

MOOKIES

Motivational Cookies:

Concept Presentation

The logo features the word 'mookies' in a bold, black, lowercase sans-serif font, enclosed within large, black, stylized quotation marks. The dot above the 'i' is a solid black circle. Below this, the words 'MOTIVATIONAL COOKIES' are written in a smaller, black, uppercase sans-serif font. The entire logo is centered on a light green rectangular background, which is itself set within a larger light beige frame.

mookies
MOTIVATIONAL COOKIES

MOOKIES: Adults cookie sticker concepts



SUCCESS IS OFTEN
ACHIEVED BY THOSE
WHO DON'T KNOW
THAT FAILURE IS
INEVITABLE.

'mookies'



LEARN THE RULES OF
THE GAME - THEN
PLAY BETTER THAN
ANYONE ELSE.

'mookies'

Smart,
contemporary look

Logo is bold &
confident - yet
also friendly,
approachable



DREAMS COME
TRUE IF YOU CAN
SURVIVE THE
HARD TIMES.

'mookies'



IF YOU'RE FAR
FROM THE ENEMY,
MAKE HIM BELIEVE
YOU ARE NEAR.

'mookies'

A palette of
interchangeable
'foodie' colours
that compliment
the cookies.

MOOKIES: Kids Logo

mookies
for kids

MOOKIES kids cookies: Christmas theme



Delightfully fun illustration style with loads of character & personality that will engage kids.

Colour palette to include our blue + 2-3 other complimentary colours to keep the design simple & not too busy

Animal theme



Monster theme



mookie world

A delightful world where our Mookie
character and all his buddies live.
A world full of joy & fun... & delicious cookies!!!



MOOKIE COOKIES: kid's box concept

The logo for Mookie Cookies features the word "mookie" in a bold, dark blue, rounded sans-serif font. Below it, the word "cookies" is written in a dark blue, cursive script font.