

# Report

Research the client, competition, drivers and barriers (Define the problem)

Competition :

After doing research i found that the main competition consists of four companies. Adams Matkasse : [www.adamsmatkasse.no](http://www.adamsmatkasse.no)

Godt Levert : [www.godtlevert.no/](http://www.godtlevert.no/)

Matkomfort : [www.matkomfort.no](http://www.matkomfort.no)

Veganermat : [www.veganermat.no](http://www.veganermat.no)

I also have first hand experience with one of the services. The one thing all of them have in common is that they ship pre structured dinners with a set recipe to follow along with the ingredients needed for that specific dinner.

Meaning none of them ship individual items. This in turn means doing all your food shopping for the week is not possible. you get a sett choice between a few dinners and that is it. Considering one of the most asked questions in everyday life is “whats should we have for dinner ?” this effectively takes care of the issue. however, choice of items is limited.

The upper hand Door to Door Organics would have in this case is delivery of specific items and more freedom of choice. This means it would be for the more advanced food crate consumer and family. People who know their way around a kitchen and consumers that are more interested in a solution for all meals and snacks during the week rather than just focusing on dinner.

Define the target group – create a consumer profile Target group / Consumer profile :

The first set of consumers that came to mind were chefs and serious food hobbyists. People that know how to structure and create their own food with recipes they already know, or have the knowledge to experiment with food to create their own meals from good ingredients alone.

Another group of consumers that this solution would be ideal for are people looking for a door service that delivers items they know and need on a weekly basis. Consumers pre occupied with good ingredients and what food they consume. Customers looking for a healthy alternative to allot of the pre made foodstuffs sold in the general store.

The main appeal with a door service like this is of course time saved going to the grocery store every other day. This would also be an interesting solution for people that are not necessarily equipped to go to the general store on a weekly basis. The elderly and physically challenged would see the benefits of a service like this.

Another group that would appreciate a service like this are families raising kids and young children. The hasle of having to bring one or more kids through a store on any given day is something many would love to find relief from. Small and large families alike can appreciate spending time on learning and play instead of the nightmare (to some) that can be bored kids in a general store.

Analyse your findings and clarify the strategy Findings and Strategy :

My findings during my analysis of the consumers and the product can be written up to these bullet points in short.

Time saved, better spent and managed (Save time, shop online).

Quality produce and organics for a better quality of life.

Less hasle getting to and from a store.

Freedom of choice in items and foods.

Shopping made easy.

Figuring out the strategy when expanding the service to a new area is probably the most important, especially if there are competitors in the area. Running an effective campaign to get noticed is the first vital step. Appealing to the curiosity of something new in the area is the trick here. Creating a car wrap is a good step in this direction, the more deliveries the more exposure in the local community

you will get.

Developing touch points consumers can check out is also a good way to recruit new consumers. I really like the (hashtag) #joydelivered. This allows potential customers to look and get in touch with the community around the brand and helps them make a well informed decision and check out reviews when considering becoming customers of the service.

Getting good reviews and recruiting this way demands staying on top of quality issues and ensuring satisfied customers of course. Ensuring the deliveries have that little extra the customers will enjoy and love with the product(s).

Idea development I was not quite sure where to start in the idea development phase so i began with colors just to get going with something ensuring i did not get stalled in my process. Looking and working with colors in Adobe Kuler focusing on the purples and greens as well as some of the orange tints, here are the main colors i decided upon. I wont use all of them however a pre defined selection is nice to have. m

Sketching

Monochromatic set of colors :



Complementary set of colors :



Triad set of colors :

