

# LA'BERRY:

## FROZEN YOGURT CAFE

La'Berry is a self-serve frozen yogurt boutique located in southern GA. It aims to provide customers with a fresh, hip, enjoyable experience as they help themselves to a variety of froyo flavors. La'Berry:

1. Lets customers feel that they're in control
2. Provides a fun, friendly, artsy, edgy atmosphere
3. Has an all-ages/social group demographic
4. Provides available froyo dispensers that change flavors throughout the week
5. Provides a topping cafe that customers can help themselves to

Reasons/Goals for rebranding La Berry's identity include:

1. Understanding the depth of La'Berry's brand and purpose, thus allowing for the most appropriate identity re-design
2. Redesigning La'Berry's current mark into one that more accurately portrays its modern, easy, and jovial personality
3. Having the identity match the customer experience
4. Steering attention away from potential competition, allowing for an even more successful business
5. Redesign a brand that is more memorable, modern, and makes customers want to come back.

# LA'BERRY: MARK RESEARCH

Design Issues with current Mark:

1. Washed out colors; not modern
2. Bland; doesn't match with cafe's fun, friendly, artsy, edgy atmosphere
3. Outdated typeface
4. Design elements feel squished within the oval; claustrophobic



Mark Inspiration:





# MARK REDESIGN: DIGITAL EXPLORATIONS



Chosen Design:

