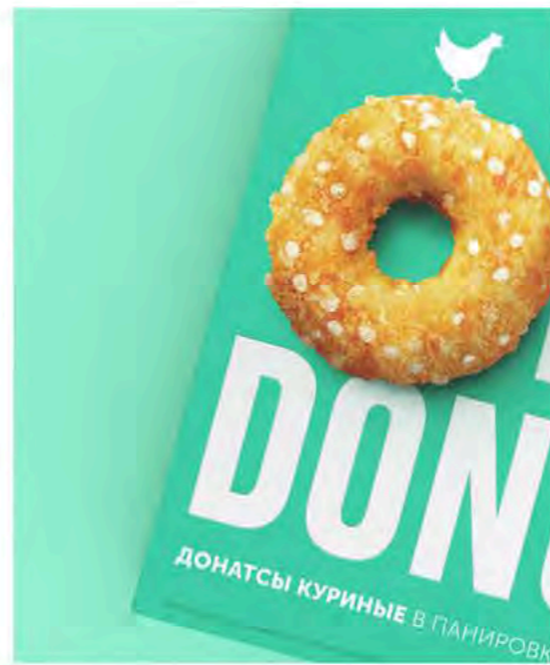
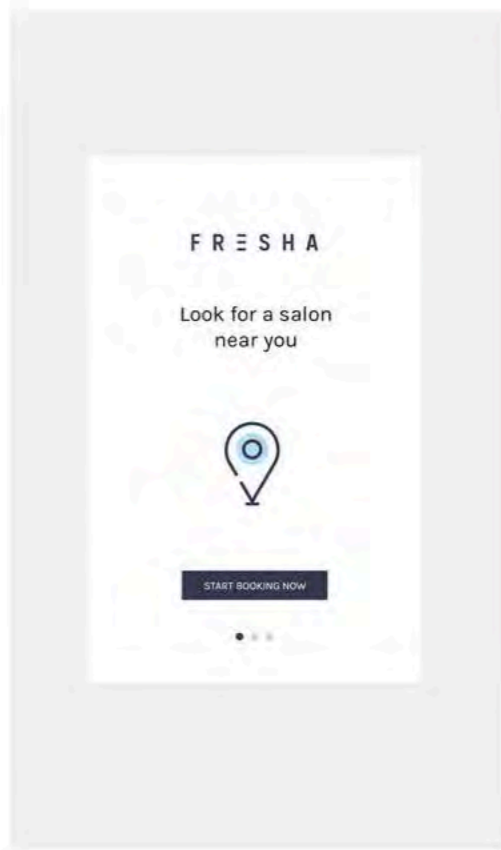
It is going to be fun and colorful.

Problem Analysis/Define:

I am going to redesign the logo to make it has a more friendly look because I think the design does not look attractive to me as a customer. As I am browsing through their website, I think the imageries do not look attractive

Creative Brief

Mood Board





**Brand
Essence
Statements**



Decorative.

nutritious.





Fun.



unresisting.



delightful.

**Letterhead/
Business Card**

Dear Lorem Ipsum,

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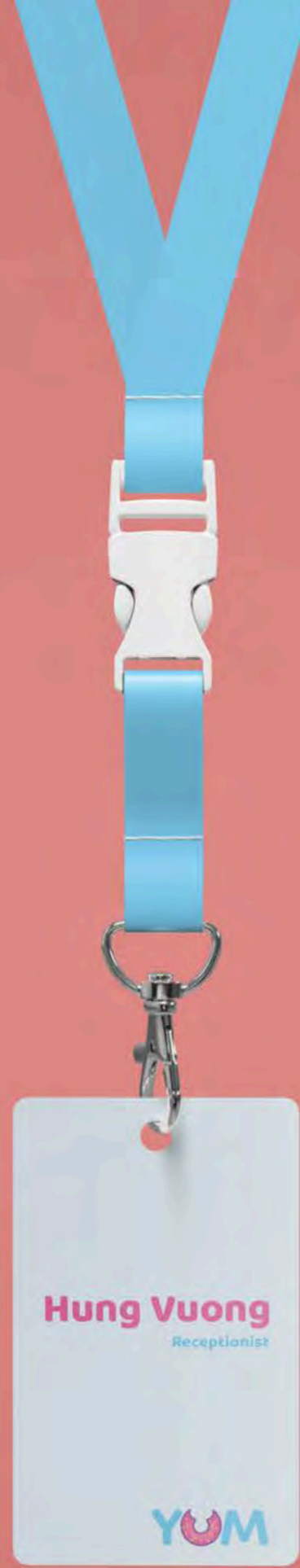
Sincerely,

Lorem ipsum



Stationaries
Mockups





Hung Vuong
Receptionist

YUM



Taste the Best,
Taste the Donuts.