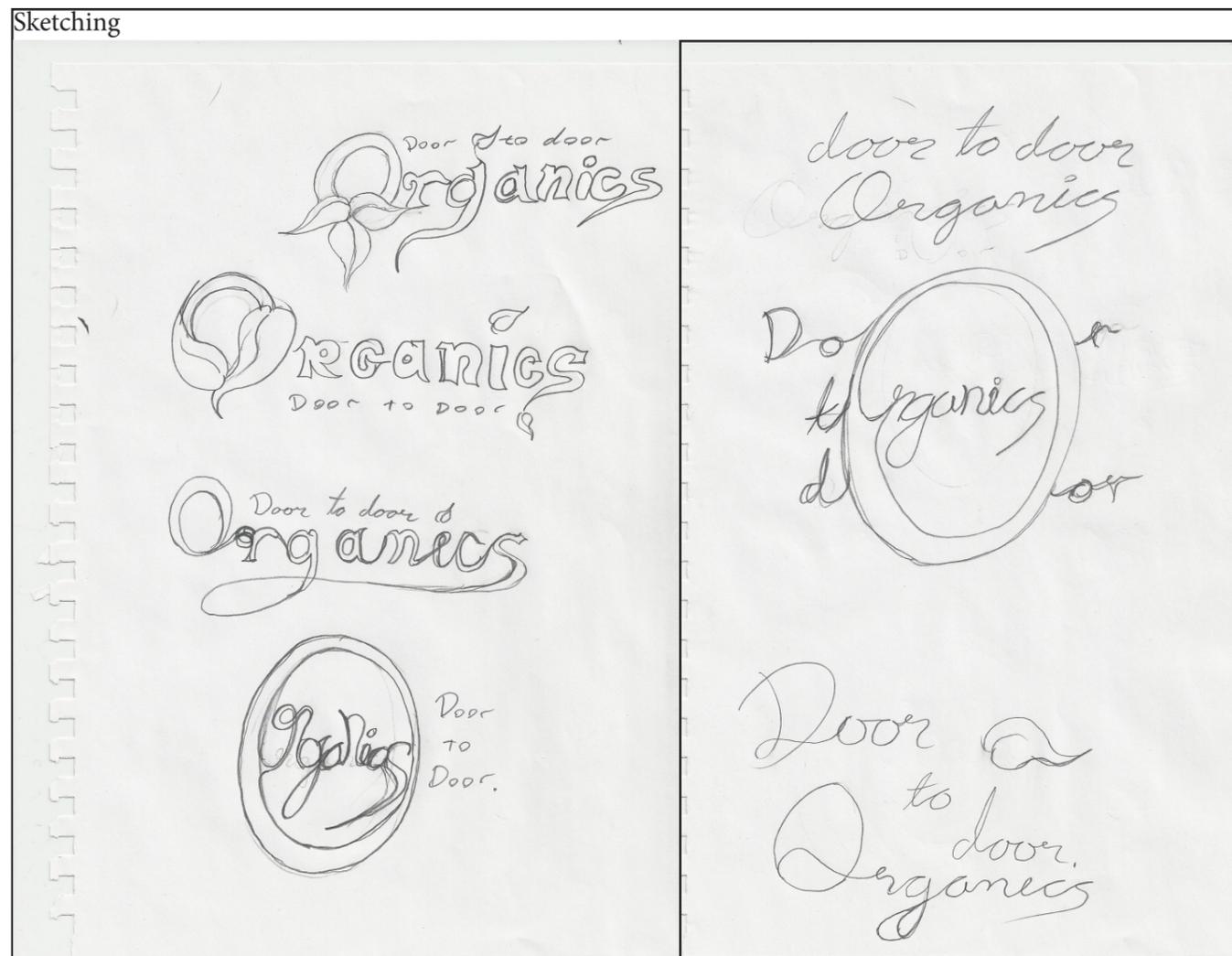


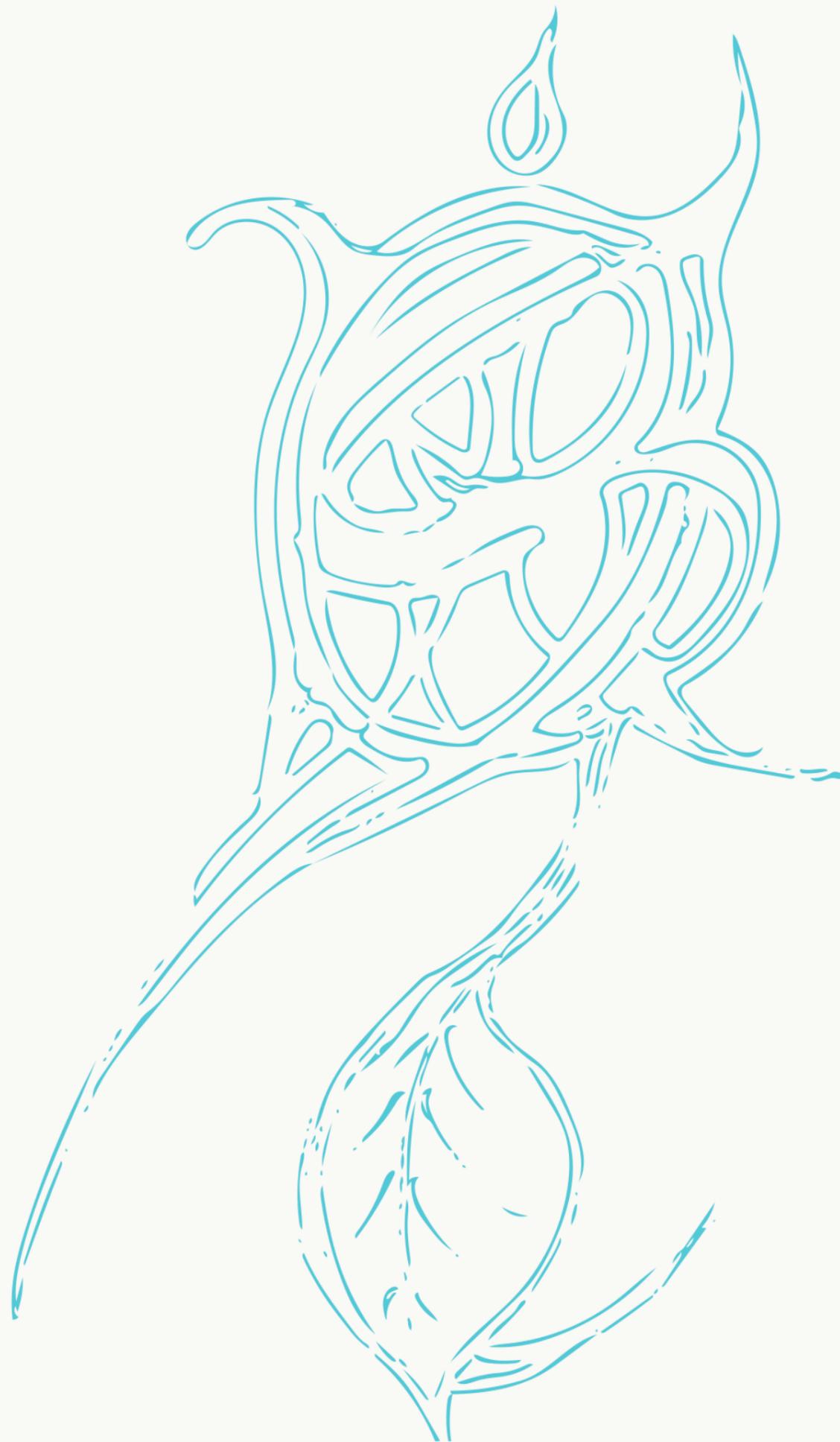
