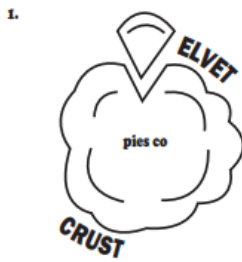


T256 GRADED ASSSIGNMENT

Development of Ideas / Concepts

After many trials and error, I have finalized 3/5 of the logos.

Option 1



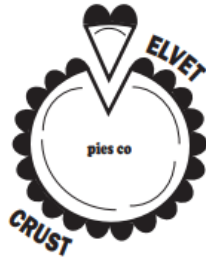
Font : Franklin Gothic (Heavy) & Cooper black

Typography : The words "Velvet Crust" are arranged in a curved layout to enhance visual appeal and balance. A slice of pie is creatively used as the letter "i" in "Velvet", blending imagery with typography to establish visual hierarchy and reinforce the brand identity.

Colour: Pastel

Hand drawn

Option 2



Font : Franklin Gothic (Heavy) & Cooper black

Typography : The words "Velvet Crust" are arranged in a curved layout to enhance visual appeal and balance. A slice of pie is creatively used as the letter "i" in "Velvet", blending imagery with typography to establish visual hierarchy and reinforce the brand identity.

Colour: Pastel

Made with shape tool

Item 3



Option 1



Font : Hand drawn the logo

Typography : Featuring the initials of Velvet Crust, the logo uses a bubbly typface to convey a playful, eye-catching, and dreamlike aesthetic.

Colour: Pastel

Imagery : Clouds and dripping sauce

Option 2



Font : Vandal Blaw Grafitti Shadow

Texture : Soft glows, blur, or hazy overlays. Grain, shimmer, or cloud-like textures

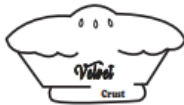
Visual Effects : The 3D bubbly style adds depth and texture, creating a fun, whimsical, and dreamlike atmosphere.

Imagery : On the final design I might add clouds, stars, moons, bubbles, sparkles, flowers, butterflies

Colour: Pastel



3.



Font : Vampire Calligraphy & Cooper Black

Colours: Pastel Colours

Inspirations: The name of the bakery is one of their pie that they are selling



T256 GRADED ASSIGNMENT

Development of Ideas / Concepts

Menu



Instagram Post

