



OVERVIEW

Fuzions Frozen Yogurt was a new business venture from an existing client who owned a string of tanning salons. We were approached to create a logo and subsequent marketing materials.

When designing a logo for a new company—particularly in a crowded market—we look closely at competitors and consider relevant criteria such as name, type of business or service, appropriate color palette and typography, to name a few.

For example, we determined that frozen yogurt competitor logos primarily fell into one of two categories: fruit or swirls.

Competitors utilizing a FRUIT element



Competitors utilizing a SWIRL element



In order to stand apart from the competition, it might be more advantageous to reject fruit or swirls in favor of another concept. However, because of the name Fuzions, we chose a swirl strategy to suggest the process of fusing together a variety of flavors.

GRAPHIC ELEMENTS



Logo Mark

To differentiate Fuzions from the competition, we kicked the swirl concept up a notch by incorporating a 'cyclone' graphic, which suggests energy, excitement and—again—the fusing (blending) of flavors. A spoon placed into the 'bowl' of the cyclone identifies the graphic element as a food product.



Primary Color Palette

The primary color palette was chosen for its fresh, bright, bold and energetic nature.



Secondary Color Palette

To provide a base for the logo that allows the 'cyclone' graphic to pop, we incorporated a secondary palette (fourth color) to be used in the company name.

FUZIONS

Typography

We chose an unadorned typeface with rounded ends to provide softness and friendliness, with enough personality to compliment the 'cyclone' graphic, but not get lost by its energy.

take your tastebuds
on a thrill ride

Tagline

To reinforce the name and make a branding statement, we created this tagline that ties to, and defines, the reason for the 'cyclone' and spoon.

THE LOGO

We created three variations to address various marketing and design needs.

FOR SIGNAGE/LARGE FORMAT



LOGO WITH TAGLINE



LOGO WITHOUT TAGLINE



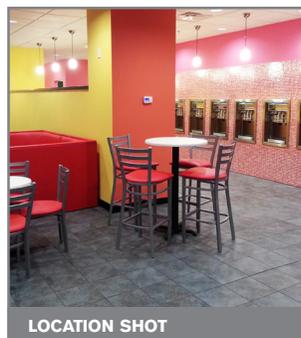
LOGO IN WHITE



The white logo is placed into an oval that mimics the shape of the 'cyclone bowl'. This treatment can also double as flavor identifier labels.

MARKETING MATERIALS

Careful attention to, and control of, design elements creates a unified look, which over time contributes to creating a strong visual brand. To see full images, visit printgraphics.biz/fuzionsbranding2.html and click on the thumbnails.



For questions or comments about this project, please email dee@pgi.us