

The Company

We are Parrot Chocolatiers and we need you to brand us!

Our Slogan: “Putting the squawk in Squawklet”

Our Brand Colours: RED, GOLD, LIGHT BLUE

Our Message: Join our Squawk! At Parrot Chocolatiers, we are committed to producing high quality chocolate, containing the richest flavour. We use 100% fair trade cocoa. We are dedicated to spreading awareness about the working and living conditions in developing countries that harvest cocoa.

Our Logo: Must contain the image of our Parrot Mascot (you can colour the image using our brand colours- no other colours are permitted)

The Assignment

Step 1:

- Research and list our brand’s competitors (at least 2)
- Identify our competitors’ strengths
- Identify our competitors’ weaknesses
- What will be your inspiration for the logo?

Step 2:

- Create a logo for our chocolate company (using either Photoshop or Illustrator)
- How does the logo show what our company is about?
- What makes the logo you designed effective for our brand?
- How does your design ensure our company will stand out amongst our competitors?

Step 3:

- Style the provided HTML to match the logo and make a cohesive brand.
- The website must contain your answers to Step 1 and 2, Brand Slogan, Logo, and be aesthetically pleasing
- Be Creative!