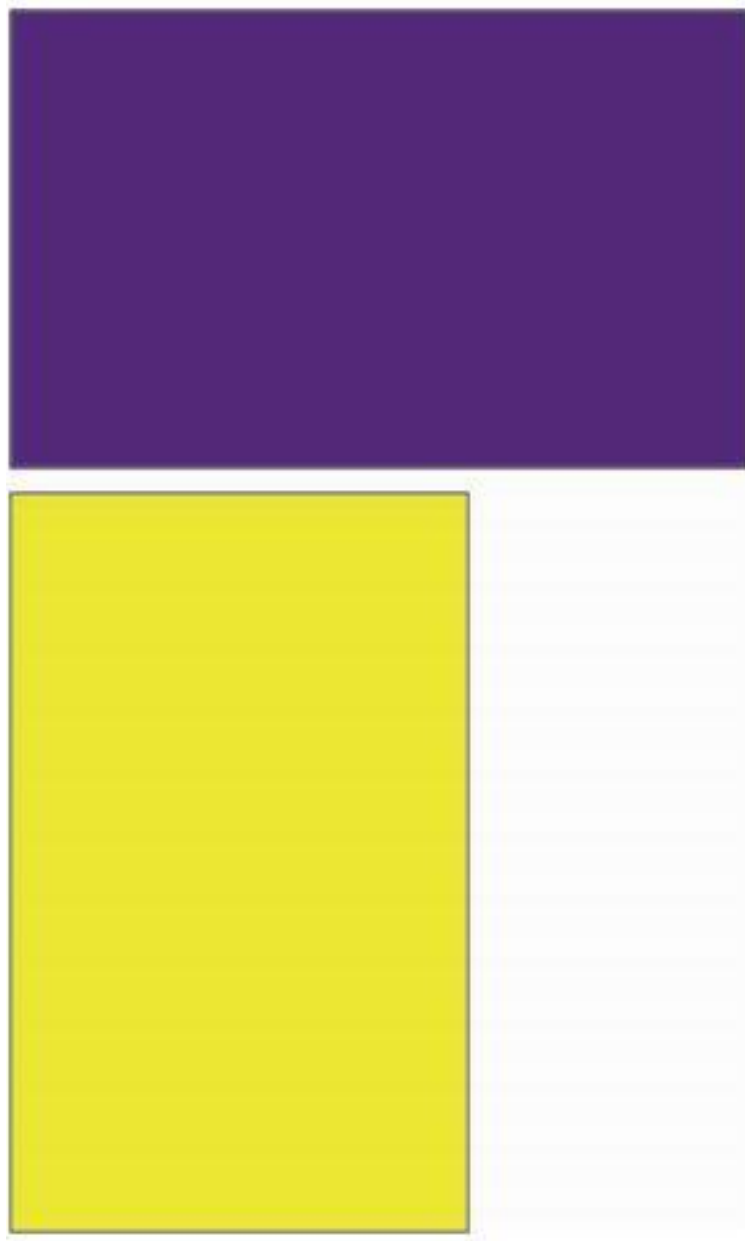


Golden Ratio



Golden Ratio

Screaming Inside

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Golden Ratio

Header

Content

"Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut fugit, sed quia consequuntur magni dolores eos qui ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur, adipisci velit, sed

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Branding

Parrot Chocolatiers

Putting the squawk in squawklet

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.

Competitors

Kinder and Cadbury.

Brands

Two brands that I believe will be your biggest competitors would be Kinder and Cadbury.

Strengths

These two brands have been around for a long time and are very popular among people of all ages. Kinder has their Kinder surprise eggs, which come with a toy in every egg making it fun to eat chocolate. While Cadbury has variety. You can get caramel and chocolate, fruit and nut and so many more.

Weaknesses

These brands are not as colourful as they could be. And they do not have a recognizable animal such as a parrot. The Parrot looks so friendly and tropical, whereas Kinder and Cadbury are kind of bland in terms of their designs. Kinder is white and orange, Cadbury is just purple.

