# Logo design case study: Local organic food

By Jurek Baumann

My task was to design a logo for *local organic food*. I immediately thought that i wanted my logo to be some kind of combination of those terms.

My first idea was to depict locality or the localization of food by a magnifying glass pointing at a fruit or a vegetable.

Also, i knew from the beginning that i wanted to create a vector graphic in Illustrator, so a relatively simple logo consisting mostly of basic shapes felt beneficial.
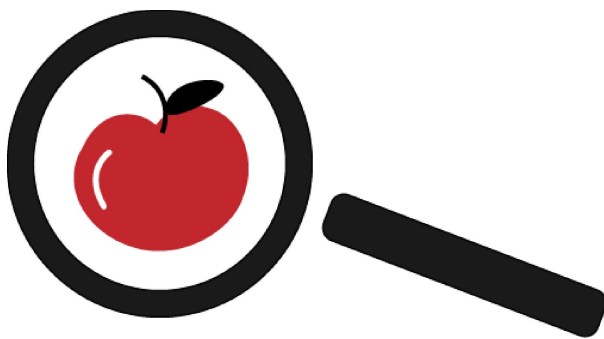
This was a start but i was unhappy for plenty of reasons: The idea and execution were really basic and blatant. The general impression was not visually pleasing and the formfactor was unfavourable. There was no finesse or ingenuity whatsoever.


Next, i tried to combine the food and the magnifying glass to have a better composition as well as not being as blatant as before. I found this to be an improvement but was not happy yet. The logo felt messy and did not have a clear focus. The composition was not that good yet either so i decided to start fresh.

In current times, a magnifying glass might not be the best metaphor for locating something anymore.

My next idea was to represent locality by a google maps marker. Well established digital design language and in my opinion a nice contrast to how *untechnical* the topic is or rather another combination of the technicality of a modern website and the un-technicality of the subject of organic food.
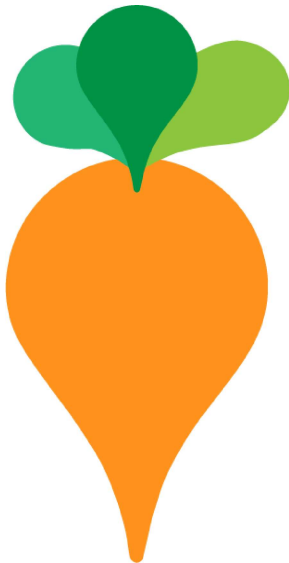
So i thought of fruits or vegetables that were best fit to be combined with the depicted marker.

My first idea was a carrot and i felt it worked quite well. Take the rough shape, color it orange, add some leaves on top and it is already recognizable.

The typical circle in the middle was still missing though and i felt the marker needed to point somewhere to truly communicate the intention.I placed it on a plane and added an outline to simulate depth and add clarity.

It was bothering me that the carrot had a hole now and i felt it made it a little bit less recognizable. I tried different perfectly round fruits as a replacement for the empty circle, a lemon slice for example.

Perspective as well as color do not really match and i felt this was already too much detail.
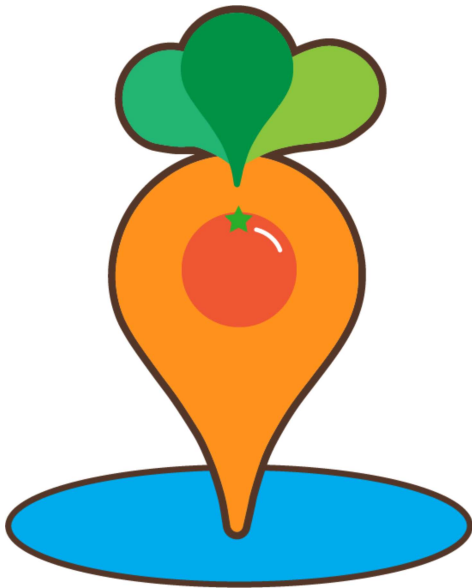
A tomato works better. It is simpler, perspectively more interesting and overall has a nice color palette. Depending on the context, i am happy with this outcome. But to be effective, the logo needs to be decently large. If it is displayed on top of the header image for example.

