

Baskin Robbins





Focal Points:

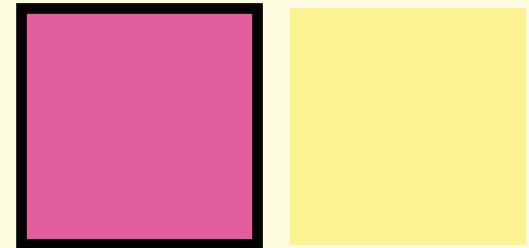
- Make logo look more iconic**
- Branch out from the repetitive use of bright pink for packaging, but keep the playful design**
- Emphasize the design of each unique flavor in the postcards and ready packs by using vector graphics**
- Use a font that looks similar to logo**
- Introduce more variety in flavor from international franchises**

Rebranded Logo



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Main Colors:



Typeface:

HWT Gothic Round

Merchandise: Caps



Merchandise: Aprons



Application on Products





Postcards



Mom is From Outer Space

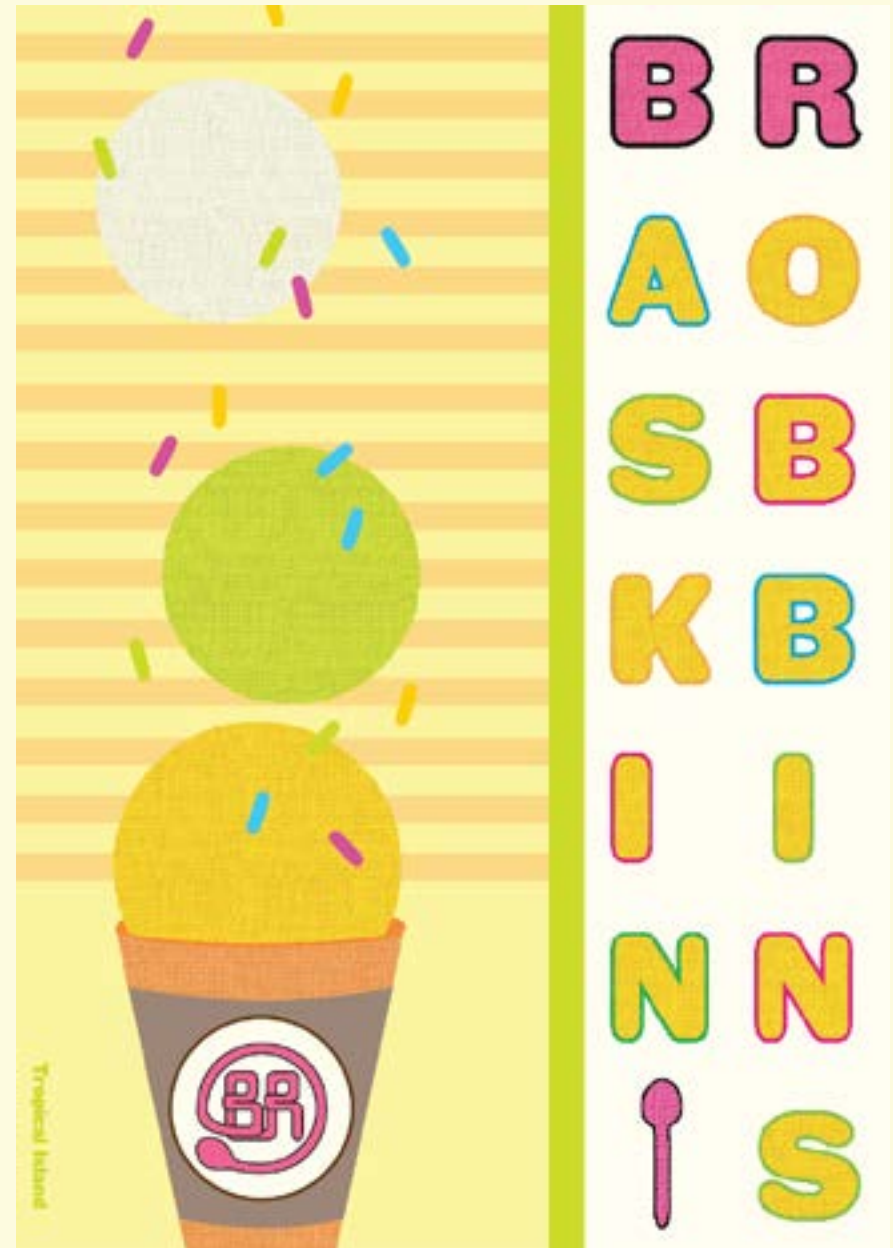
B R
A O
S B
K B
I I
N N
S



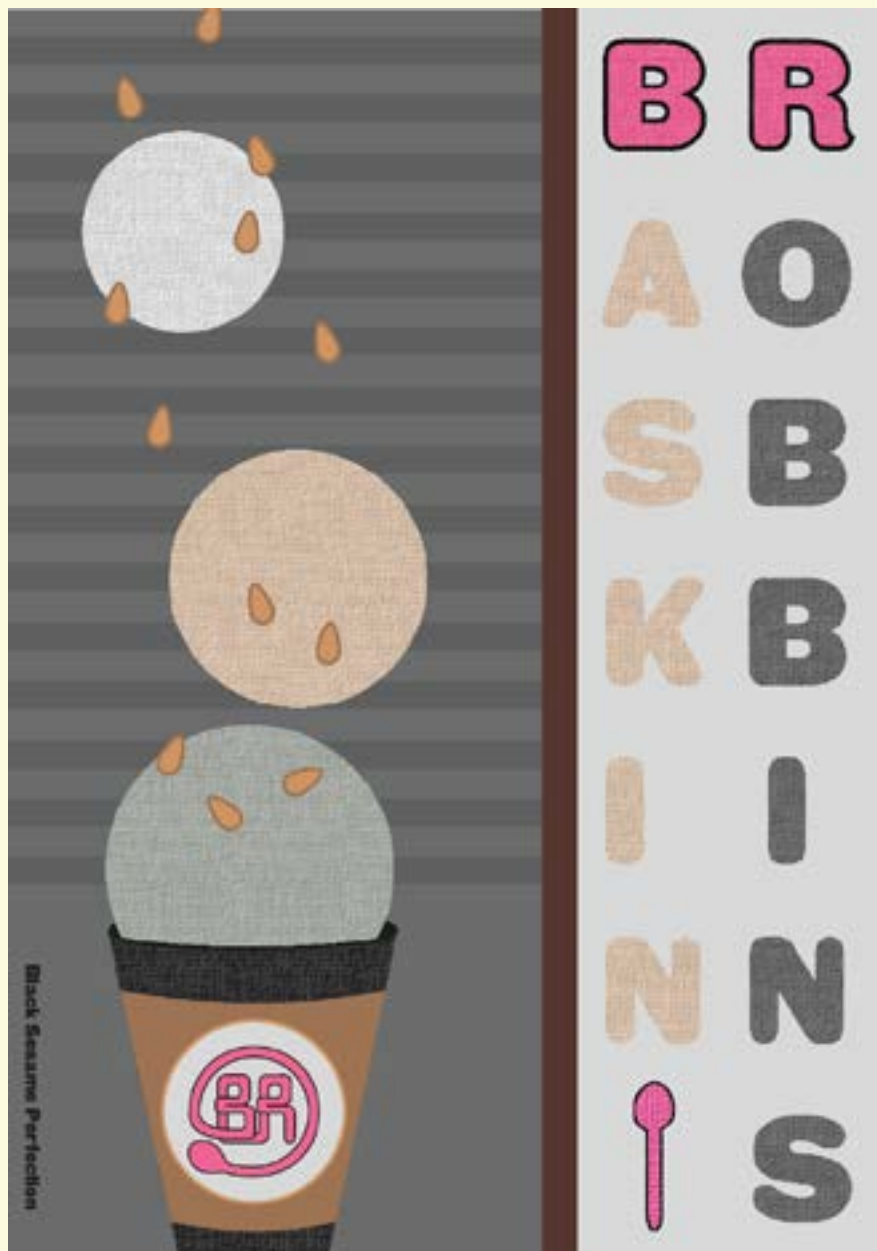
Cotton Candy Wonderland

B R
A O
S B
K B
I I
N N
S

Postcards



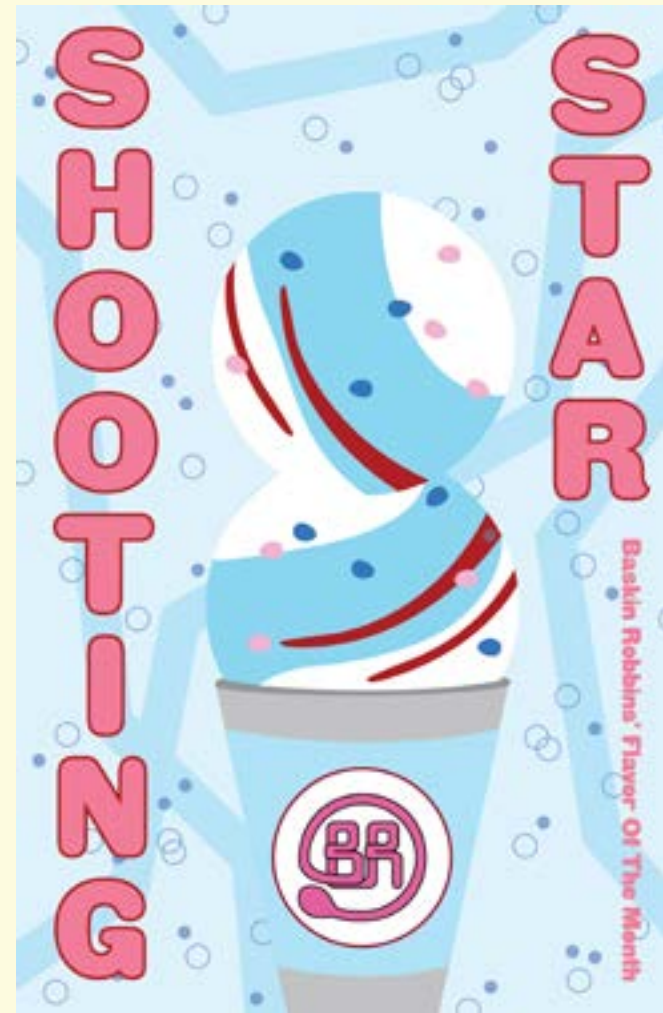
Postcards



Postcards



Brand Extension



Website



Thank You!



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