

Mandatory Assignment 02 – Logo

"Crave"

Daniel Lisigurski

GRA 1 – Noroff
2016

Mandatory 02 – Logo has been super cool and instructive. Making a logo was not an assignment I was too keen on doing, since I suck at drawing.

Let's see if I managed.

A new chocolate brand trying to enter the market. The task was to design a logo to represent the brand.

The logo has to be simple and easily recognizable, timeless, and not more than 2-3 colors. It should contain a symbol / figure / ornament, and the title "Crave".

Given the chance to choose between two target groups; teenagers or women on their thirties, my mind unconsciously chose women in their thirties, thinking that it will be easier to create a product for them. Something fancy, classy, organic, a perfect companion for woman who know what they want. I even started thinking of logos with coco beans and svelte woman holding them.

Then I thought "naaa" and decided to go totally in the opposite direction. Using teenagers who don't really know what they want as my focus group and now I'm proud to introduce ... **drumroll**

Crave

The Munchie's Specialist

Looking at the examples of Anton Berg and Lindt, that were more elegant chocolates, which will easily attract woman in their thirties and Freia that had a more family approach, leaving Cadbury with products like crunchy, snap, chomp and boost - more set for a teenage market.

Research

1 Who are the main market competitors and how is their design?

During my research I found my main competitors to be Kit Kat (Nestle), Snickers and Twix (Mars, Inc).

Of course there is plenty of chocolate bars worth mentioning, but I found Snickers and Kit Kat being an all-time favorite and top ranked among the teens.

Twix had a target market of mainly middle-aged people, and these people were buying less and less chocolate. The brand then decided to update their image to appear younger and launched the "Break From The Norm"-adverts so people began to see Twix as a chocolate for teenagers.

These three chocolate bars have logos which are predominantly build of text / typography. Snickers with a full American outfit and all caps, just keeping it simple. Kit Kat and Twix play with the glossy package of their bars and just intercalating some caps and low cases to appeal irresistible.

2 Product history / Product characteristics

Crave is a chocolate with a teen flavor and teen spirit, and I'm not talking about the Mickey Mouse, Nickelodeon teenagers, but the twerking Miley Cyrus and 16-and-pregnant teens.

Crave is an alternative for the teens who like to party. Crave is not for teenagers who wait for allowance to buy their sweets, but active teens who buy their candy together with their smokes.

Started with the initiative of childhood friends Tom and Lasse on their early 20ies who faced by the munchies and craving for sweets combined a kind of nutella, called nougati, and some rest of cookies and mysterious elements left on their table after last nights party.

The results was cravedelicious and the crave bars grew popular among their pairs, who found them to be the perfect companion to fight the munchies.

That way 'Crave' became a munchies specialist.

Crave is for people who live fast, sleep less and eat bad. Crave is a sugar bomb with no nutrition intention or what so ever.

Hard core Norwegian chocolate from happy cows and a mix of our magical powders and good vibes.

3 What defines the target group?

Crave is for teenagers on their late teens, teens who might not have much control of what's going on. Barely surviving puberty and coming out of high school to deal with more school and work, there is many things they might not know. But one thing is certain and that is that Crave is for the brave. Crave is for teens who skate, surf, snowboards and shoot paintball, teens who party hard and also spend sleepless nights studying. In other words; teens who have to make it happen.

We are neither a protein bar, nor a organic, fancy chocolate either. Crave is a perfect sugar fix between classes or a perfect way to get a sweet kick before work.

Crave presents a more "hardcore" edge than other chocolate bars and more in the ballpark with products like Mountain Dew or Urge.

4 Which characteristics should the logo show?

I been commissioned to create a simple logo, easily recognizable, timeless, - it should also contain a symbol or a figure.

I intent to play with typography and highlight one or more of the letters, maybe converting them on a symbol by manipulating the size, style or texture to create a trademark for our new product.

I'm planning on keeping it simple and limited my self to not more than two colors and two fonts.

5 The design challenge



When I decided to target teenagers, it was pretty clear for me that I want to do something cool and play with the meaning of the word "crave". My first thought was a carnivorous plant replacing the C. I did a bit of research for carnivorous plants and play a bit with the idea. I did not sketch it though; I was working on sketching technics with the loose juice learning activity at the moment.

After my first experience sketching and my first meet with Illustrator, I was keen, but a bit worried about the task to come.

While watching the Lynda.com video I decided to not use the exercise files, but instead start playing with the word "crave" from scratch.

