

Logo for Dapura Mia / Requirement Description

I would like to have a new logo for Dapura Mia. The current logo can be seen on www.dapuramia.ch and also background information.

The new logo shall be simpler, more modern and clearer.

The main logo text shall remain "Dapura Mia" which can be written in free form such as

Dapura Mia, DAPURA MIA, dapura mia

The Subtag shall also remain as: Passionate Asian Kitchen

We would like to give the designer some freedom of choosing elements.

The current logo (which shall be changed) is using a banana leaf and a hibiscus a flower used in Thailand.

Dapura Mia is about Asian food, it is covering Indonesian, Thai, Vietnamese, and to lesser degree Japanese, Chinese and Indian. Therefore the logo should mostly associate with typical elements of these countries and also emanate elegance, tropical feelings, warmth, freshness, flavor.

Some thoughts and ideas:

- Using the picture of a woman in association with food would be a really good match too (see example attached), it would also link to my name card.
- Banana leaf is a typical element (green would also be a good color), we don't mind if you use it again but it should be smaller (currently the color is a bit dark which gives not a good contrast to the black of the font)
- Plumeria flower would be also be a good element and good match, maybe better than the current flower, maybe an orchid could also be an alternative
- Avoid an element such as chopsticks, wok, dragon which would only associate with Chinese/Japanese kitchen but we don't mind other ideas, element which can be associated with food
- Mortar, pestle for spices could also be an element typically used in the cuisine
- Better not using chili because it would narrow down too much
- A bird could also be an interesting association, attached an example of an elegant one, or chendrawasih would be an Indonesian one

I expect a logo which can be used on different backgrounds (white, dark), standard design files for both printing and web design.