

Yum Yum Donuts
Spring 2020
Hung Vuong

Brand Identity Process **Book**



- 3 design statement
- 4 logo creation
- 5 logo responsive interaction
- 6 logo description
- 7 logo usage
- 8 icon creation
- 9 color palette
- 10 font family
- 11 process statement

Table of Content

Creative Brief / Design Statement

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

Logo Responsive Interaction



D o n u t s

Logo Description



Yum Yum Donuts logo portrays the friendly spirit of the brand through the round shape of the letter form and the use of colors such as pink, blue, and orange. The bitten donuts form the shape of the letter 'U' is the distinctive look of the brand.

Logo Usage (acceptable)



x	YUM!	
x	YUM.	
x/4	D o n u t s	

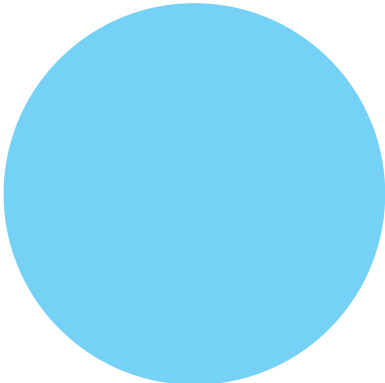
Logo Usage (unacceptable)



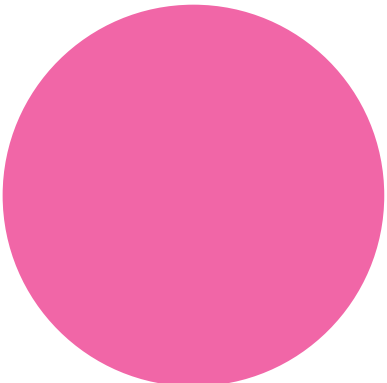
Icons Creation



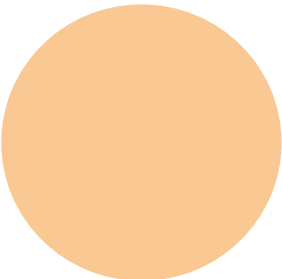
Color Palette



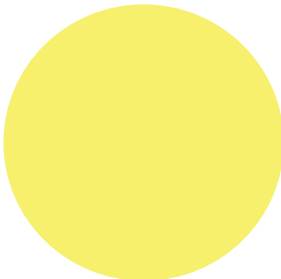
RGB: 120 210 247
CMYK: 47 0 0 0
#78d2f7



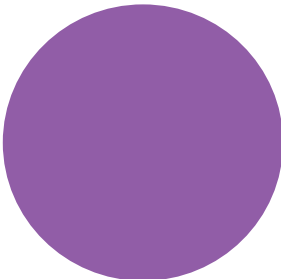
RGB: 240 103 166
CMYK: 0 75 0 0
#f067a6



RGB: 250 201 147
CMYK: 1 23 45 0
#fac993



RGB: 250 240 108
CMYK: 4 0 71 0
#faf06c



RGB: 145 94 166
CMYK: 48 74 0 0
#915ea6

Font Family

Baloo Regular

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
0 1 2 3 4 5 6 7 8 9

Arial Rounded MT Bold

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
0 1 2 3 4 5 6 7 8 9

Process Statement (Conclusion)

I have come up with a lot of ideas for the rebranding for the Yum Yum donuts store. With the final design, I think it fully portrays the look that I intended to make when I first started the project.