



**RING  
POP**

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# RING POP

**BRAND DESCRIPTION:** RING POP HAS HAD A LONG PRESENCE IN THE CANDY INDUSTRY BUT OF COURSE THERE ARE LARGER NAME BRAND CANDIES THAT STAND OUT MORE THAN RING POP. THE CANDY INDUSTRY IS CONSTANTLY RIFE WITH COMPETITION BUT WHAT RING POP DOES TO SET ITSELF APART FROM ALL THE REST IS THE QUIRKY AND FUN NATURE OF THIS TASTY BEJEWELED CANDY.

**PROJECT SUMMARY:** THE OVERALL PATH TO REBRANDING RING POP WAS TO PRODUCE A MORE MODERN LOGO AND MAINTAIN THE RECOGNIZABLE QUALITIES OF SUCH A WELL-KNOWN PRODUCT. WITH THE RECYCLING OF THE COLORS AND SPECIFIC ELEMENTS OF PACKAGING, A MORE WELL-ROUNDED LOGO WAS CREATED.

**TARGET AUDIENCE:** BECAUSE RING POPS POSSESS A NOSTALGIC QUALITY TO THEM, THE TARGET AUDIENCE WILL VARY FROM CHILDREN, TO YOUNG ADULTS, TO ADULTS.

**DESIRED MESSAGE & TONE:** THE MESSAGE IS MEANT TO POP, JUST AS THE NAME RING POP SUGGESTS. THE TONE IS MEANT TO BE PLAYFUL AND EASILY RECOGNIZABLE.

**PROBLEM ANALYSIS/DEFINE:** THE MAIN PROBLEM ENCOUNTERED WAS CREATING A FRESH AND NEW LOGO BY REPROCESSING ELEMENTS FROM THE CURRENT LOGO. CREATING A LOGO THAT WOULD CARRY ON THE REPUTATION OF RING POP BUT WITH A RENEWED LOOK.

# PROBLEM ANALYSIS

The current logo for RingPop is displayed in a white rectangular box. The text "RingPop" is written in a bold, rounded, red font with a thick black outline and a slight 3D effect. A registered trademark symbol (®) is located at the bottom right of the word "Pop".The new logo for RingPop is shown within a yellow, starburst-shaped background with a dotted pattern. The words "RING" and "POP" are stacked vertically in a bold, red, sans-serif font with a white outline. Three blue sparkles are positioned above the word "RING".

**CURRENT LOGO**

**VS**

**NEW LOGO**

**THE INTENTION WITH THE NEW LOGO FOR RING POP WAS TO REPURPOSE THE COLORS INTO BRIGHTER HUES TO ALLOW FOR THE LOGO TO STAND OUT. THE WORD 'POP' WAS USED LITERALLY AND APPLIED TO THE NEW LOGO AS A BACKGROUND. THE NEW LOGO IS YOUNGER AND AIMS TO GRAB THE ATTENTION OF ITS' TARGET DEMOGRAPHIC.**

# LOGO SKETCHES



# RESPONSIVE LOGO



**AS A MORE COMPACT VERSION, THE RESPONSIVE LOGO USES THE INITIALS OF RING POP, OR RP, ALONG WITH THE COINED BLUE SPARKLE OVER THE TWO LETTERS. THE SAME COLORS ARE USED SO THE ASSOCIATION REMAINS THE SAME. THE LAYOUT ALSO REMAINS THE SAME TO KEEP IN WITH THE CONTINUITY OF THE BRAND. THE RESPONSIVE LOGO WAS DESIGNED AS A MORE COMPACT WAY OF BRANDING BUT STILL IN KEEPING WITH THE FAMILIARITY OF THE BRAND.**

# LOGO DESCRIPTION



*THE FINAL LOGO DESIGN FOR RING POP UTILIZES BRIGHT COLORS AND UNIQUE SHAPES TO PRESENT A NEW AND FRESH LOGO. THE RING POP LOGO WAS DESIGNED WITH THE INTENTION OF GRABBING THE ATTENTION OF CANDY CONNOISSEURS. RING POP STANDS OUT WITH THE USE OF ENERGETIC FONTS AND BRIGHT COLORS. THE IDEA, SOURCED FROM POP ART INSPIRATION, ACTS AS A BRIGHT BACKGROUND TO FURTHER ALLOW THE LOGO TO STAND OUT.*

# LOGO USAGE

**THE RING POP LOGO IS APPLICABLE TO NUMEROUS PACKAGING SURFACES. THE YELLOW BACKGROUND THE RING POP TEXT WAS DESIGNED TO ALLOW FOR THE RING POP LOGO TO STAND OUT. THE OVERLAPPING OF THE TEXT OVER THE YELLOW GRAPHIC ADDS TO THE EFFECT OF IT 'POPPING' OUT. THE LOGO IS DESIGNED WITH LARGE, BOLD, AND COLORFUL TEXT SO THAT IT MAY BE LEGIBLE AND RECOGNIZABLE ON VARIOUS SIZES OF PACKAGING.**

