

# Le Care Gift Baskets

## Brand identity

### Background

The USA-based LeCare foundation is heavily involved in social projects and supports a cancer research fund whose income is generated by retailing various artefacts.

### Challenge

The client requested a product logo for a range of gift sets that would have the desired emotional impact among its target audience. These products needed to stand out and be clearly linked to the charitable enterprises in which the organisation is involved.

### Solution

After having carefully assessed the LeCare values, Grapefruit drew on their essential elements and created a new logo that would put across warm, human ideals, the need to become involved in one's community, and even more than that: the need to take on significant social responsibilities within such communities.

The simple and direct symbols used stimulate the viewer to identify with the intended message, while the strong and lively colour scheme implies that the final goal of the product campaign is very serious: to help cancer patients.

