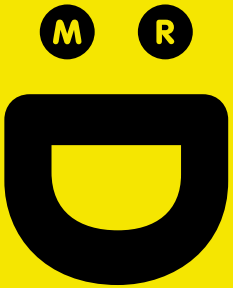
Started in 1992, Mr. Delivery pioneered the idea of food delivery to homes from most restaurants in South Africa. But now that Mr. Delivery was no longer delivering food only, the Chef in the logo had become irrelevant. While we kept the friendly typeface and the iconic yellow & black colours, the Chef logo was done away with in favour of a logo that resembled a smiley face emoticon.

MR D

MR DELIVERY

INGENIOUS CONVENIENCE

An air of modernity was achieved by shortening the name from Mr. Delivery to Mr D. The emoticon logo ties in directly to what Mr D aims to do - providing a quick, convenient service that puts a smile on your face while at the same time they perform this service with a smile. The use of the clean graphic of an emoticon is simple, modern, iconic and provides instant recognition.



MR DELIVERY
INGENIOUS CONVENIENCE

OTHER LOGO FORMATS

The versatility of the new Mr D logo graphic is apparent. It can be used to emulate a smiling face, signifying delivery with a smile and delivery that leaves clients with a smile.

MR DELIVERY
INGENIOUS CONVENIENCE

It can also be used to suggest a delivery vehicle, reinforcing the fact that Mr D is all about friendly, fast service. The new logo perfectly encapsulates the many facets of the kind of quality service Mr D provides.