

[illegible]

Our first idea was to brainstorm. We started writing down words related to soup so we can gain some inspiration and to come up with different ideas. After that we came up with the idea of "sup". Then we transformed the "u" in a cup and the "p" in a spoon. After that we decided to switch our brand name idea to "Cup sup". We kept the idea of the cup and the spoon and each of us 4 in the group created their version of the logo. My iterations are the blue ones.