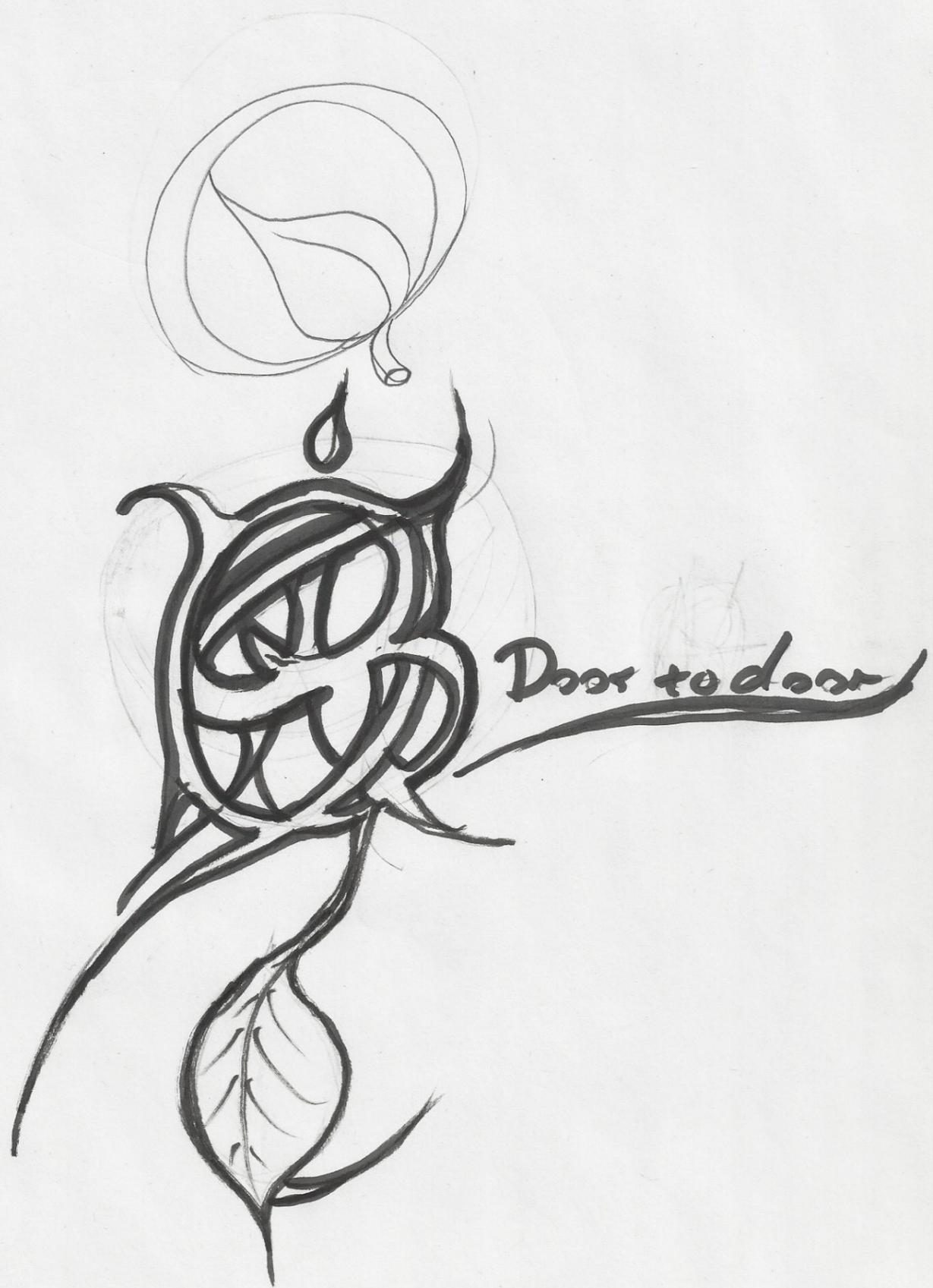
After working with the logo sketches and designs i landed on these sets of colours and nuances.