Logo Inspiration

Because the bird is quite large I wanted to make it smaller so that it would be less obtrusive to the viewers eyes. I thought it would be cool to make it look as if the parrot was flying out of the circle. Almost like it's flying out of the rainforest.

How the logo shows what the company is about

I think the logo shows what the company is about because it's is fun, friendly, creative, colourful. It catches the viewers attention through the vibrant colours, and by having the parrot it allows viewers to associate your chocolate with fun, tropical characters.

Why the logo is effective for the brand

This is an effective logo because, it is original in that no other chocolate brand out there has an animal for their mascot, which I think definitely sets you apart from your competitors.

How the branding/logo makes us stand out

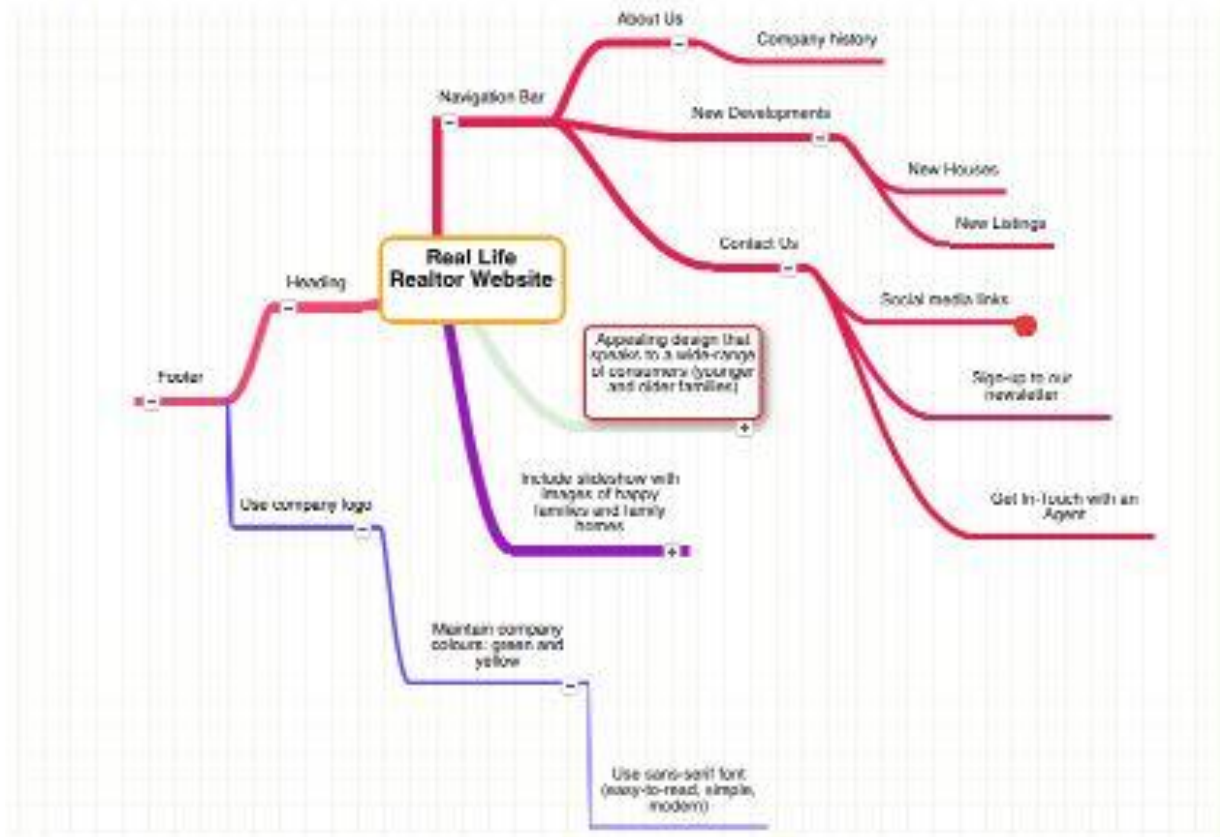
Everything is very cohesive in its colouring and layout, which makes it appealing to look at and makes me want to know more about your brand.