YUM



50% OFF

10% OFF

30% OFF

COUPON

COUPON

COUPON

YUM

VALID UNTIL 31 DENCEMBER 2020



**Website
Pages**



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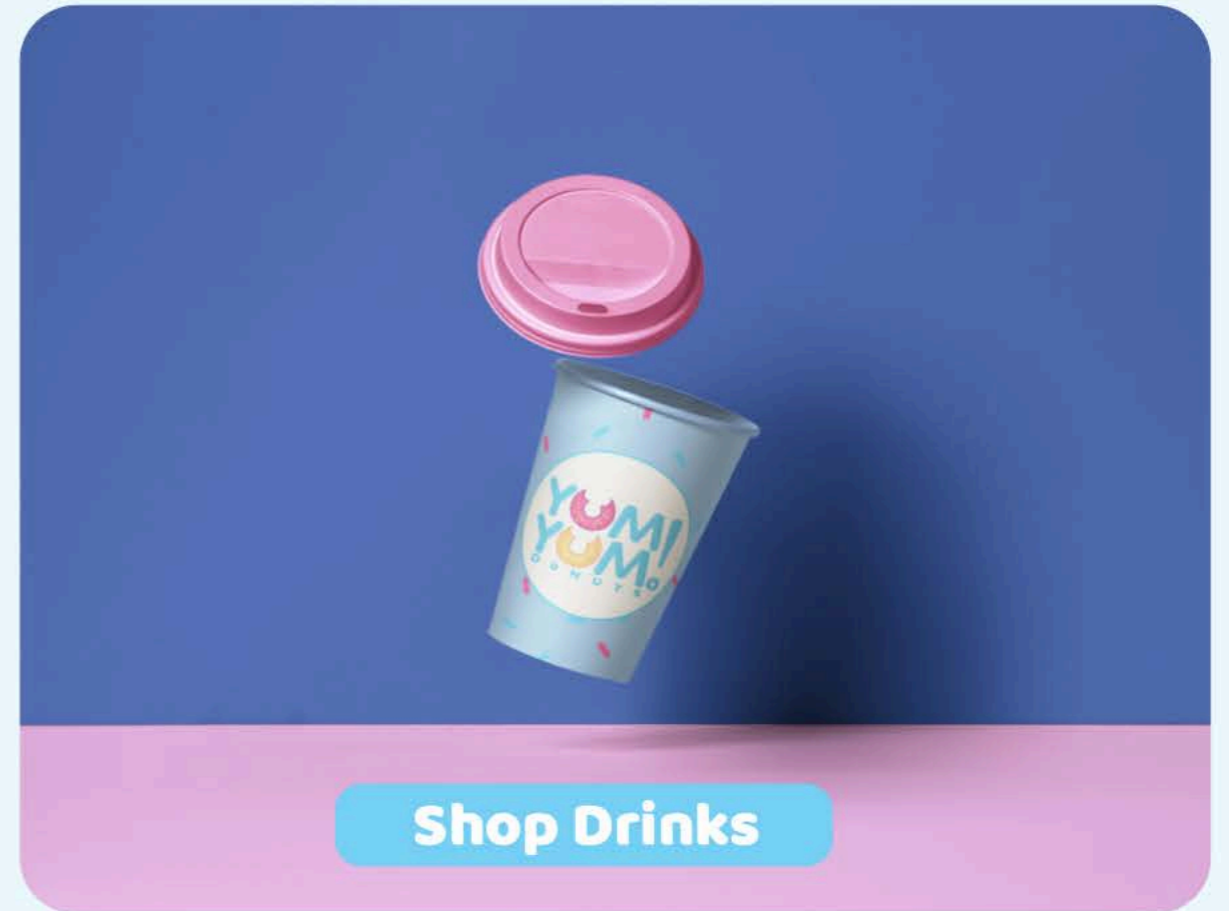
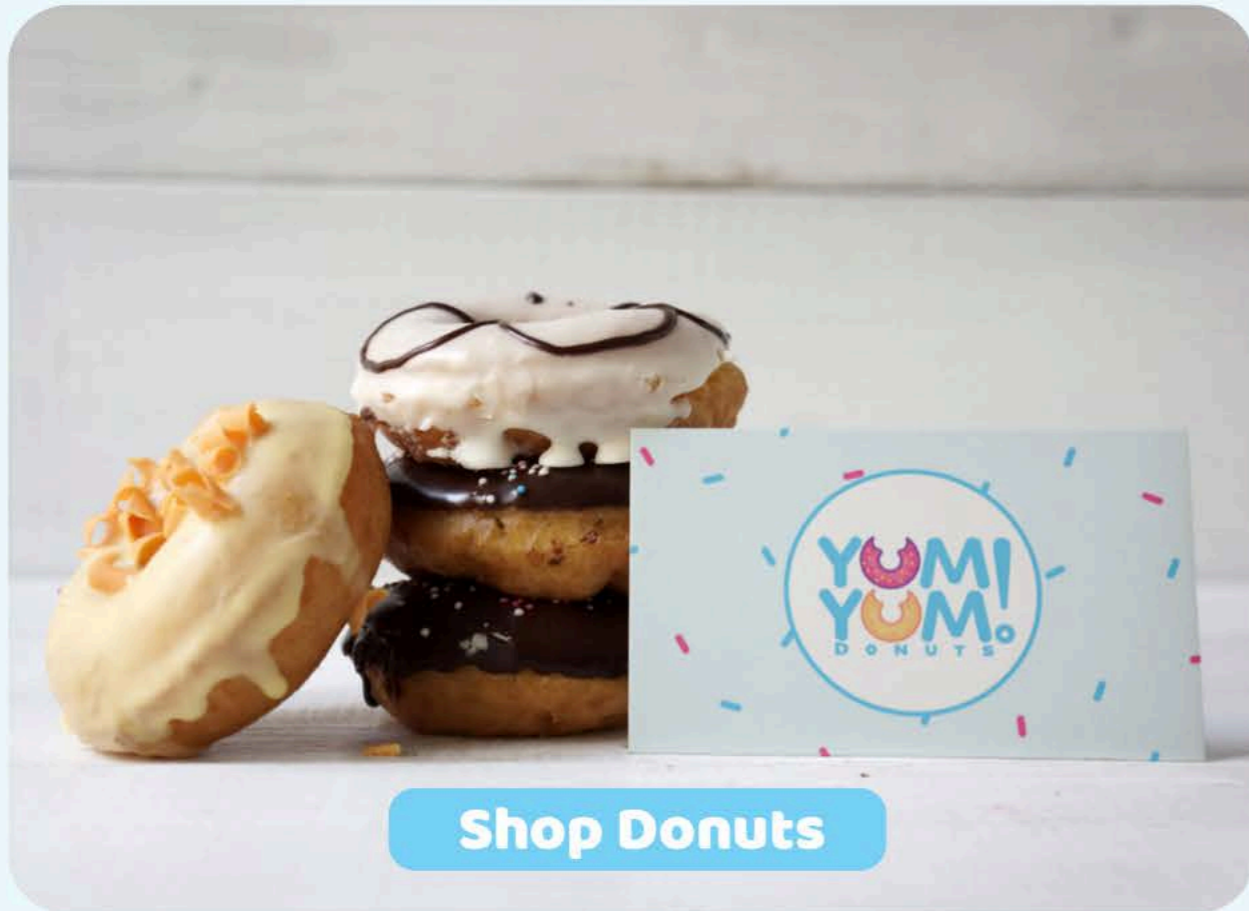
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Good Donuts for Good Moments...