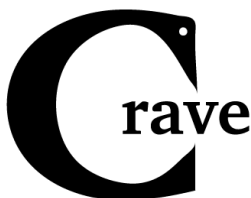
I started by looking for a font that will communicate my message and that I could easily transform or manipulate. My first approach was to look for fonts that could be generic and simple.

crave
crave
crave
crave
CRAVE

Crave
Crave
Crave
Crave

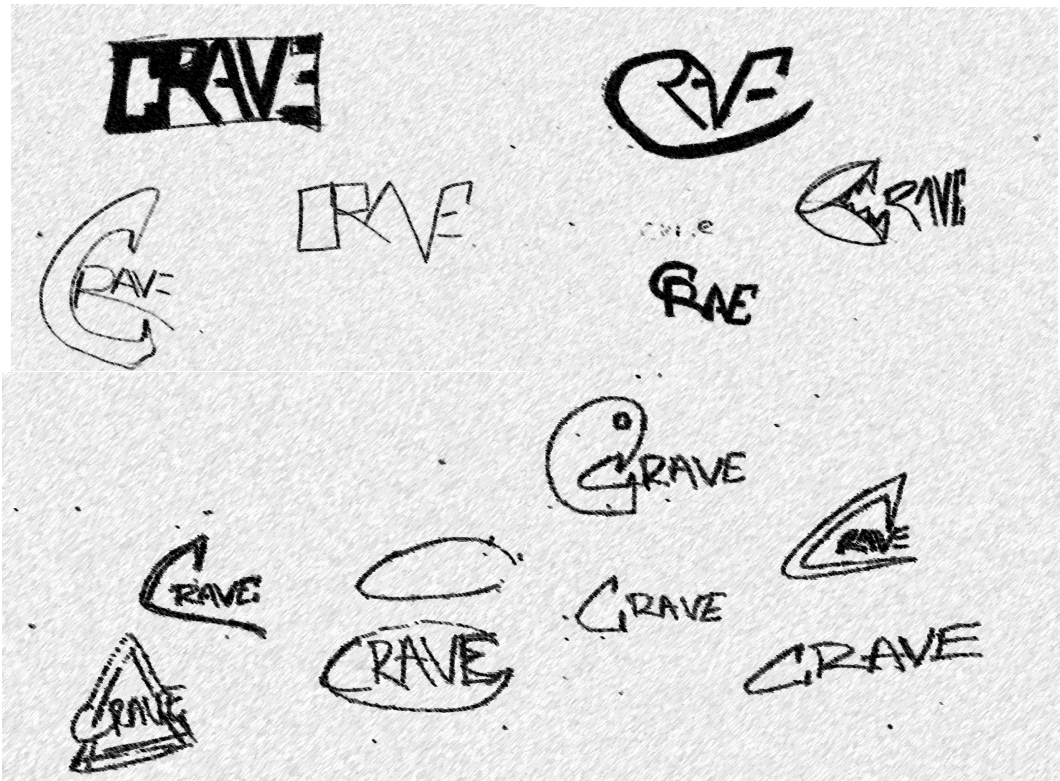
Crave
crave
CRAVE
Crave
CRAVE

When I had a couple of fonts which were plain enough I started playing in Illustrator hoping to transform the C into some kind of mouth.



The result was some kind of snaky C. I played and tried to connect the letters together or contain them in an oval.

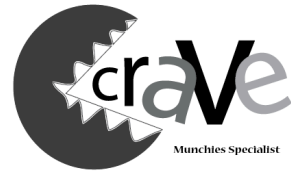
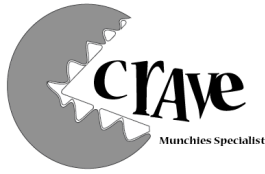
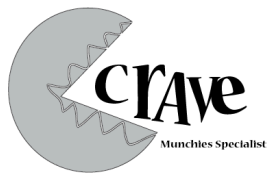
Then I went on to pencil and paper and sketched a bit, but I was really eager to get things rolling in Illustrator.



I tried to trace Timmy the carnivorous plant.



But before I could do anything with it, I started experimenting with pathfinder and I ended up with some kind of Pac Man.



I dig the Pac Man, I decided to try something a bit different and went a bit off track, fooling around with shapes and colors



After a while I was a bit stuck, so I downloaded new and more exciting fonts and started playing with a tagline.



At this point I had some cool logos and I was feeling a bit more confident, but I still needed to add a figure or ornament. I went back to my original idea and tried to convert the C in a character. I thought to add a small circle to play the role of an eye, unfortunately my C's start looking weird - one actually looked like a shrimp.



These were my three finalists and I added a red color to show a bit of contrast



I picked the first option that along the ride went from looking like a shark to a bigmouth snake and some kind of ninja turtle.

