



Toot Visual Rebrand

2022



about the project

Toot is a small business based in Kuwait that specializes in selling dried fruits and other fruit products. The company's mission is to provide nutritious and healthy snacks for families or individuals who need snacks that fit their diet.

Toot offers a wide range of fruits, including but not limited to, dried pineapples, mangoes, kiwis, apples, pomegranates, apricots, plums, and peaches. The company's products are perfect for those who want to enjoy a healthy snack without compromising on taste.

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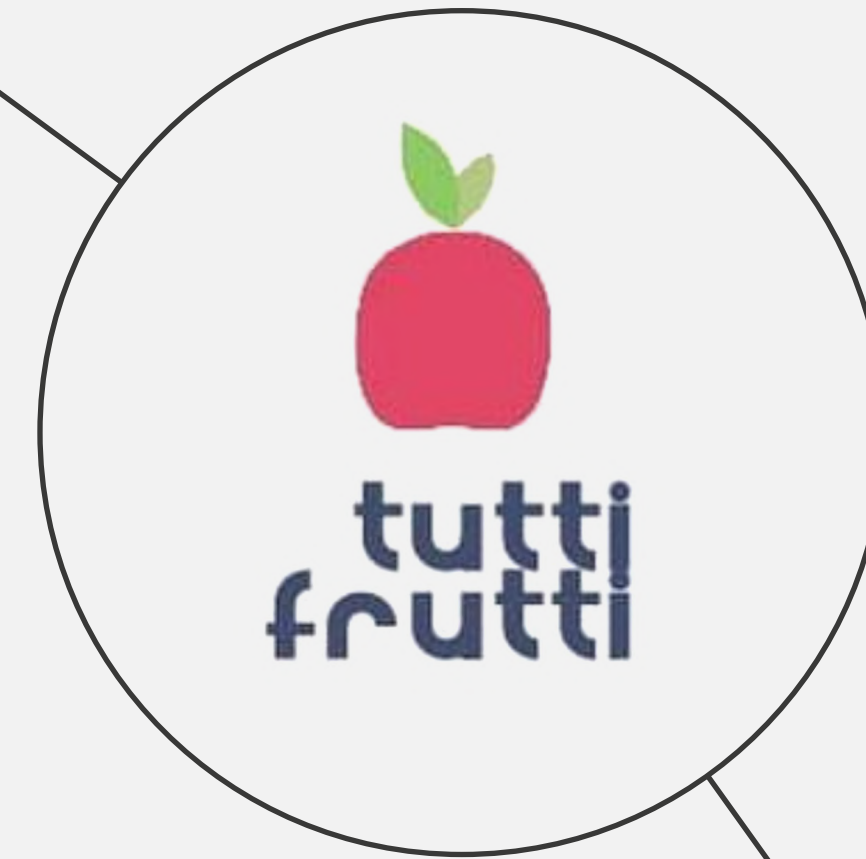
Visuals

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Strategy Objective

The owner aims to expand into more countries, necessitating a name change since “Tutti Frutti” is already registered in Gulf countries. Upon analyzing the previous logo, it appears that it does not align with the client’s goals. The logo mark lacks personality and looks generic.