Monochromatic set of colors 2 :



Nuanced sets of colors :





Visual identity

I created a Logo / Decal to tag individual food groups as well. Yellow for a mixed box, Orange/red for meat, Blue for Seafood and green for vegetables and fruit. These are well displayed in the brand manual.

I started by creating a mockup of the main box :



From here i got a good idea on how i wanted to use my colours to identify different food groups for the Brand.

I also created some mockups for a delivery truck also displayed in the brand manual. These ended up being the main touchpoints for the brand (Packaging and car decoration/car wrap). I used alot of photoshop and its ability to recognize space and depths in imagery to decorate them with my brand designs.



Brand manual. Creating the brand manual took the most time as i wanted to keep it to the point and not to fill it with too much text and imagery that would not be necessary to explain the points made.

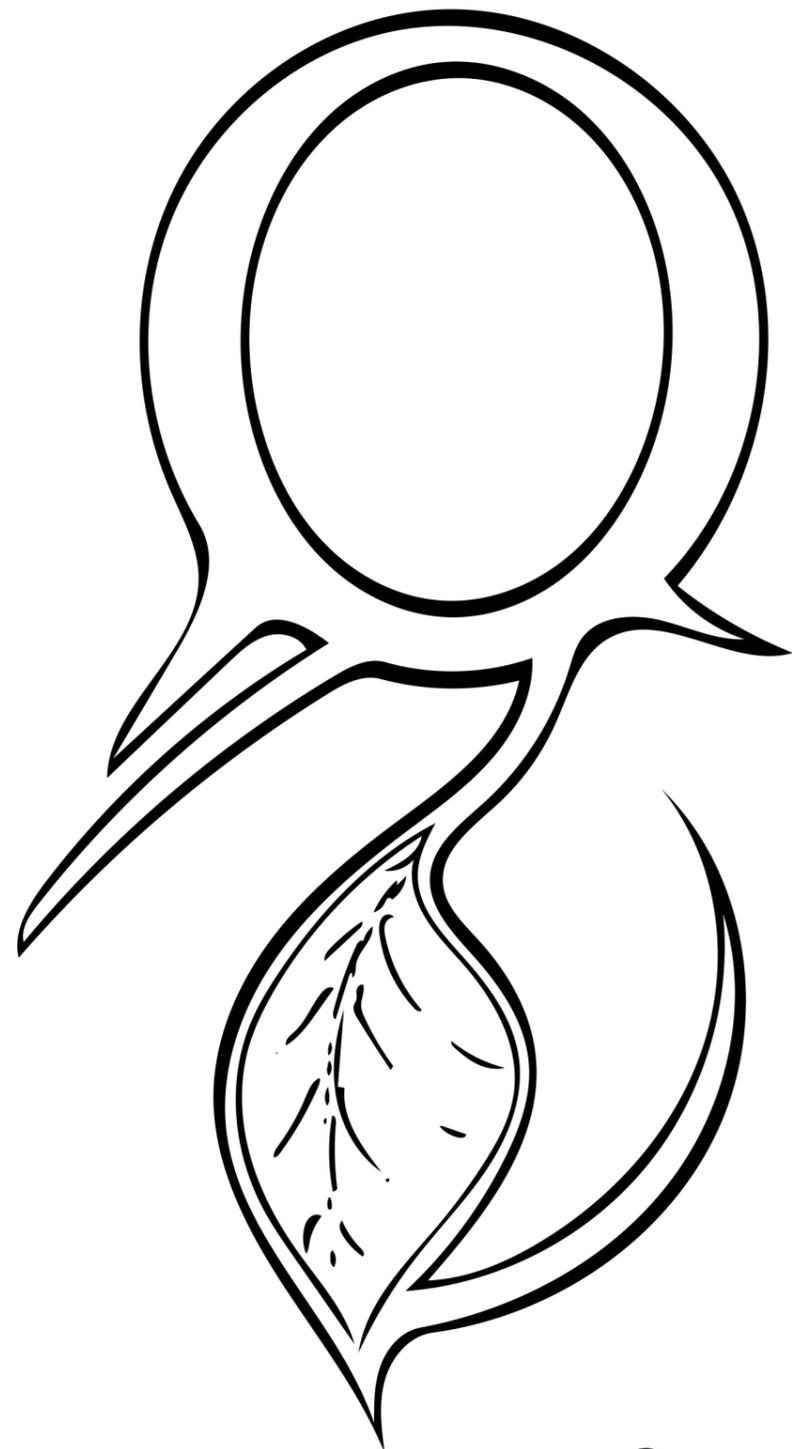




Door to door  
**RGANICS**  
*#joydelivered*

**Brand Manual**

# Door to door



# ORGANICS

## **Introduction.**

The brand manual is the guide that keeps all of your design on the straight and narrow. It's the document that shows you what your 'house fonts' are, which palette of colours best represent your business. And it shows everyone who designs for your business how to make sure that each piece of collateral look like it's come from the same company.

This helps ensuring that everything is correct stylistically when it comes to products and assets inside and outside company walls. Preventing any misconceptions about who you are as a company and where the product is from.

## **Why is this important.**

This is important because it is the face and identity represented by the company to the outside world. It defines the company in the eyes of the public. It strengthens the relationship between the company and the clients, the feelings they associate with the products and services provided, it strengthens the brand identity of the company ensuring you are associated with your products.

So when a top notch, quality service is delivered, your brand is rewarded by customers enjoying and recommending this identity over other competitors and services available.

# Contents.

## Using the Logo.

This section explains how sizing and the look of the logo is correctly done along with explaining the wrong uses and why it should not be used in some ways.

## Fonts and typography.

House fonts are listed here along with the correct uses as well as some examples of bad use of fonts and typography in conjunction with brand rules.

## Colours.

Explaining the use of colours and what colour tones are associated with this company's defined tones for this specific brand identity.

## Using the Logo.

This section explains how sizing and the look of the logo is correctly done along with explaining the wrong uses and why it should not be used in some ways.