CRAVE **CRAVE** **CRAVE**

CRAVE ***CRAVE***

I really liked the font and finally I thought it looked like "Crave" and not "Rave", and I finally achieved the figure, but I thought it had a pretty clean look.

 **CRAVE**
Munchies Specialist

So I went back to some of the fonts with texture I had downloaded earlier, and I found a font that had a pattern I could use.

CRAVE

Font M Ponderosa

So I went deep in to a travesty of isolating and realizing compound path.

CRAVE
° **R VE AVE**
•
CRAVE R

CRAVE
R

Finally it was time for colors, I was kind of worried about this stage of the process, thinking that I will struggle and be undeceive. But it was pretty easy and I only used one "pantone 7621 up"-color beside the default black.



CMYK



RGB



Grayscale

When the red Package was set I chose a standard yellow for the tagline. I chose yellow so it can be easy to highlight.



Font Usage

A. Katahdin Round (logo baseline)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

B. Myriad Pro bold (tagline only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

In Resume

When I was first given the loose juice learning activity, I was shocked that I have to sketch 15 scamps. I'm not that handy with pen and paper and it was my first time with Illustrator. Even though the video lessons on Lynda.com were super explanatory, when I was trying to illustrate it was hard to achieve more than some shaky strokes that I will later correct with the smooth tool.

I was not that amazed of the result of my logo, but I felt way more comfortable sketching and I started applying that on my own production work.

<https://bloglikeabossblog.wordpress.com/2016/01/24/loose-da-juice/>

I knew that designing the logo for crave will be more demanding and I would have to be more thoroughly when writing the report.

I'm pretty happy I got to do the understanding positioning and ideals learning activities. Both doing the research and writing about it fueled me to start with my product.

<https://bloglikeabossblog.wordpress.com/2016/01/30/learning-activitiy-understanding-ideals/>

<https://bloglikeabossblog.wordpress.com/2016/01/30/learning-activity-understanding-positioning-understanding-positioning/>

I had already developed a product for a more selective adult market "Raiz" - the rice package from the SCAMPER learning activity.

<https://bloglikeabossblog.wordpress.com/2016/01/12/rice-package/>

This time I wanted to do something different. It's always easier for me to have an idea than to develop it. I thought will be easy manipulating the C of the word crave in to a mouth of some kind, but I was failing. Most of my designs looked like RAVE more than CRAVE.

It took me some time to commit to a font I like and this time the sketches were not helping me as much as I thought they would.

I came to a breakthrough when playing with the pathfinder and I got the packman version. I was feeling a bit safe with the Packman and I started looking into fonts. And that was an eye-opener for me - to download richer fonts rather than using the standard fonts from Illustrator.

At this time I was unstoppable. New logos were popping onto the screen like popcorn, but now the problem was to choose one.

I sent my logos around among some friends and after gathering their feedback I still needed to select a logo that will be up to the requirements.

To make it timeless was my main concern and that automatically dismissed a bunch of font-based logos.

The next challenge was to include a symbol / figure / ornament. That brought me to a new selection and where the C in my logos looked either like a bird, a shrimp, a shark or a ninja turtle.

Once I was committed to one logo I knew it was time for fine-tuning. I borrowed some pattern from another font to customize my logo.

I'm happy with the logo and my learning outcomings through the assignment. It was really fun to create a product and build a fictional product history. I have learned much more about fonts, and Illustrator feel so much handier now than at the beginning. It's a lot to learn and I should be more organized on my next projects.

It took me like an hour to find the name of my fonts after I converted them to outlines.

Unfortunately I did not have time to do the typography learning activities yet. I think once I've watched the videos linked to the activity it will take me a step further in logo design.

Overall I'm satisfied. I hope whoever is reading me will be satisfied as well.

Have a *Crave* day.

Sources

<http://www.slideshare.net/kerryhickman/marketing-chocolate>

<http://www.icco.org/about-cocoa/chocolate-industry.html>

[https://en.wikipedia.org/wiki/Mars_\(chocolate_bar\)](https://en.wikipedia.org/wiki/Mars_(chocolate_bar))

[https://en.wikipedia.org/wiki/Milky_Way_\(chocolate_bar\)](https://en.wikipedia.org/wiki/Milky_Way_(chocolate_bar))

<https://en.wikipedia.org/wiki/Snickers>

https://en.wikipedia.org/wiki/Kit_Kat

<http://businesscasestudies.co.uk/nestle/kit-kat-revitalising-a-brand-leader/project-tyson.html#axzz3z88INGpr>

<http://www.nestle.com/investors/brand-focus/kitkat>

<http://imggood.com/carnivorous-plants-drawing.html>