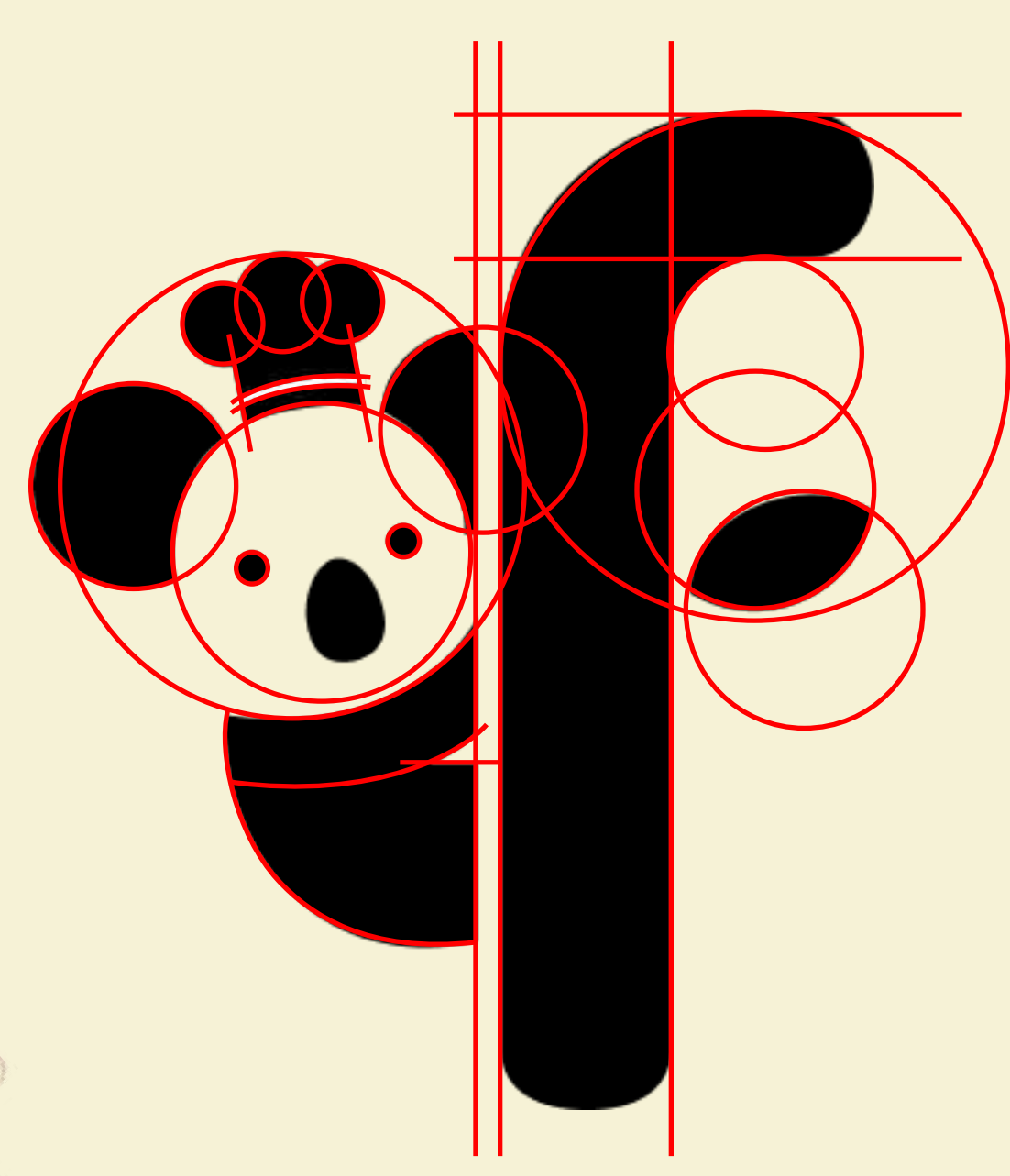




Visualizing "Food Made Easy" The identity for Fudsy was crafted to stand out on the shelf with warmth and approachability. Using a stimulating orange palette to evoke appetite and energy, the branding centers around a custom wordmark and a playful Koala chef mascot. The rounded typography and soft lines communicate simplicity and comfort, perfectly mirroring the brand's mission to make authentic Kerala cooking accessible to everyone.



Logo Concept



The Fudsy logo combines a chef koala and a tree-shaped "f" to reflect the "food + easy" concept in a friendly and modern way.

The **koala**, known for its **relaxed nature**, brings a sense of **approachability and simplicity**, while the chef hat instantly relates to food.

The "f" as a tree, with a subtle leaf detail, reinforces ideas of **freshness**, linking the brand to healthy options or a nature-inspired approach.

The minimal style makes it **versatile, memorable**, and easy to use for digital, print, or app purposes, all while giving the brand a unique personality and positive first impression.

Typography

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

Aa

Dosis Bold

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abcdefghijklmnopqrstuvwxyz



PACKAGING DESIGN

The packaging for Fudsy's Tamarind Powder was designed to look fresh and organic. We used a clean layout with a natural green palette to emphasize freshness, ensuring the product stands out on cluttered grocery shelves while the mascot adds a friendly, trustworthy seal of approval.

MERCHANDISE

Taking the brand from the kitchen to the streets. The merchandise line features a playful, manga-inspired illustration style, using halftone textures and dynamic layouts to connect with a younger audience and turn customers into fans.

