



**Branding Identity Process  
Book**

**Company Name: Cuties**

**Spring 2020**

**Designer: Elsa Trivison**



# Table of Contents

**Creative Brief**

**Logo Creation**

**Logo Description**

**Logo Usage**

**Icons Creation**

**Color Palette**

**Font Family**

**Process Statement**

# Creative Brief / Design Statement

**Company Name: Cuties**

**Brand Description: 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.**

**Project Summary: 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.**

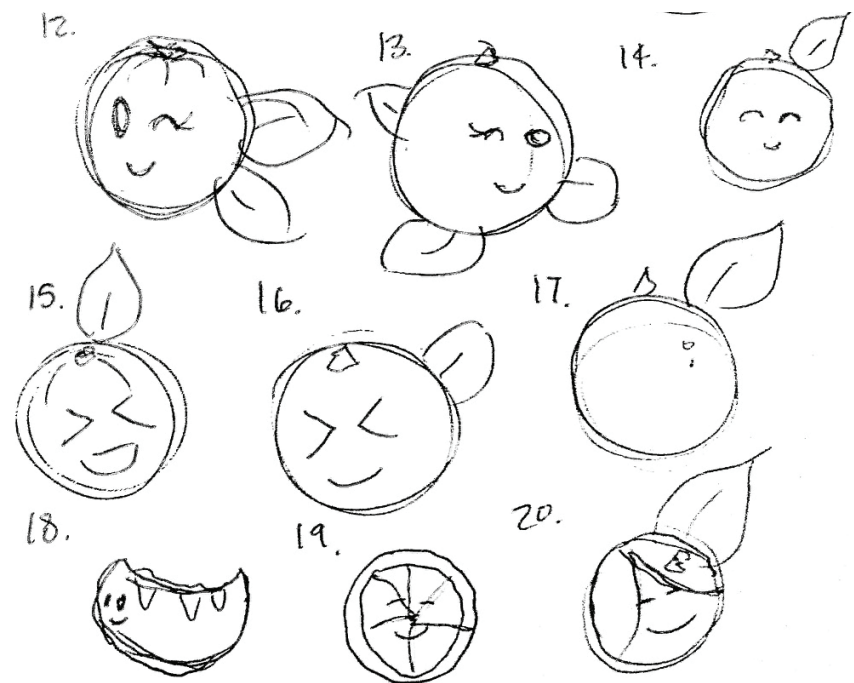
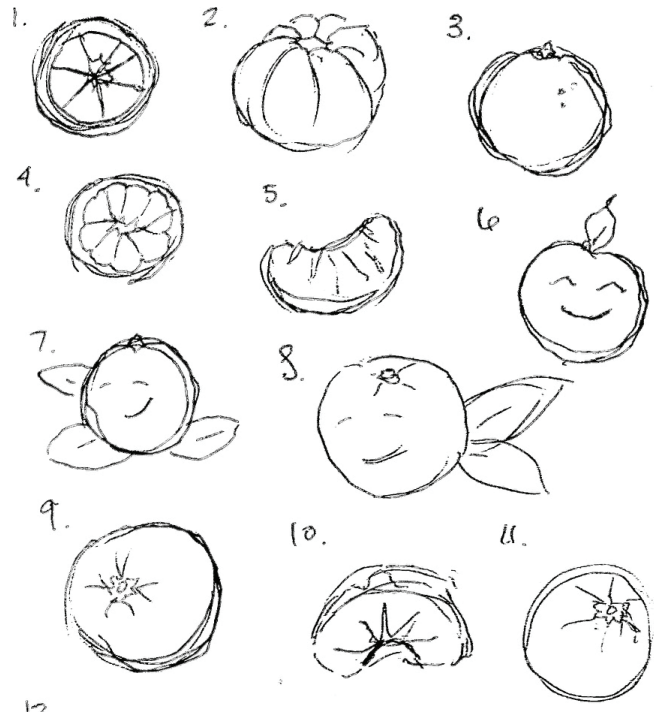
**Target Audience: Anyone who likes to eat cuties. Teenagers, Adults, Older Generation.**

**Desired Message and Tone: Happy, Friendly, Light, Charming**

**Problem Analysis/Define:**

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

# Logo Creation



# Logo Creation



# Logo Description



I wanted to rebrand the cuties logo to make it more modern. I made the lettering bigger and more simplistic. I hope that it is easily readable and kid friendly.

# Logo Usage

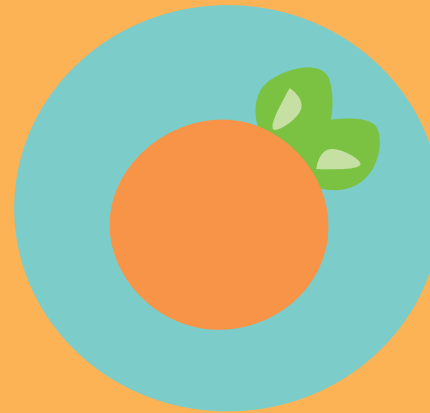
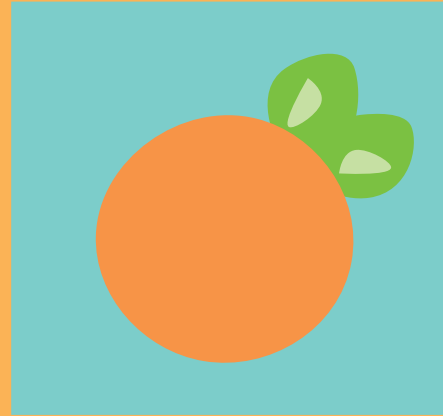
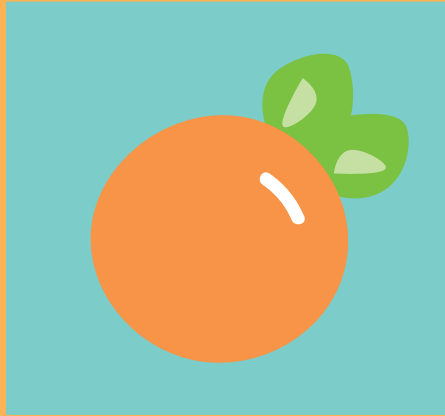
sticker on fruit

logo on packaging

logo for icons



# Icons Creation





# Color Palette



# Font Family

**Serif**

**My Own**

# Process Statement (Conclusion)

I conclude that I want my logo to be simplistic and readable. I want it to be kid friendly because kids are the main audience.