



Visual Brand Development

Developing a memorable visual statement was essential to creating a brand that stood out among the dozens of unbranded competitors at festivals and fairs.

• I took the logo previously used by Real Früt and brought it to life using new bold shapes, colors and inviting fonts.

• Menus were designed to be simple, bright and eye catching. These menus needed to be easy to read while standing in line amidst the visual distractions of a festival.

