**CLIENT: Le Funnel Cake**

**Brief:** We want to create a logo for our business focused on funnel cakes, sweets & desserts, where people can customize their desserts. Our business is family oriented, warm, inviting and friendly and people stop by because they have a craving or they saw our delicious looking desserts. Our customers live in Boyle Heights/ East LA, but are not limited to these areas as we have serious funnel cake aficionados who will drive long distances just for our treats.

**Who we are:**

* We sell Funnel Cakes, Sweets/ Dessert
* Customization/ Build your own
* Visually Appealing
  + Craving \* senses
* We are about Flavor
* Funnel cakes with a little bit of French in there

**Who is our customer?**

* Funnel Cake aficionados

Who is your Competition?

* Churro bros
* Street vendor
* Churroholic
* Crepes gone wild

**Here are some logos we like:**

****

****

**Logo must haves:**

* Include image (can be illustrated) of a funnel cake.
* Include business name: “Le Funnel Cake” (without quotation marks)
* Slogan: A bite of happiness
* Must be more on the playful side. A playful vibe
* Colorful (see examples)
* to be used on all print collateral

**Nice to have:**

* The font is creative and somehow look like dessert.

**Here are some photos of our desserts!**

 