

Client: Florida Kids Eat Well

Designer: Lauren Light

The client is highly interested in promoting healthy eating habits to children. I aimed to create logos that would make healthy eating look fun and enjoyable. I wanted to firstly appeal to children, while not making the logos too childish so as not to appeal to broader audiences of parents and teachers. Inspiration was taken from healthy foods, such as fruits and vegetables, for the shapes of the logos and colors.

The following colors were chosen for several reasons. First, bright colors tend to be attractive to children. The orange and green seem to jump off the page to capture children and child caregivers alike. Second, orange and green are both reminiscent of several varieties of healthy fruits and vegetables: carrots, broccoli, lettuce, oranges, cucumbers, peppers, spinach, etc. Healthy fruits and vegetables are two of the main food groups children should be choosing if they want to “eat well”. Lastly, the orange is iconic and a symbol of Florida, which is why I chose it to be a color displayed throughout.

Because the orange is such an iconic symbol, I thought it would be a perfect shape to encapsulate healthy eating in the state of Florida, as displayed in concept #2. Oranges are recognizable to anyone in the state and are generally well-liked by children. Similar to this would be the carrot in concept #1. I aimed to make children and teachers smile at the combination of the state of Florida turned into a carrot. Concept #3 features a broccoli stalk, and while most children are not too pleased with the vegetable, I hoped this fun take would encourage them reconsider.

Fonts that appear to be slightly fun and playful were chosen, without being too casual or childlike in order to retain some sophistication that adults are looking for to trust a brand. The font in concept #3 is playful but also aligns nicely as the broccoli stalk.

Overall, these unique, playful and sophisticated logos fit with the client’s objective of promoting healthy eating to children while still appealing to adults.

Concept #1 Florida Carrot



Florida
Kids
Eat Well®



Florida
Kids
Eat Well®

Florida
Kids
Eat Well®

Florida
Kids
Eat Well®

Concept #2

Florida Orange



Concept #3
Florida Broccoli

