

Existing Logo



Colours



Font

Suggest something similar to the above but a little more modern. Upper Case or Sentence Case is fine for options.

Fruit image

Does not have to be included in the logo, but if you would like to have some fruit/vegetables then a simplified graphic is better. The logo text should be able to stand alone from the fruit and vegetable image where possible.

Name

Regional Fruit Market

About the project

The client would like to modernise their logo. At the moment it's not overly corporate and also hard to reproduce.

They want it more modern and clean but still retain some visual elements so people recognise the history of the company and who they still are.

The company is a wholesaler of fruit and vegetables.