## Logo text.

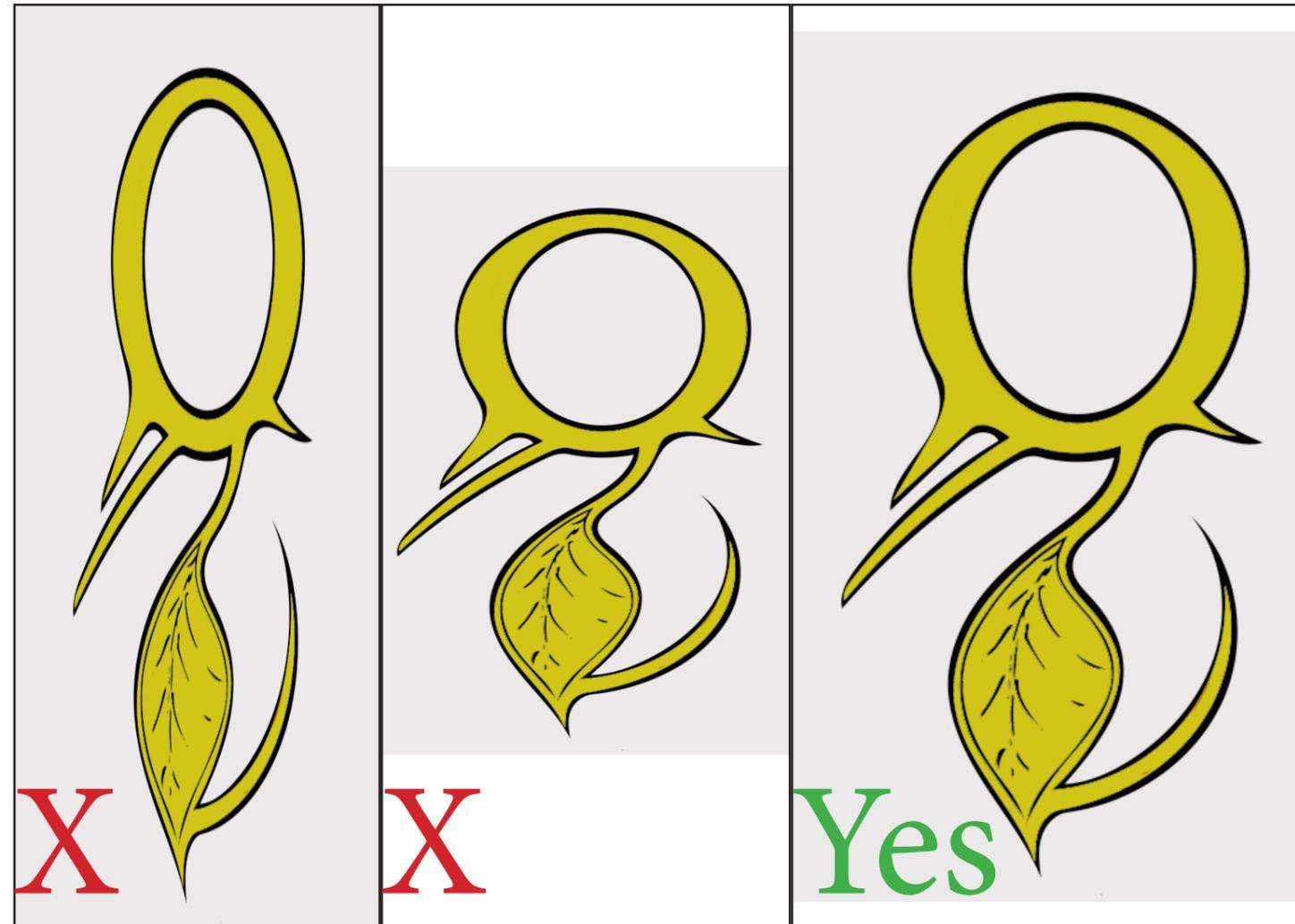
The logo text should accompany the Logo design and be aligned with the logo when used. The exception to this is when tilting the Logo to fit the design on a truck (See example). In this case the text should be omitted, as it does not look good, and it affects legibility negatively if it is done that way.

## Tilting and changing the alignment.

Generally you want to avoid tilting and skewing the logo on its sides. It should be aligned and visually pleasing as it is. There are very few exceptions to this and should be done with discretion if at all. One example is as a decal on a delivery van.

