Logo brief…

1. My wife and I are about to start a family food blog, featuring YouTube videos and accompanying recipes. The blog will feature cooking sessions (videos) with members of our family (The Yeows) who are amazing cooks. Viatnamese/Malaysian/Western fusion. Many of the recipes are passed down the generations. Some are new age. To get a feel of the type of stuff we'll be cooking and baking, have a look at my facebook timeline on <https://www.facebook.com/casper.yeow> , <https://www.facebook.com/kupkekcakes/> and <https://www.facebook.com/kuegirl/> . Many of the recipes have been passed down many generations. Some history and tradition involved.

We want the logo to reflect family, tradition, friendship, love of cooking and food as a social glue but has to be fun/cute and informal, with small hint of Asian. The blog will be called “Fooding with The Yeows”.

The main contributer will be my wife Teena <https://www.facebook.com/teena.yeow> , my mum Christina and Aunty Kim but there will be others like my sister and some of my cousins, my two daughters.

1. Logo text obviously must include “Fooding with The Yeows” with a tagline “It’s all about family, friendship and great food!”

From the left – Mum, Aunty Kim and my sister Poh on the farthest right.



Figure 1 – Mama Yeow, Auntie Kim and Poh



Figure 2 - Teena , myself and the kids



Figure 3. Style of logo I like