Taste the tropical paradise of Parrot Chocolatiers!

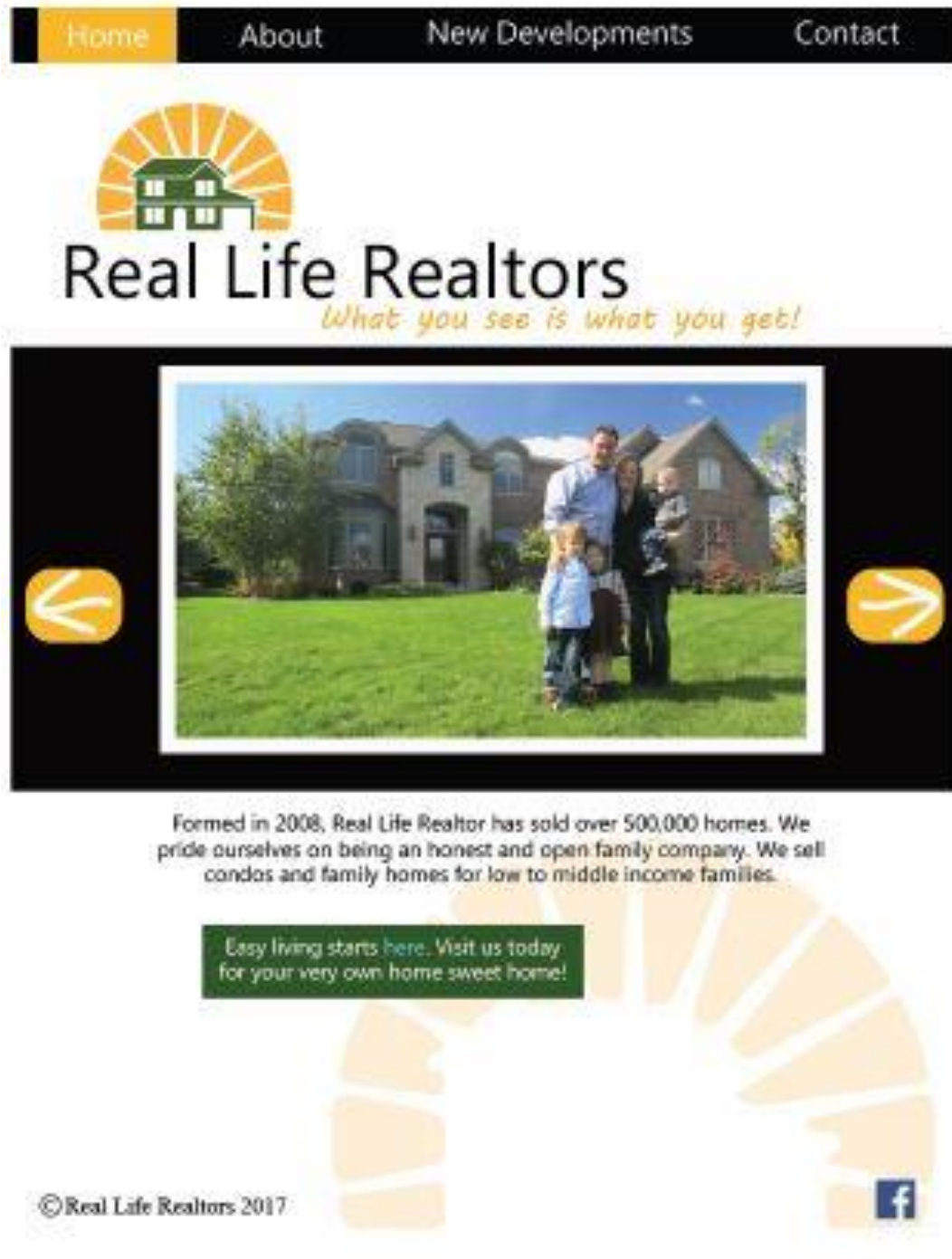
Mind Mapping

Map:

