

# CUTIES

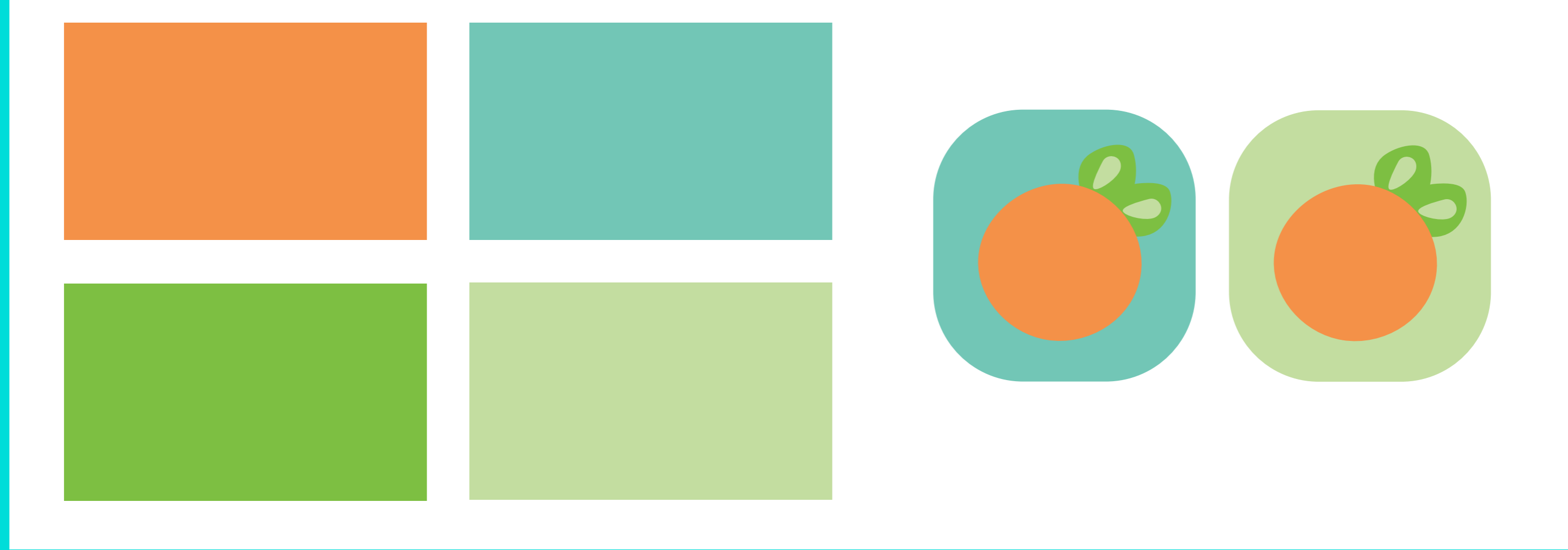
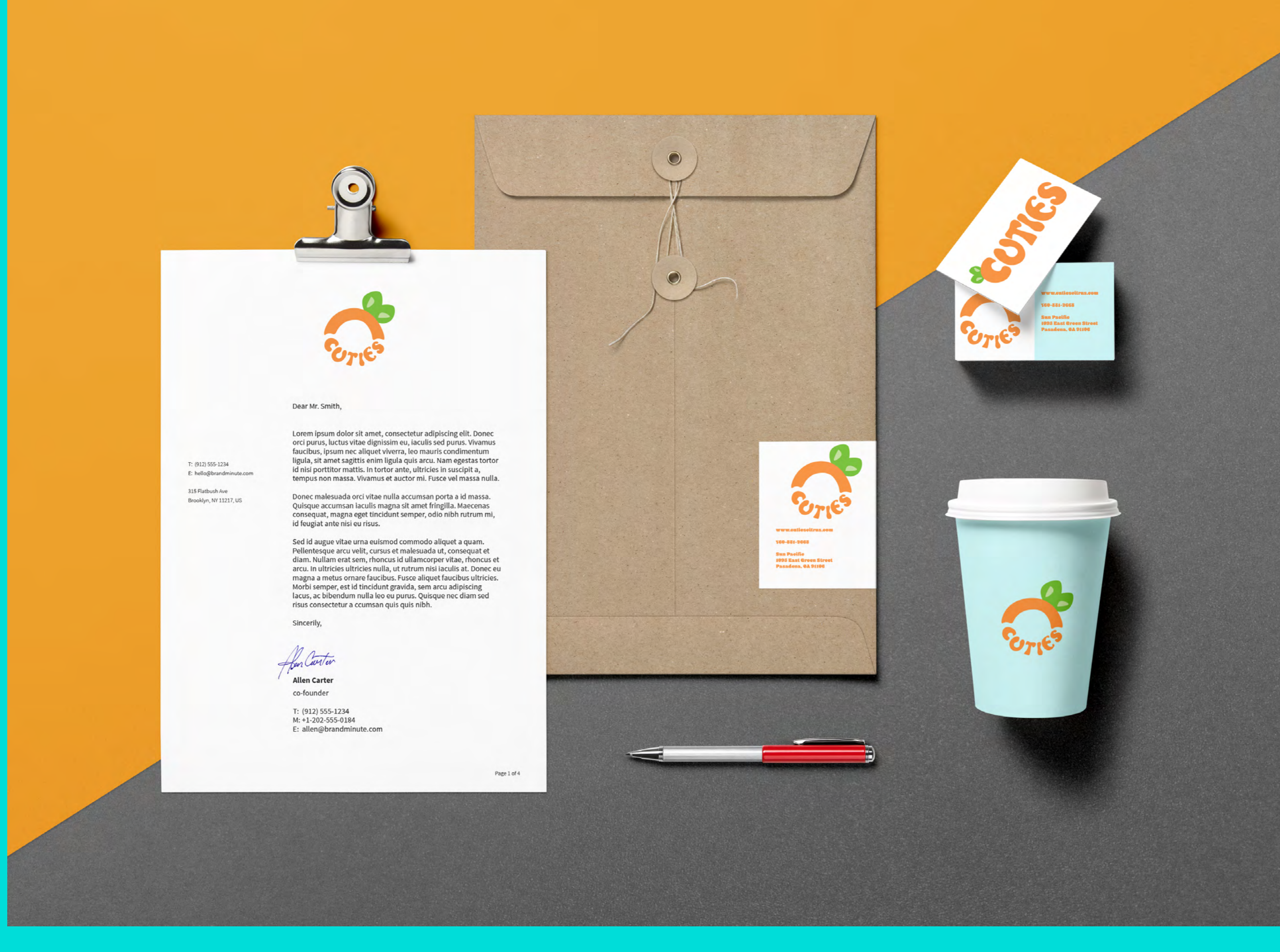
A brand that sells mandarins. Their main competitor is halos.  
 They stand out because their name is more catchy.  
 Their logo does express that the cutie is friendly and easy to eat.  
 I want to keep these ideas in mind when creating a new logo.  
 Obstacles would be if it was no longer in season.

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.



**Blenny Black**  
 A B C D E F G H I J K L M N  
 O P Q R S T U V W X Y Z  
 1 2 3 4 5 6 7 8 9 0

**Futura Medium**  
 A B C D E F G H I J K L M N  
 O P Q R S T U V W X Y Z  
 1 2 3 4 5 6 7 8 9 0

**cute & small**

**farm fresh**

**peelable**

**juicy**

**family-friendly**

