

Logo Brief – Bellingen Yuzu

Mandatories:

The logo must include the following elements:

1. **Logomark** – A visual representation of a **yuzu lemon**
 - a. Mandatory: a yellow yuzu
 - b. Optional: green or dark leaf
2. **Logotype** – The words “**Bellingen Yuzu**” in a well-suited font.
3. **Japanese Writing** – The word “**Yuzu**” written in Kanji (柚子) in black or red.

Deliverables:

Provide the logo in the following formats:

1. **Standalone Logomark**
 - High-quality vector file of the logomark
 - Transparent background
2. **Full-Colour Version 1 - Colour**
 - Logomark + Logotype + Japanese writing (柚子)
 - Suitable for primary branding use
 - Transparent background
3. **Full-Colour Version 2 - Monochrome**
 - Logomark + Logotype + Japanese writing (柚子)
 - Suitable for primary branding use
 - Transparent background

About the Business:

Bellingen Yuzu is a premium **Australian orchard** specialising in **yuzu lemons**, supplying **high-end restaurants and select suppliers** across the country. Our brand represents the **natural purity, authenticity, and artisanal quality** of this rare and highly sought-after citrus fruit.

Bellingen Yuzu is deeply connected to the **pristine environment of Bellingen**, a region renowned for its **rich volcanic soils, crystal-clear waterways, and lush natural landscapes**. Our orchard thrives in this unique ecosystem, producing **yuzu of exceptional quality**, nurtured by the clean air, pure rainwater, and fertile earth.

The logo should reflect this deep connection to **nature’s purity**—where each fruit embodies the **untouched beauty of the land**. It should feel **organic yet refined, simple yet sophisticated**, much like the tranquil flow of Bellingen’s rivers and the gentle rhythm of nature that sustains our orchard.

Design Vision:

The logo should convey **elegance, minimalism, and tradition**, aligning with the **premium** nature of the brand. The **yuzu lemon** should be instantly recognisable and thoughtfully designed to reflect its unique **textured skin and round shape**.

We'd love to see inspiration drawn from **Japanese aesthetics**, for example:

- **Minimalism** – A clean, refined look with no unnecessary complexity.
- **Traditional Craftsmanship** – A subtle **traditional, hand-drawn, or Japanese woodblock print** style (but still polished and premium).
- **Natural Authenticity** – A sense of organic simplicity that reflects the orchard's fresh, high-quality produce.

Typography & Style

- The logotype (**Bellinghen Yuzu**) should feel **sophisticated yet natural**, possibly incorporating a **traditional handcrafted aesthetic or calligraphic touch**.
- The Japanese Kanji (柚子) should integrate smoothly within the design, either complementing or subtly enhancing the overall aesthetic.
- The design should be versatile and effective in **both full colour and monochrome**.

Overall Feel

Think of **quiet luxury, artisanal quality, and timeless Japanese craftsmanship**—a brand that belongs on the menu of **Michelin-starred restaurants** and in the hands of **discerning chefs**.

Additional notes

- The **yuzu lemon** should be clearly recognisable, potentially incorporating elements of minimal and traditional Japanese aesthetics. The font and design style could have a hand drawn or woodblock style aesthetic. We would favour a minimal and clean design that is not too complex in line with premium positioning of the brand.
- Important that the design of the lemon itself has a bit of 'character' and looks unique (not just a generic lemon. It should captures some (but not necessarily all) qualities of the yuzu as distinct from a normal lemon e.g.
 - **Shape & Size**
 - A yuzu is generally **rounder and slightly squat**, whereas a lemon tends to be more **elongated and oval-shaped**.
 - It's usually **smaller than a typical lemon**, about the size of a tangerine (5–8 cm in diameter).

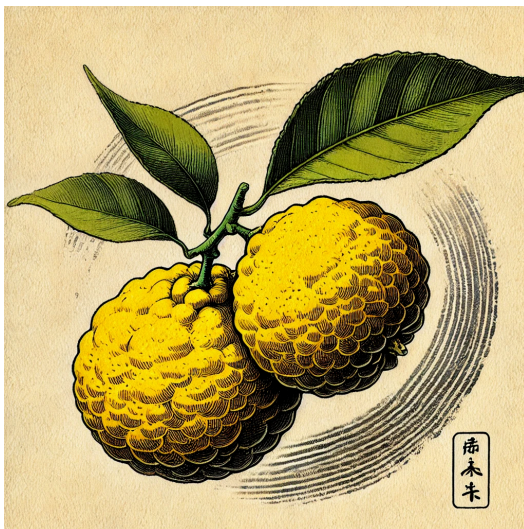
- **Leaves** - [Yuzu petioles are the leaf stems of the yuzu plant](#), and they are large and leaf-like. The petioles are so large that they look like small leaves, and when combined with the leaf, they resemble two conjoined leaves.
- **Skin & Texture**
 - The yuzu's skin is **rough, thick, and bumpy**, with a more uneven surface than the relatively smooth-skinned lemon.
 - Its rind has **deep pores** that give it a rugged, almost rustic look.
 - The skin is quite **aromatic**, even more so than a lemon, releasing a strong citrus fragrance when touched.
- **Colour**
 - When ripe, a yuzu's colour is a **warm golden yellow to deep orange**, compared to the bright, uniform yellow of a lemon.
 - Unripe yuzu can be **greenish-yellow**, similar to a lime but with a duller hue.
- **Interior**
 - Inside, a yuzu contains **less flesh** than a lemon, with **numerous large seeds** that take up a lot of space.
 - The juice content is relatively low but **highly fragrant and intensely flavoured**—tart, floral, and slightly bitter.
- **Overall Aesthetic**
 - A yuzu has an almost **ancient, rustic** appearance, looking like a fruit that could have been plucked from a wild tree.
 - It embodies a sense of **Japanese tradition and craftsmanship**, often associated with elegance and refinement in cuisine.

Delivery

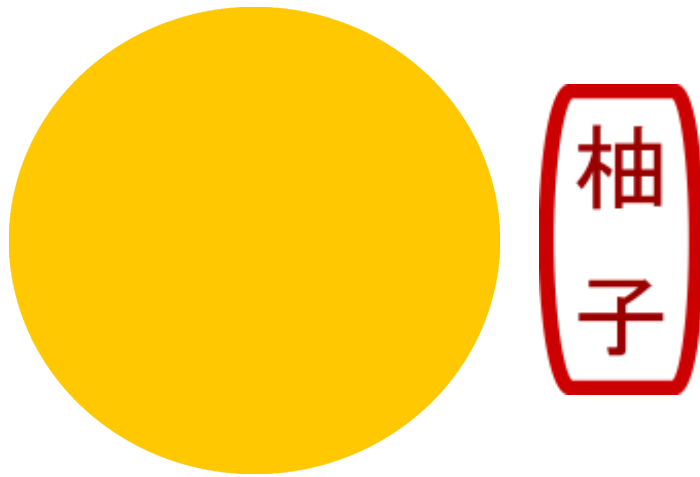
Ensure all files are delivered in **vector format (SVG, AI, EPS)** as well as **high-resolution PNGs**.

Design references:

Exploration 1: a central yellow yuzu accompanied by text “Bellinghen Yuzu” in a traditional looking font below and characters “柚子” to the side arranged vertically or horizontally or on top of the yuzu (noting these are purely aesthetic references, the text may not make sense)



This is just an example layout of logomark, logotype and japanese writing, please take your own creative approach and layout the text, yuzu and japanese characters in whatever way you think looks best.



BELLINGEN YUZU