



LOGO DESIGN

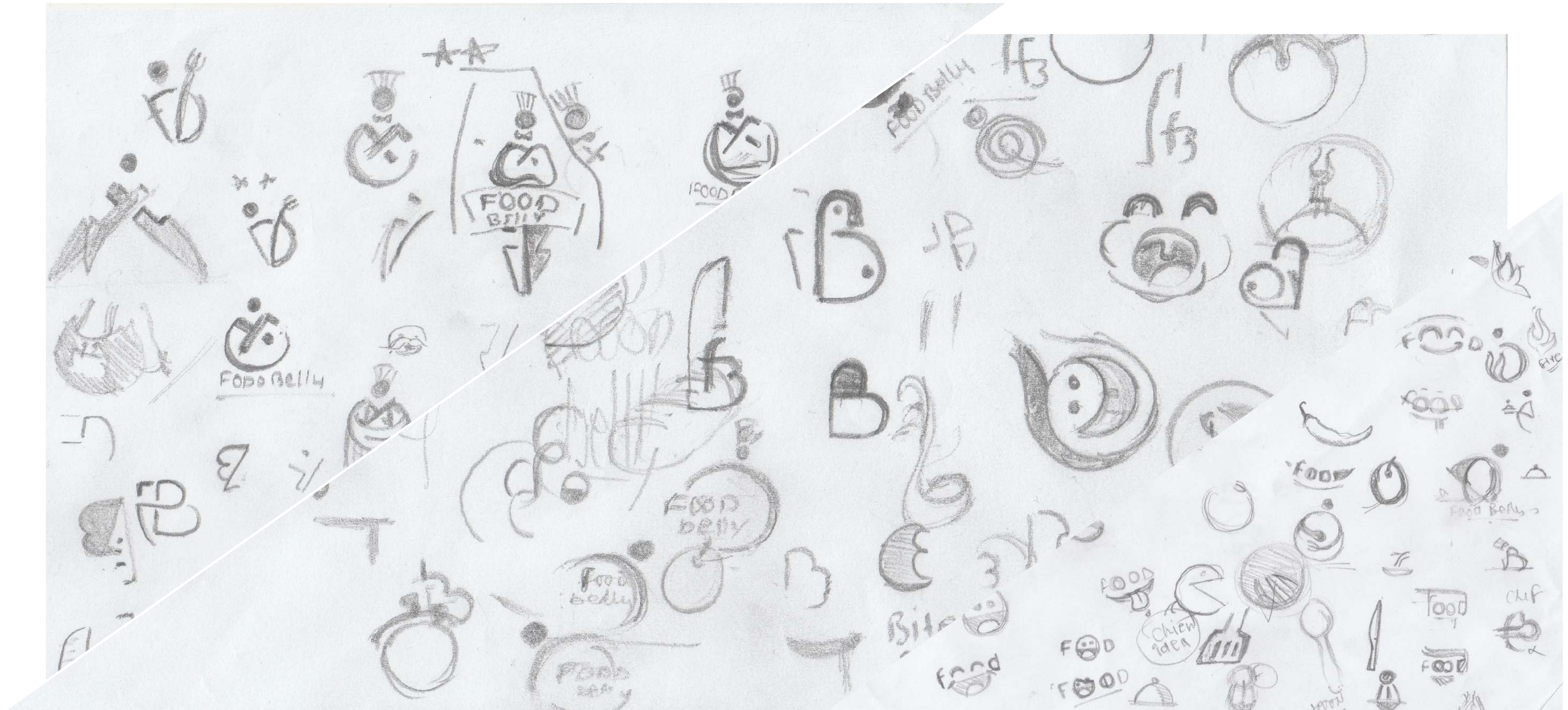
Concept Smiley

OBJECTIVE

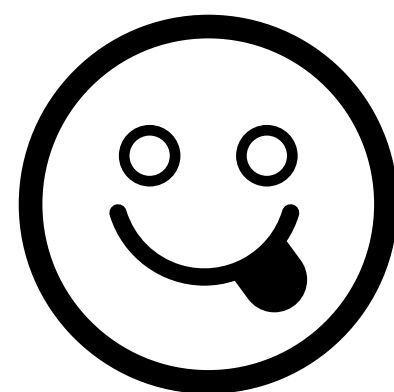
Design a brand, in short, create the signature of company Food Belly. It should be effective and capable of reminding the consumer about the name and products of the company within a fraction of a second. At the first sight it should speak about the quality of your business. It should not be just a graphical design rather it should be capable of creating a positive mark on consumers mind.

The logo should be simple, relevant, memorable timeless and versatile. It Should differentiate brand from other companies or similar associations. The shape and colour should be easier for the human brain to process and memorise than words are.

