

YUM! YUM! DONUTS

Design Brief

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:

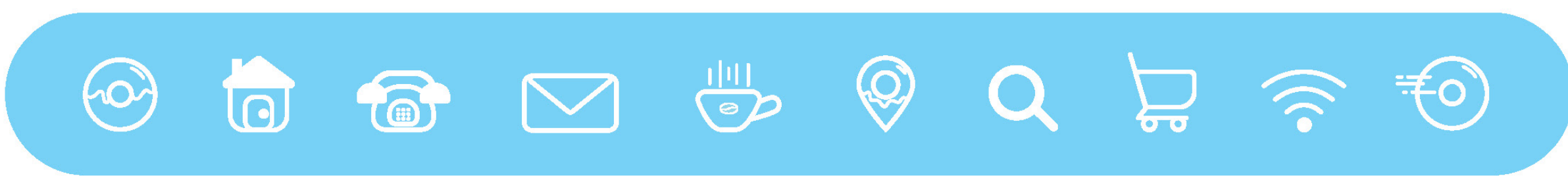
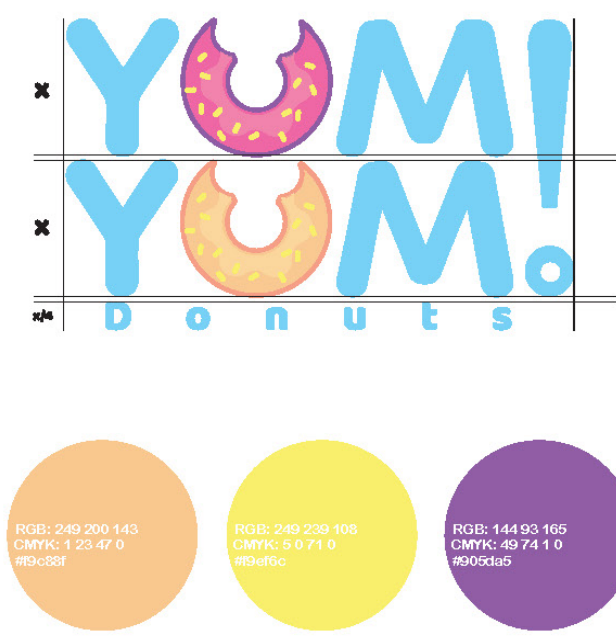
Kids and young adults.

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.



Baloo Regular

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abcdefghijklmnopqrstuvwxyz
0123456789

Arial Rounded MT Bold

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Arial Regular

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