Banakoo

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Logo Concept

This logo features a coffee tumbler with a unique twist—the tumbler is partially peeled like a banana, creatively combining the themes of coffee and fruit. The peeled sections in yellow and cream resemble banana peels, wrapping around the brown tumbler to clearly symbolize the banana coffee essence of Banakoo.

The color palette balances warm coffee browns with bright banana yellows, highlighting the blend of flavors in a simple yet engaging design. The friendly rounded font complements this approachable and modern concept, making the brand feel inviting and fresh.

Overall, this logo visually communicates Banakoo's innovative product by blending familiar coffee culture with the unexpected addition of bananas, inviting customers to experience a delicious and distinctive coffee beverage.

Typography

This weight of Dosis that should be used across the identity.

Aa

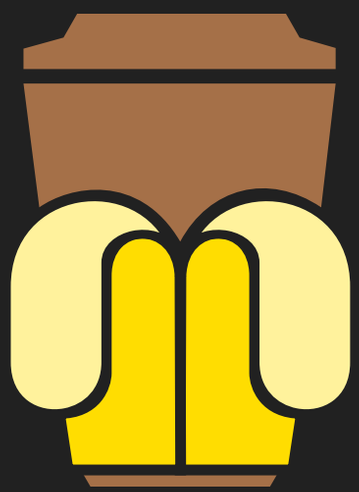
Dosis ExtraBold

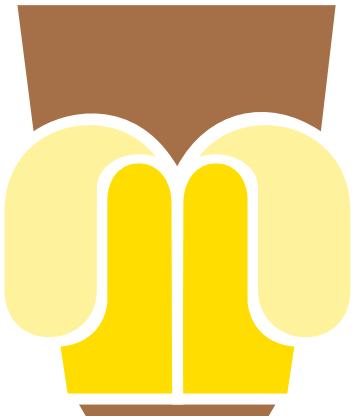
ABCDEFGHIJKLMNOPQRSTUVWXYZ

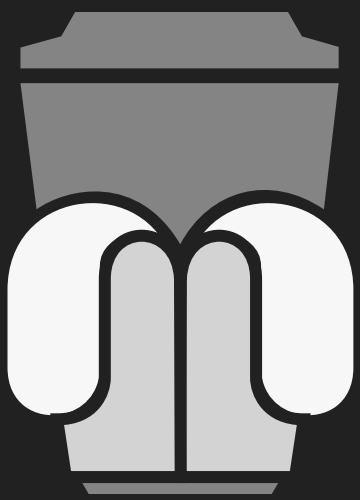
abcdefghijklmnopqrstuvwxyz

#A57048	#FFDD01	#FFF29D

Banakoo







First Draft

Banakoo
BANANA
COFFEE
MIX
1. ADD COLD WATER
2. SHAKE WELL
3. SIP AND ENJOY

Banakoo
BANANA
COFFEE
MIX

Final Draft

INSTANT
BANANA
COFFEE
SHAKE
Banakoo
1. ADD COLD WATER
2. SHAKE WELL
3. SIP AND ENJOY

INSTANT
BANANA
COFFEE
SHAKE
Banakoo