

Logo Design and Brand Book

Christian Kupfer

Research

Los Angeles

Smoothies that aren't high in sugar like most are including Jamba Juice smoothies are high in protein and fiber and help aid weight loss by keeping you full.

Competitors in L.A. region include Jamba Juice, Orange Julius, Smoothie King, Beverly Hills Juice Club, Naturewell, Juice Crafters.

No Smoothie delivery in Los Angeles area.

High profile area that has a lot of residents who lead on very healthy lifestyles and the area reflects that heavily (lots of gyms and healthy elevated establishments).

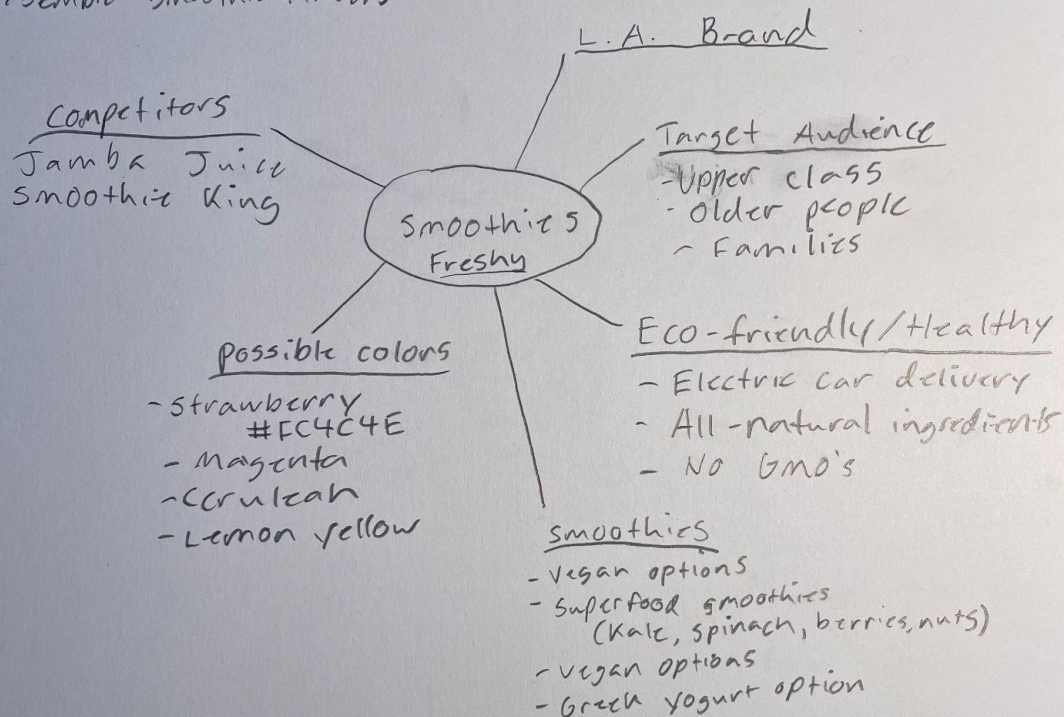
Smoothie places tend to have light easy going fonts.



Mind Map

Organic smoothies/shakes delivered
fresh to your door step

- colors are bright
- resemble smoothie flavors



Brand Name/Story

Freshee

Freshee was started to satisfy L.A. residents' need for a healthy alternative for a Smoothie without having to leave the comfort of your home. Freshee uses all natural ingredients from local farms to provide the freshest product available. It was important for us to share our delicious healthy recipes and fresh ingredients with our hometown, and show Los Angeles what makes Freshee so great.


Mood Board



Sketches

Freshce Freshce Freshce

 Freshce Freshce Freshce


 Freshce  Freshce




Ignore that
Freshce


Fresh
Ice

 Freshce

 Freshce
Smaller Scale
Tilted to the Side

Freshce

Freshce 
Ignore again

 Freshce

50 Sketches

fresh^{ee} fresh^{ee}

fresh^{ee} fresh^{ee}

fresh^{ee} fresh^{ee}

fresh^{ee} fresh^{ee}

Fresh^{ee} Fresh^{ee}

Fresh^{ee} Fresh^{ee}

freshce

freshce

freshce

freshce

Freshce

Freshce

freshce

Freshce

freshce

freshce

Freshce

freshce

freshce

freshce

freshce

freshce

Freshee

Freshee

freshce

Freshee

Freshee

freshce

freshce

freshce

freshce

freshce

freshce freshce

freshce freshce

freshce freshce

freshce freshce

Freshce Freshce

Freshce Freshce

B&W/Iterations

fresh^{ee}

Smoothie Delivery

fresh^{ee}

Smoothie Delivery

fresh^{ee}

fresh^{ee}

fresh^{ee}

fresh^{ee}

fresh^{ee}

fresh^{ee}

fresh^{ee}

fresh^{ee}

Iterations/Color Palette/Fonts...

fresh^{ee} fresh^{ee}

Smoothie Delivery

Smoothie Delivery

fresh^{ee} fresh^{ee}

Smoothie Delivery

Smoothie Delivery

CMYK

fc9fb1

CMYK

fc5a8d

0%
80%
15%
0%

CMYK

ffe5b4

0%
10%
30%
0%

Fonts:

Bauhaus 93

Abadi MT Condensed Light

fresh^{ee} fresh^{ee}

Smoothie Delivery

Smoothie Delivery

Final Logos

