

# Produce Business Logo

## Client Request

### **My business needs a logo.**

I need a logo for my fresh produce business. The name of my business is Produce Parlor. I grow fresh fruits and vegetables, all organically—zero pesticides. Although my produce store is indoors, my produce is sold as harvested and never froze. I need a logo that says organic, and I want it to hold an organic and nature-like appeal. This logo should be simple. I need a square layout (web image for my promotional site) and banner layout for possible print and sign usage. The elements and words can differ in order and alignment between the banner and image logo to fit the layout, but please keep the fonts, elements, and colors the same, as I want it to grow on customers as my business colors, making them more identifiable and giving my brand a new identity.

## Design Process

### **Use the following layout to help guide your process.**

### Project Deadline

When does the client need this project by and how long do you have?

### Design Type

Think about the structure and template needs for your design. Is it minimal, maximal, abstract, modern, etc.?

### Goals and Mission

What is the mission expected outcome of this design?

### Target Audience

Who does the client want this ad to appeal to?

### Color Palette

Research company colors or ask for preferences.

## Size Requirements

What are the dimensions of this design, and does the client need more than one style or size?

## Elements

Research what you are creating. Which elements fit according to company practices and client expectations.

## Miscellaneous Requests & Reminders

Add all extra details and reminders. The more information you gather, the smoother your project will run.