

# Recommendations for the Creation of the FRESH MARKET Logo

FRESH MARKET is a supermarket specialized in high-quality fruit, offering a selection of fresh products that are larger and more attractive than average, at competitive prices.

We are committed to providing our family-oriented customers with premium fruits while being the most affordable choice in the local market.

## 1. Colors:

- **Bright green** to represent freshness, without overly emphasizing the "organic" aspect.
- **Red** to symbolize appetite and grab attention, especially for promotions or the most popular fruits.
- **White** to create contrast and give a clean, affordable appearance.
- **Orange** or **yellow** to evoke energy and vitality while remaining visually attractive.

## 2. Graphic Style:

- **Simplicity inspired by major brands:** A geometric and recognizable symbol, without overload, to reflect simplicity and efficiency.
- **A stylized fruit** could be integrated (like an apple, banana, or bunch of grapes), but in a subtle way to avoid overemphasizing the "fruit" aspect.

## 3. Typography:

- Use sans-serif, **slightly rounded letters** to give a modern and accessible look.
- The letter size should reflect the grandeur of the products you offer, with a bold and readable font.

The name **FRESH MARKET** can be highlighted with a large font, paired with a stylized fruit icon and a fresh, welcoming color palette.

# EXAMPLES OF MAJOR BRANDS' LOGOS

## 1. CARREFOUR:



- Simple and modern style, using a recognizable geometric shape with a simple color palette (blue, red, white).

## 2. AUCHAN:



- Minimalist logo with a bright red and a stylized bird. It remains easily identifiable and conveys a simple message.

## 3. HYPER U:



- Rounded and modern style, with blue and white colors, giving a feeling of trust and accessibility.

## 4. NATURALIA:



- Uses green to represent nature, but the logo remains simple and uncluttered. Even though it evokes an organic feel, you could draw inspiration from the "clean" and simple aspect of this style

## 5. WHOLE FOODS MARKET:



- A logo with simple letters and a green color palette, creating an identity linked to nature and fresh products, while remaining elegant.

## 6. PICARD:



Uses a simple blue ice star and clear typography. This kind of minimalist but impactful logo can be a source of inspiration, even though their core business is different.

#### 7. LECLERC:



- A simple and minimalist logo, with a blue circle around the letter "L" in orange. This logo relies on clear and readable typography, with a strong contrast of colors.

#### 8. GÉANT CASINO:



- More dynamic, with the word "Géant" in large font and a green star, symbolizing vitality and energy. The word "Casino" is written below in a more fluid font.

#### 9. SPAR:



- SPAR adopts a simple yet effective logo. The name "SPAR" is written in large capital letters with a stylized tree symbol above, reflecting a natural and reliable approach.

#### 10. GRAND FRAIS:



- The Grand Frais logo is circular, with the brand name written in capital letters inside. The simplicity and balance of the design emphasize freshness and quality.

*These brands use very simple yet effective visual elements. They are easily recognizable and reflect simplicity and freshness, while appealing to a broad customer base.*