## Do not stretch or resize it unproportionally.

This means that if you need to resize and fit the logo to something you keep the correct proportions. It will be visible and look unprofessional if the logo is bent out of shape.



## Fonts and typography.

House fonts are listed here along with the correct uses as well as some examples of bad use of fonts and typography in conjunction with brand rules.

*This is Grafolita Script*  
*Use this on logo type.*

***This is Calluna Sans***  
**Use this for headlines.**

***This is Calluna.***  
**Use this for text/info.**

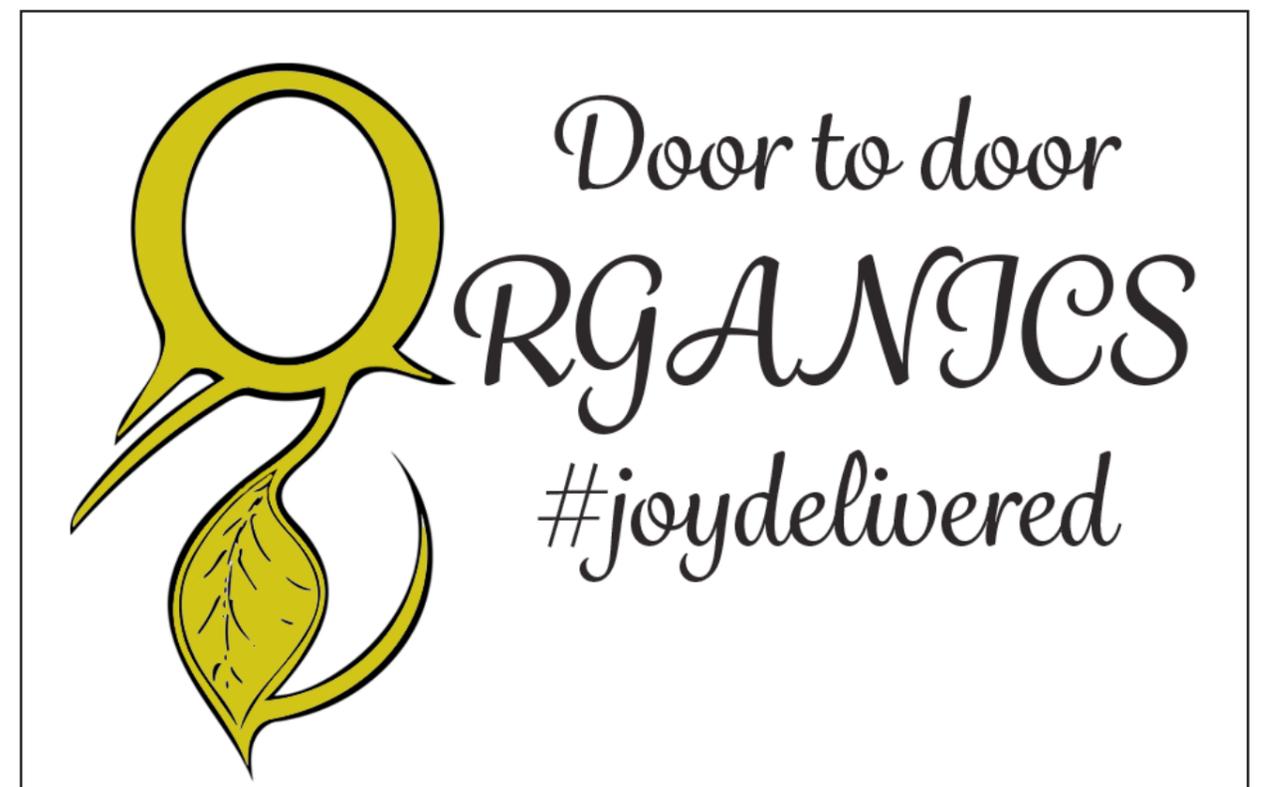
## House fonts.

The house fonts used for this design are the “Calluna” typeface family for text, books, recipes and brochures, meaning extended text should be “Calluna” with the use of “Calluna Sans” for headlines (as used in this brand manual).

“Grafolita Script” is used for the logo text. It should be used along with the logo as well as on the #Joydelivered. It Should never be used instead of the Calluna typeface family for other text, especially not for long text segments as this would negatively effect the legibility and completely ruin the readers ability to consume the information you are trying to define.