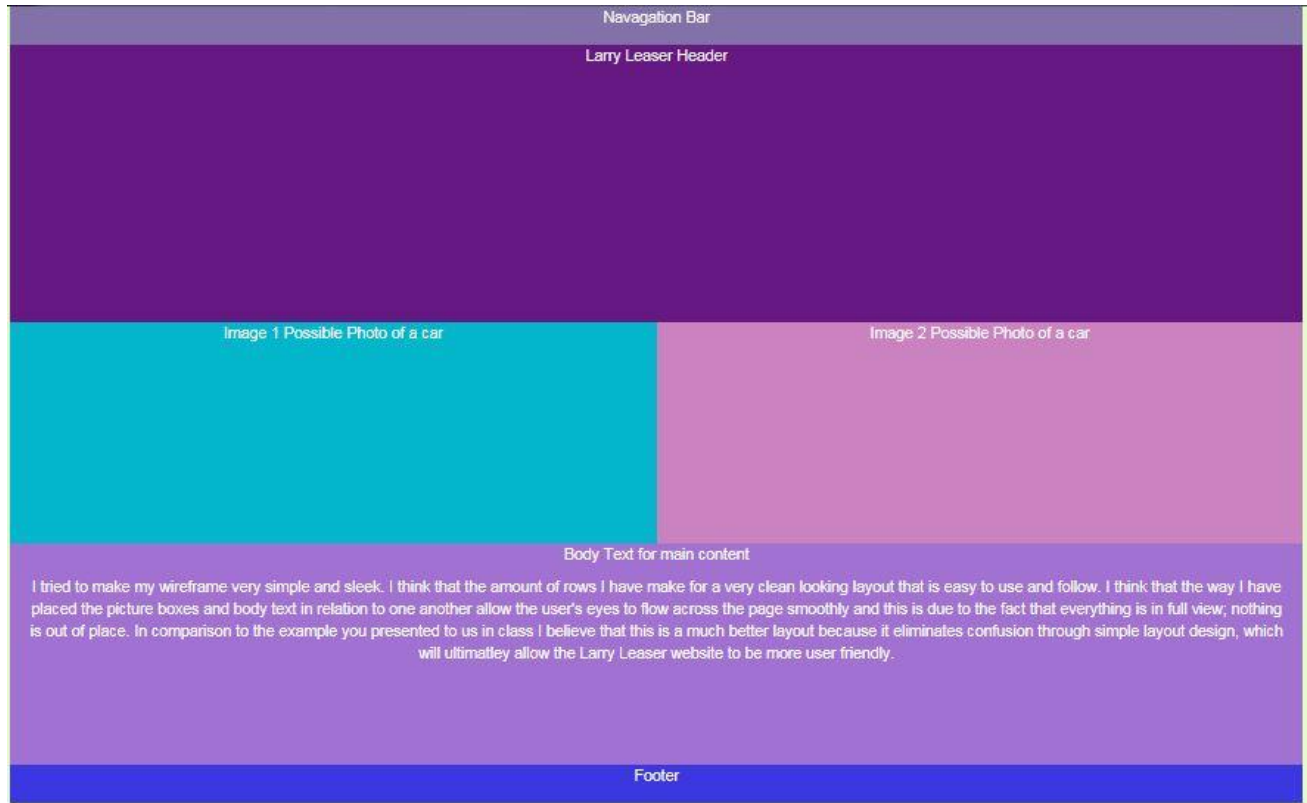


Mind Mapping

Website Page:



Wireframing



Free Flow



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The Caribbean

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South America

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Asia

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Conversion



Sunny Leaf Homes
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Last Name


Address

Zip Number


Register



Book an appointment today.
Your premium home
awaits.



Offers End Today



Typography



Typography