Generic

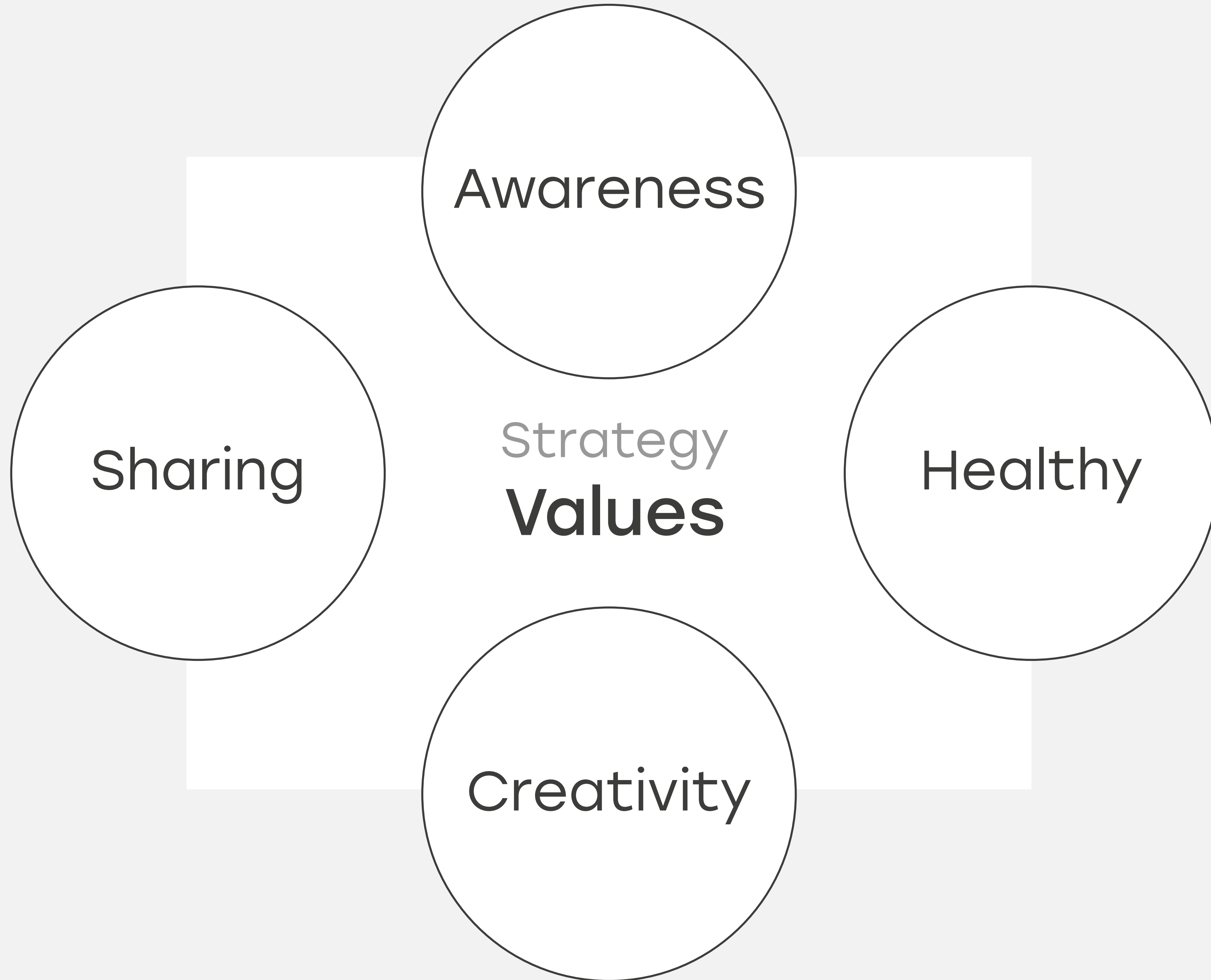


Lack of
personality

Strategy

Brand purpose

Provide healthy and nutritious snack alternative for toddlers and people who seek a healthy lifestyle.



Strategy

personality

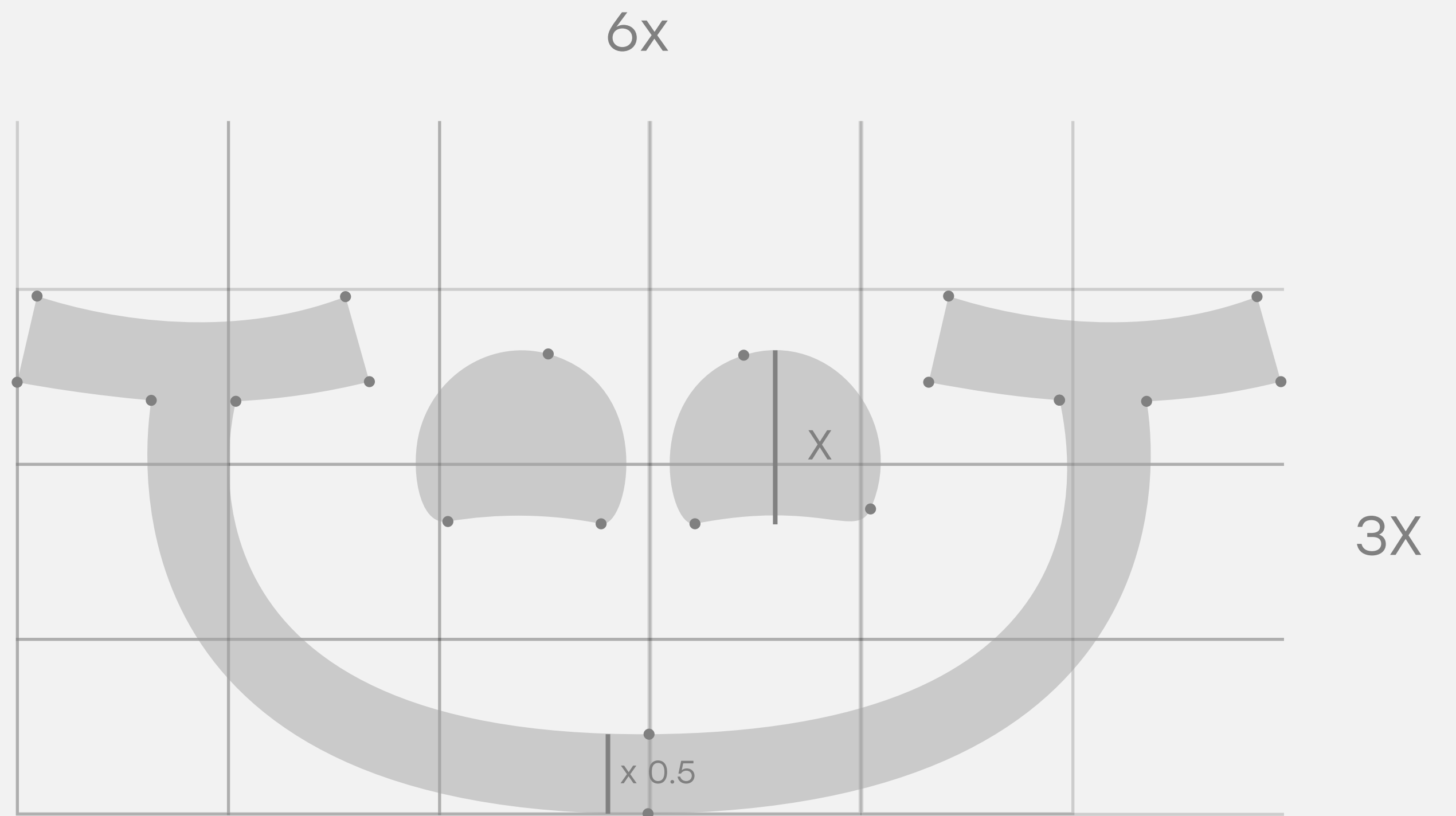
These personality traits for the brand have been carefully chosen after understanding that most of our audience consists of young individuals and their parents. We wanted to create a brand that feels approachable, friendly, and relatable to both groups. By focusing on traits that resonate with youthful energy and parental trust, we aim to build a connection that is both engaging and reassuring.

