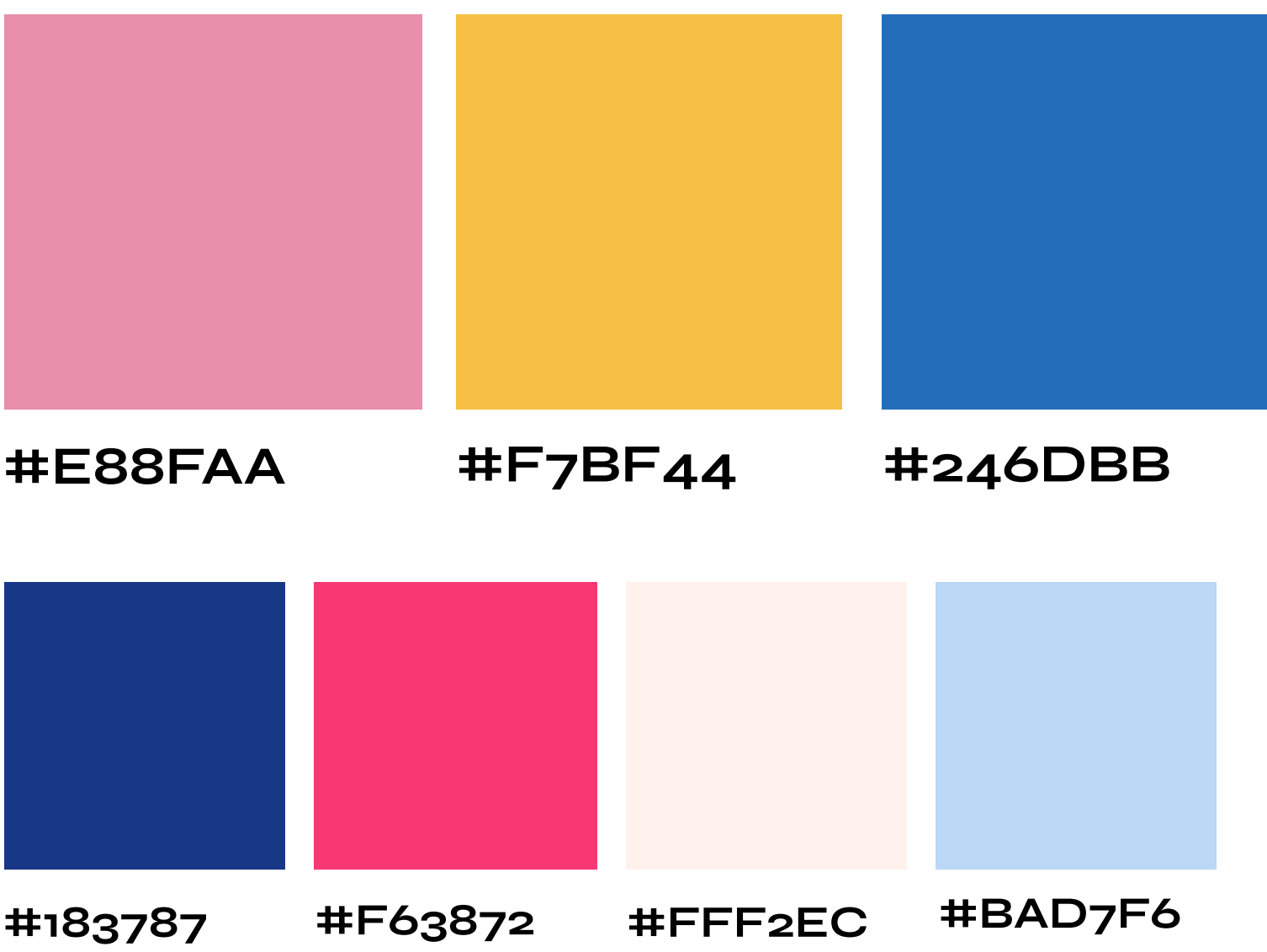


Logo



Colors



Font:
Title, Subtitle: Clash Display
Others: Syne

Title: **happy day**
subtitle: **dessert factory.**

Heading 1
Heading 2
Heading 3
Heading 4
Heading 5
Heading 6
Paragraph

Design Justification

I redesigned the logo for Happy Day Dessert Factory to better reflect the mission of the shop: bring happiness to customers. The main motif in the current logo is the sun ray around the ice cream. I kept the main elements while simplifying and editing the shapes such that the sun rays appear also as rolled wafers on ice creams. I also made the smiley face more welcome-looking and soft.

When choosing colors, my main goal was to portray the happy and vibrant aesthetic that reflect their mission. Therefore, I chose to use primary colors for a bolder and brighter color palette. The balance of colors also mimic the diverse ice cream choices. The secondary colors provide contrast to the primary colors for legible text overlay.

For the fonts, I chose sans serifs that also have bubbly and quirky elements such as the g in Syne and also edited the font for clash display to add more character to the logo font.