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ABOUT US

In 1971, Philip C. Holland started Yum Yum Donut Shops, Inc. The first shop was a former Orange Julius in Highland Park, California. This shop is still in operation and is one of the highest volume shops in the chain.

Phil had become familiar with the donut business through a friend who owned a shop. He had also spent time in North Carolina working with Vernon Rudolph, the founder of Krispy Kreme Donuts.

By 1973, Phil had three Yum Yum donut shops and was anxious to expand. Frank Watase joined as an equal partner.

Since donut shops are open 7 days a week, Phil and Frank put in endless amounts of time and effort to operate the shops and develop new locations. Because of their experiences building the business through hard work and dedication, Yum Yum has a very strong work ethic throughout the organization to this day.

Contact Information

Yum Yum Donut Shops, Inc.
Corporate Headquarters
18830 E. San Jose Ave.
City of Industry, CA 91748-1325
Phone: (626)964-1478
Fax: (626)912-2779

Contact Information

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Terms

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App
Pages

Welcome to YumYum!

YUM!
YUM!
DONUTS

Tap on the Donut to get started!



📍 Order Pickup

🚚 Order Delivery

**Now
Serving
Coffee**



Join The Club To Get More!



Enter Location



Search by Zip or City & State



Enabling location services can help you find nearby stores and enhance your mobile ordering experience.

ENABLE LOCATION SERVICES

Other
Mockups









YUM!
YUM!
DONUTS

At first, I thought my logo did not look nice but when I tried applying it onto the mock-ups, I think it look better. The most challenging part of this Visual Branding book for me was design the Website and App Pages because I have never done it before, so this is the part that I spent the most time on. I started out by looking up and get inspired of the websites that I like and also the official website of the YumYum Donuts store to get some ideas.

Overall, I really enjoyed the process of doing this Branding project. I have been wanting to create some mockups for my designs for years, but I did not know where to start. So, I think this project is an opportunity for me to get started. At the end, I believe the designs portrait the essence of the brand that I intended to create through the use of colors and fonts.

Process Statement