

## Logo for German online cooking school „KochNinja“ (www.kochninja.de)

### Intro / Background Info

You probably have heard of or even visited a cooking course. Imagine you could learn to cook online, in the comfort of your home kitchen, at the pace you like to go. Starting with the basics up to three star menus. There are several online cooking schools available, but none of them combines high-end videos & photos, in-depth information on even the science behind cooking, plus the latest software to support you in cooking, e.g. recipes that do not only compute how much ingredients you need, but also provide you with multiple timers to tell you when you need to take the appropriate steps.

While this is just an idea yet, I am currently working on a concept to get this up and running, first as a blog, and if it takes off, as a full-fledged online cooking school.

When searching for a name, I first thought of something like “learn-to-cook”, but it somehow sounded very old-school. Then I came up with KochNinja.de (already registered), which means “to cook” and “Ninja”, meaning that like the ancient skilled fighter, you will become a highly skilled cook by following the videos and explanations on the site. I did a small sample study with friends whether they like “learn to cook” or “KochNinja” better, and everyone found that the latter was way cooler, so younger generations may identify more with it.

### Task

Design a logo that shows a Ninja comic figure with some connection to cooking, e.g. a knife, or a frying pan that can be used as a logo. Please note that KochNinja is **not** about Asian cooking (Asian cooking will be a part of it, but I will also cover all other types of cuisine, mainly French cuisine).

As the logo shouldn't scare away people, it should be a friendly Ninja, if possible without a mask. The logo will be used e.g. at the end of each video, but also for putting it onto pictures as a transparent overlay (watermark), similar to the examples given here. It might also be used for correspondence / email footer and items that can be ordered, e.g. coffee mugs or T-Shirts.

**Example 1:** transparent/white Logo, similar color-style that I am looking for



*The Logo will be used similarly to this one – white / transparent on a photo or video background. Ideally I would like to keep it monochromatic, as I don't want the logo to dominate the video; it should be quite harmonic when put onto various (food) backgrounds.*

**Example 2:** Another logo – this time with three colors



*Another logo from a German TV chef. Not so sure about the colors, personally I wouldn't have used magenta as a guy. As I don't want to limit your creativity: If you think a second or third color adds to the logo, go ahead.*

*One other thing that his logo shows: It is not overly complex in terms of graphical design – but this simplicity adds to its beauty.*

I have also searched for comic Ninjas to get a glimpse of what I liked and what I didn't like.

	<p>✗ Don't like this one.</p> <ul style="list-style-type: none"><li>- Too complex illustration (won't work if adjusted to smaller size)</li><li>- Too much in "fight mode"</li><li>- Too detailed</li><li>- Face is hidden behind a mask</li><li>- Scares me</li></ul>
	<p>✗ Don't like this one.</p> <ul style="list-style-type: none"><li>- Too complex illustration (won't work if adjusted to smaller size)</li><li>- Difficult to translate to white/transparent due to gradient fills</li><li>- Not sure whether the Ninja wants to serve me a dish or kill me with that fork</li></ul>
	<p>✗ Don't like this one.</p> <ul style="list-style-type: none"><li>- No facial features visible</li><li>- Not the comic style I am looking for</li><li>- Scares me</li></ul>

	<p>✗ Don't like this one.</p> <ul style="list-style-type: none"><li>- Only part of the body is visible, I prefer to see the full small Ninja</li><li>- Face is hidden behind a mask</li><li>- Scares me</li></ul>
	<p>😐 Getting better...</p> <ul style="list-style-type: none"><li>- Maybe a bit too childish</li><li>- Seems to be female, but should be male</li><li>- Tummy a bit too fat. I think the Ninja should look a bit more fit.</li><li>- Body looks awkward, arms are too short.</li><li>- Too many colors, shadow (under the feet) – but would probably work with video &amp; photos</li></ul>
	<p>😊 This one is pretty cool</p> <p>On the plus side:</p> <ul style="list-style-type: none"><li>- Overall, this is the style of comic drawing I am looking for</li><li>- Not overly complex, no gradients, etc. – will work both in large/small formats</li><li>- Looks pretty fit</li><li>- Body language communicates that he is strong/warrior, but comic-style makes you think he's cute</li></ul> <p>On the negative side:</p> <ul style="list-style-type: none"><li>- Could look a bit more friendly</li><li>- Connection to cooking missing</li></ul>

#### Things you do not have to design:

- I am just looking for the Ninja comic figure, not the type that says “KochNinja.de” – I will add this later on my own. If the type is part of your design, you can include it, however the focus is on the Ninja figure.

#### Deliverables:

- Logo in **vector format** (e.g. EPS) and
- as (transparent) high quality **PNG in 300 DPI** resolution (equivalent to a European A4-size printout or US 8 ½ x 11 inches)