

SINCE 2002

fruit Zee

"Fruit Zee – Sip the freshness, taste the joy"



HEX: #204720
Represents nature, health, and organic goodness.

HEX: #F04C23
Symbolizes freshness, energy, &the flavor burst of fruits.

HEX: #F9EFDB
Adds warmth and approachability, balancing the bold colors.





Concept Inspiration

The logo design draws inspiration from:

- **Fresh fruits and juice cups**, symbolizing health and refreshment.
- **Circular motion**, inspired by fruit slices or a pouring swirl, representing movement, flow, and zest for life.
- **Playful typography**, expressing creativity and joy in every sip or bite.

Design Elements

1. The Crescent Shape

The semi-circular orange swoosh represents a fruit slice or juice swirl, symbolizing freshness and vitality.

Its dynamic curve gives a sense of motion — energy flowing from nature to the customer.

2. Typography

The word "fruit" in a clean, elegant serif font reflects natural simplicity and authenticity. The bold "Zee" uses a playful, modern typeface — bold, friendly, and full of personality. The straw detail on the letter 'e' cleverly conveys the essence of drinking freshness.

