

Practitioner's Statement

Candy Factory Corporate Identity Package

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Candy Factory is an innovative retailer, providing a range of vegan, all natural lollies, as a healthy alternative for those who have adopted the vegan diet trend and consumers with special dietary requirements. The aim was to design an original corporate identity package including an employee uniform, product packaging and stationary items i.e. business cards and flyers with a unique logo.

The initial inspiration was a personal one. My sister consistently struggled to find lollies she enjoyed before becoming vegan due to the limited range of confectionary items modified to contain non-animal products, natural sugars, colours and flavours. This presented to me a niche in the organic confectionery market. However, I not only wanted to target those who are vegan but also mainstream consumers including children and adults. Colour played a significant role in the logo's creation. Tonal hues of pink, orange, yellow, blue, green and purple (rainbow spectrum) used to colour each cog and letter of the word candy respectively, provided a warm undertone: looking subtle to the eye and appealing to a wider demographic. The neutral grey hue used for Factory created solidarity within the logo design. It also contrasted with the bright colours of Candy without decreasing its brightness and ensuring emphasis on the company name.

Combination marks allow guaranteed versatility, capable to take motifs across many applications, enhancing the brand's appeal. The purple swirl inside the cog in the word factory, was a recurring element within the identity package as it's easily recognisable, and produced an air of excitement and playfulness. It communicated the company's product (candy) and its objective for consumers to enjoy the pleasure of eating its quality sweets.

My design process began with examining what makes an effective logo and analysing the designs of renowned lolly companies. I sought to discover the key characteristics of their logos' success and narrowed my findings to simplicity. With this in mind, contemporary artist Jelle Martins' use of simple and clean geometric shapes and lines organised within a grid format influenced my logo's simple and modern composition. I examined the identity packages of my fellow competition, Blackyby's Old Sweet Shop and Lolly Bomb, allowing me insight into how they expressed their company values visually. I learnt that Blackyby's provides a classic vintage lolly shop experience with vibrant colours, wooden interior and a friendly welcoming as soon as you enter the store, adding to the value of enjoyment for all ages. Lolly Bomb employs a contemporary form of expression in their visual identity and décor, similar to Candy Factory in their use of geometric shapes. However, the repetitive use of black and white between the logo and store interior causes it to appear too clinical and their trendy typeface would require updating to keep it fresh. Hence, I selected a classic layout, typeface, colour scheme and motifs that would keep over time and to communicate Candy Factory's longevity within the confectionery market.

I believe I have successfully fulfilled my brief to create an innovative identity package. It is colourful and bright, appealing to a wide market: emphasising the enjoyment of Candy Factory's products for all people and finally, delicious confectionery that is inclusive to vegan consumers.