Positive
Healthy
Happy
Friendly
educational

Visuals

Logo

The new logo embodies the joy and happiness one feels after enjoying Toot snacks, cleverly spelling out “Toot” in English while resembling the Arabic letter “ت”



Visuals

Logo variation



Logo Mark

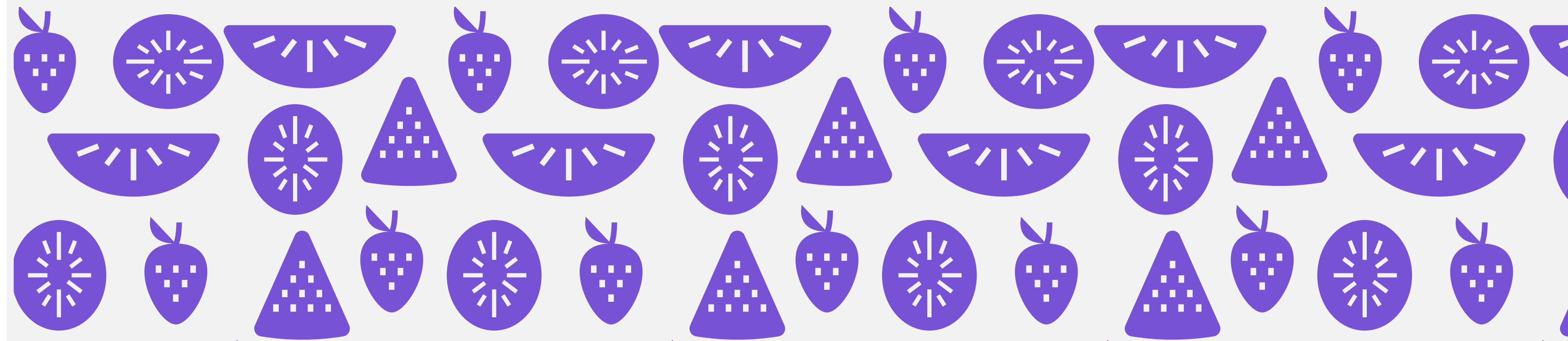


Typography Logo

Visuals

Pattern

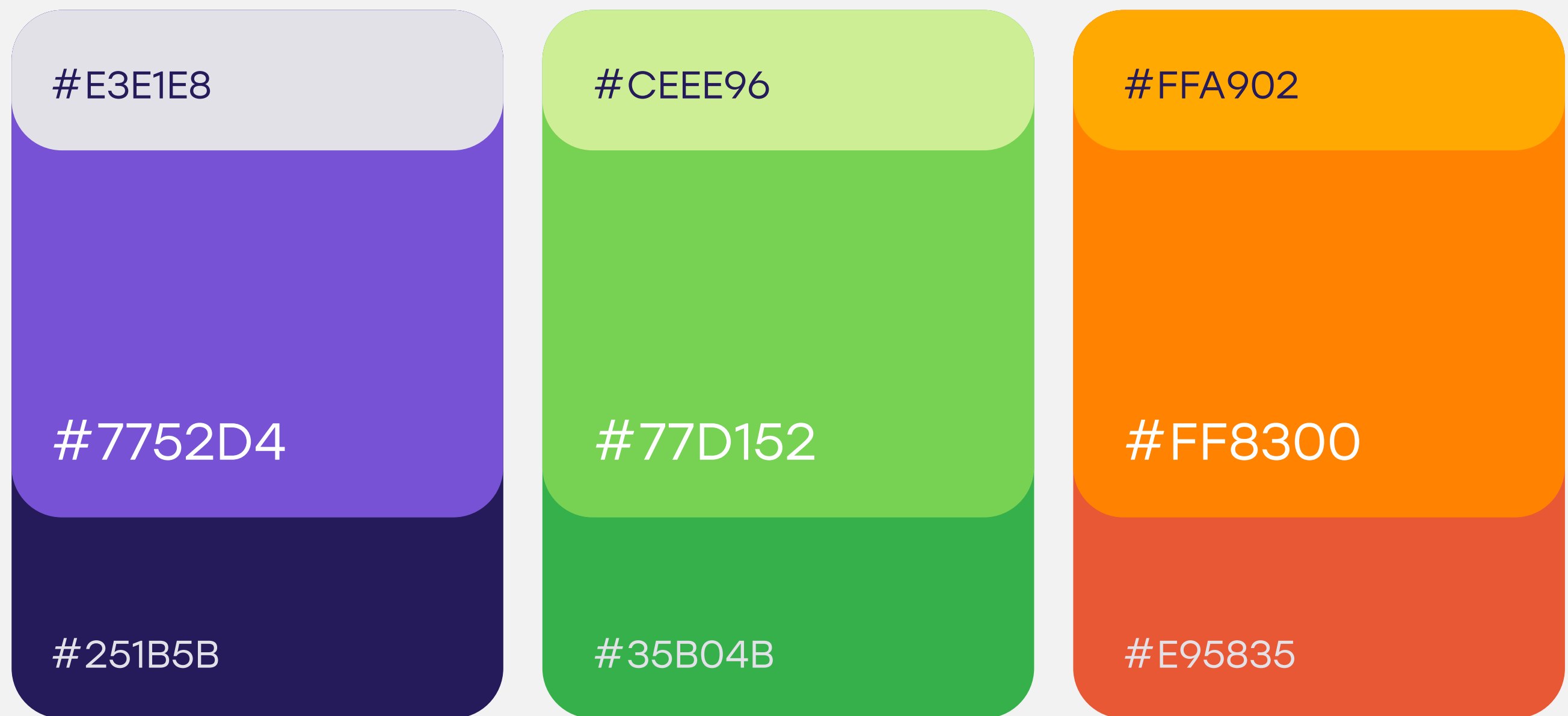
the new pattern design incorporates the shapes of cut-out pieces of fruit as pattern elements, adding a unique and vibrant touch.



Visuals

Colors

Using vibrant, colorful hues that reflect the identity of a project filled with life, the design aims to capture the essence of energy and enthusiasm. These lively colors not only enhance the visual appeal but also convey a sense of dynamism and creativity, making the project stand out and resonate with its audience.



Visuals

Typeface

I chose this typeface because of its curvy edges and welcoming look. The gentle curves and smooth lines create a friendly and approachable feel, making it perfect for projects that aim to engage and invite the audience. Its design not only enhances readability but also adds a touch of warmth and personality to the overall visual presentation.

Baloo bhaijaan Bold - Regular

Hello Toot!

A a B b C c D d E e F f G g H h I i
J j K k L l M m N n O o P p Q q R r
S s T t U u V v W w X x Y y Z z

0%
Added Sugar

Visuals

Illustrations

I carefully drew these close-up pictures of the fruits, trying to capture their vibrant colors and unique details. By adding cut pieces around them, I wanted to show the different textures and styles each fruit has. The mix of smooth, shiny surfaces and rough, fibrous interiors adds a bit of depth and interest to the illustrations. This approach aims to highlight the natural beauty of the fruits and bring a dynamic and engaging visual experience to the viewer.



Visuals

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Visuals Packaging

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Visuals

Photography

The photography style for this project focuses on capturing the essence of the fruits through close-up shots that highlight their vibrant colors and unique textures.

All rights to these photographs belong to Toot, ensuring that our creative vision and hard work are protected.