Current final detailed version
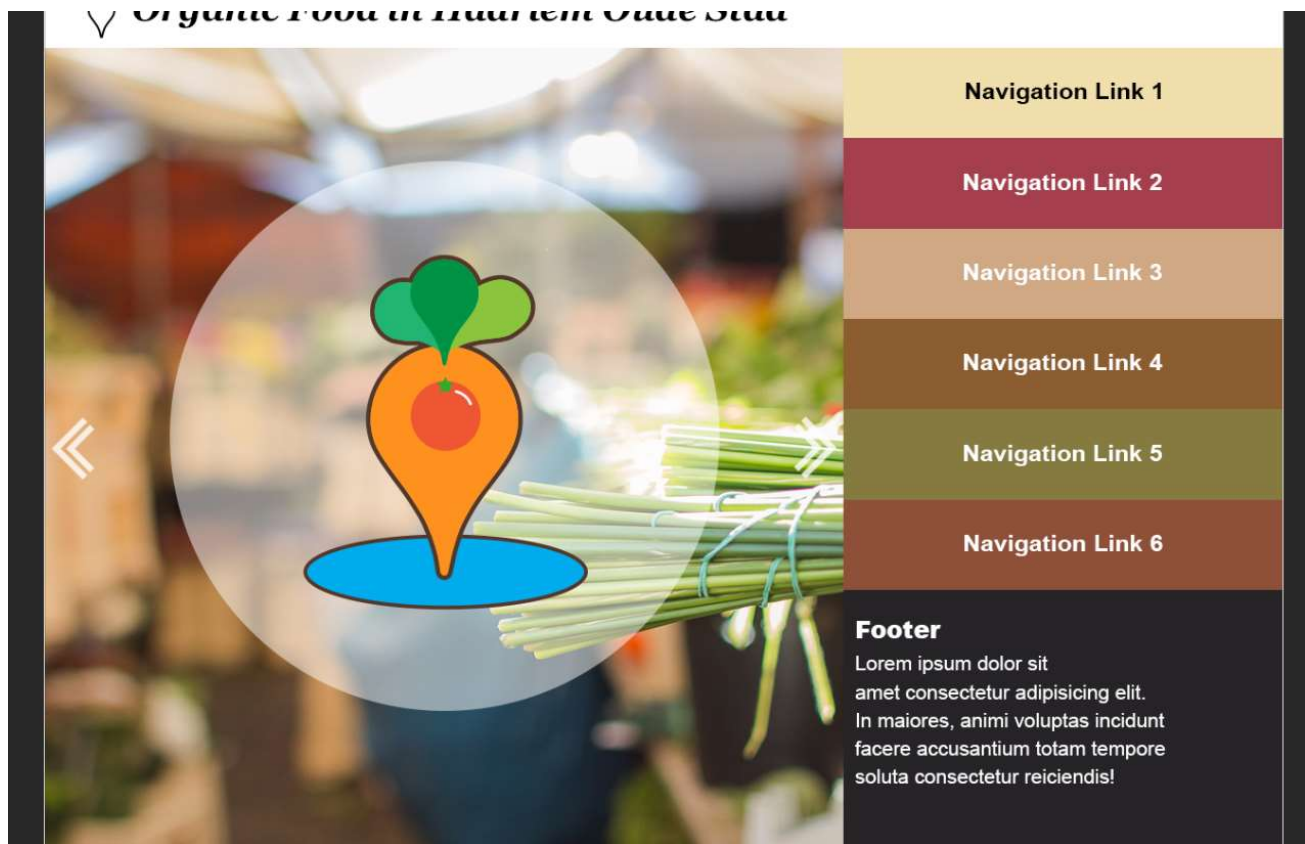
(work in progress)

In this context the logo itself works decently well but new problems arise: The header image needs to be unobtrusive. Not much can happen in the foreground as that space is already taken by the logo now. Also, the photo and site color palette might not be compatible with the strong colors of the logo.
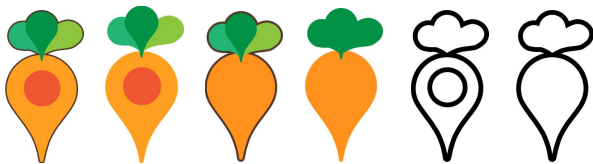
When it comes to a favicon or a small icon in the top left corner of the page for example, a less detailed version of the logo is needed. Another vegetable inside the carrot is not feasible if you have only 16x16 pixel to work with, for example.

Depending on the specific application, such a variation will most likely be used. I have decided against using the blue floor here as i want to really keep it as simple as possible. The page already is very colorful and the header image(s) and navigation alone will provide plentiful colors so maybe a small black and white version is sufficient on the page, as adapting the logo color palette to that of the site does not seem to work well in my case. I hope discussion and feedback in the coming lessons will help me decide on this.