

The company is a fun loving and very upbeat one. We specialize in the manufacturing of potato salad and potato salad accessories. We sell specialty potatoes and extra white mayonnaise.

I feel the emblem is the most effective because it shows all of the products we have to offer as well as a powerful logo. the emblem though does lose some of its panache due to how busy it is.

I learned how to keep a common theme and shape throughout the project. I used the same colors throughout all of my designs to try and keep them focused and similar. I can keep doing this in order to build a powerful brand for the next project. I used primarily line shape color in the logos there is form in certain aspects.