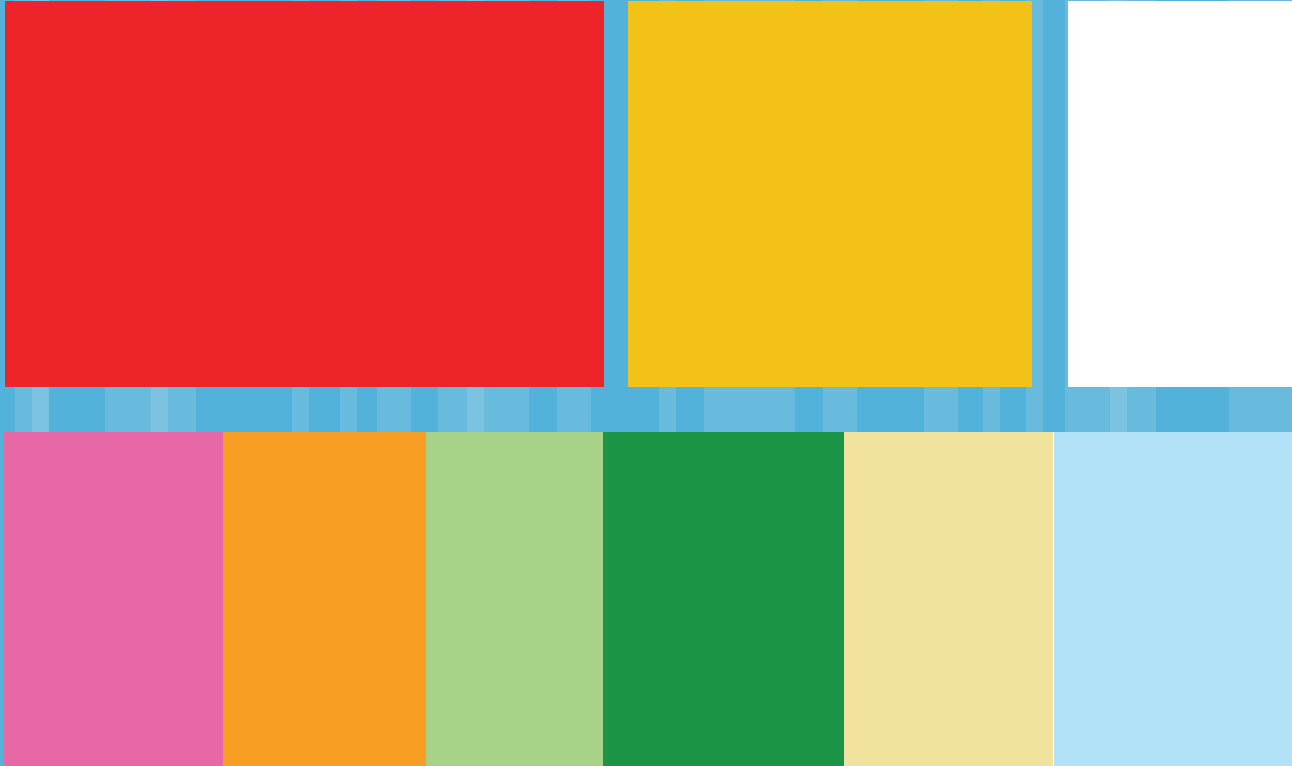




# ICON CREATION



# COLOR PALETTE



**THE COLOR PALETTE WAS CHOSEN TO HIGHLIGHT THE PLAYFUL AND QUIRKY CHARACTER OF RING POPS. MOST OF THE ORIGINAL COLORS WERE REPURPOSED AND COMBINED WITH A NEWER DESIGN TO CREATE A MORE VIBRANT AND YOUNGER LOGO.**

# FONT FAMILY

**AA BB CC DD EE FF**

**GG HH II JJ KK LL**

**MM NN OO PP**

**QQ RR SS TT**

**UU VV WW**

**XX YY ZZ**

**1 2 3 4 5 6 7 8 9 10**

**D U L D O L A R**

**RING POP USES A SANS SERIF MODERN FONT CALLED, 'DULDOLAR'. THE MAIN INTENTION FOR CHOOSING THIS FONT WAS FOR READABILITY. RING POP IS PRESENTED ON VARIOUS SIZES OF PACKAGING AND IT IS IMPORTANT FOR THE LOGO TO BE RECOGNIZABLE WHEN PRESENTED ON VARIOUS PACKAGING AND LABELING.**

**THE CHOSEN FONT ALSO EMBODIES THE PLAYFUL CHARACTER OF RING POP AND ADDS A LEVEL OF MODERNITY AND UNIFORMITY TO THE OLDER FONT.**

# PROCESS STATEMENT

*THE PROCESS BEGAN WITH ANALYSING HOW THE RING POP LOGO COULD BE RECREATED TO BE A YOUNGER AND HAVE A MORE MODERN CONCEPT. THE CURRENT LOGO IS SIMPLE AND PLAIN. WITH THE INTENTION OF CREATING SOMETHING MORE LITERAL, THE NEW LOGO FOR RING POP WAS CREATED. INSPIRATION WAS TAKEN FROM VARIOUS SOURCES. ONE OF THEM BEING POP ART. POP ART IS BRIGHT AND FUN. COMBINED WITH CANDY, THE IDEA WAS TO CREATE A LIGHT AND BUBBLY LOGO. INSPIRATION WAS ALSO DERIVED FROM PREVIOUS PACKAGING OF RING POP. DIFFERENT ELEMENTS OF PAST RING POP LOGOS AND LABELLING HAVE CULMINATED INTO THE NEWER LOGO. THE MAIN DISPARITY ENCOUNTERED WAS CREATING A LOGO THAT WAS DIFFERENT ENOUGH FROM THE ORIGINAL BUT AT THE SAME TIME KEEPING THE RECOGNIZABLE INFLUENCE RING POP HAS ESTABLISHED OVER THE YEARS. KEEPING THIS IN MIND, THE NEW LOGO EMBODIES THAT AND A MORE MODERN AND COLOURFUL APPROACH.*