ROUGH

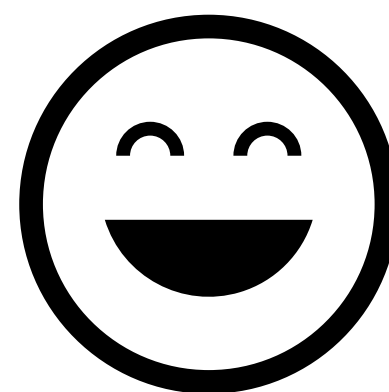


CONCEPT



foodie

+



happy

=

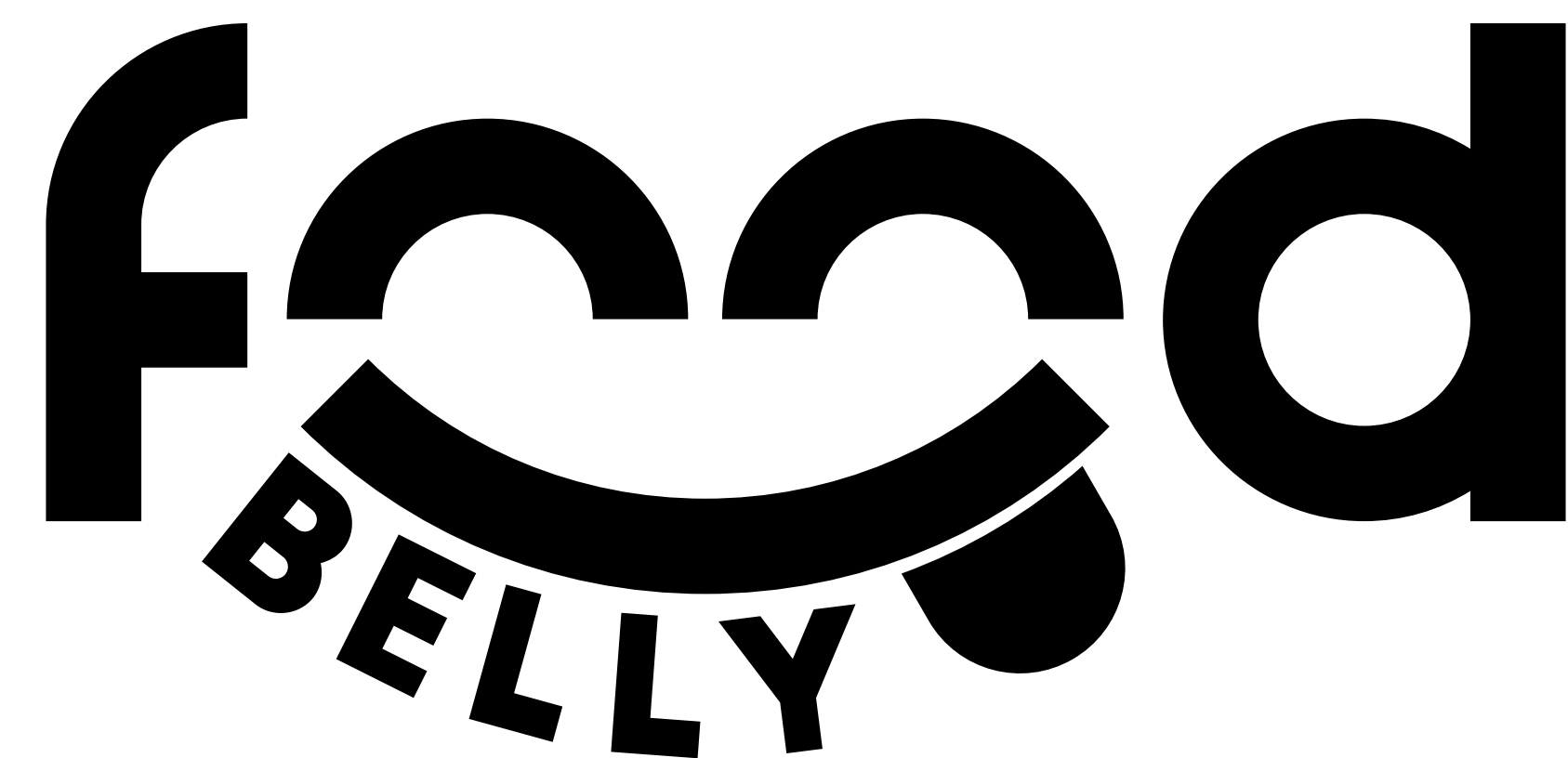


happy foodie

THE MARK



THE LOGO



COLOR SCHEME

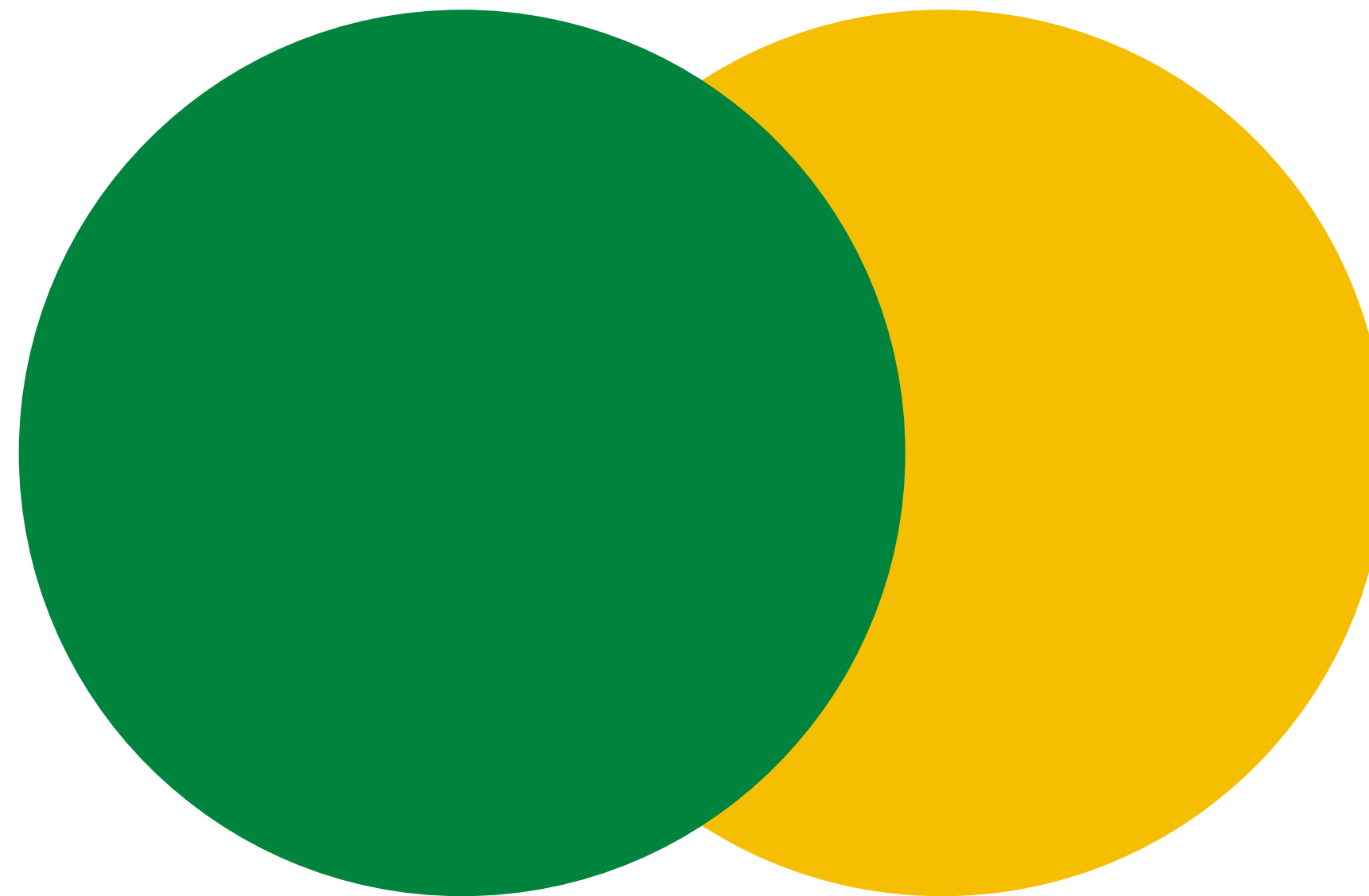
Salem Green

Panatone: 348 C

RGB: 0 132 61

HEX/HTML: 00843D

CMYK: 93 0 98 17



Selective Yellow

Panatone: 7408 C

RGB: 246 190 0

HEX/HTML: F6BE00

CMYK: 0 20 98 0





Brand



Value





food
BELLY

Serving Per Container

Amount Per Serving		
Calories	Calories from Fat	
% Daily Value*		
Total Fat	g	%
Saturated Fat	g	%
Trans Fat	g	

APP ICONS



ALTERNATIVE COLOR I



ALTERNATIVE COLOR 2



ALTERNATIVE CONCEPT I

Food
Belly

**ALTERNATIVE
CONCEPT 2**



THANKS