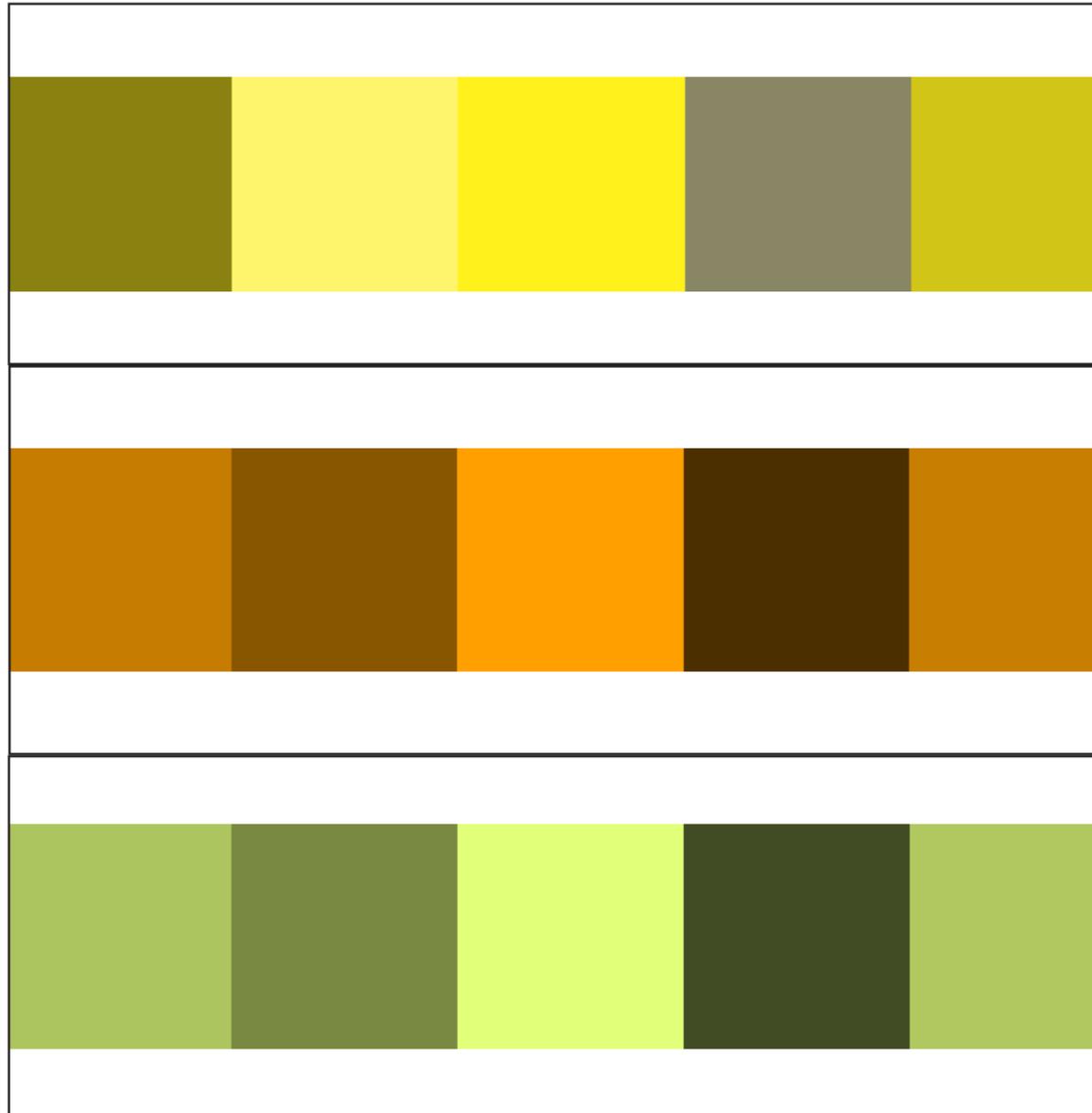
I have displayed some examples here for correct use and to give a visual impression of each typeface. Even though the typefaces look similar in some instances, Calluna and Calluna sans, They each have their own uses and differences. Call them characteristics and distinctions if you will.

Some distinctions visualised as a ships crew :  
The Calluna sans font is the ships captain.  
The calluna font is the ships deckhand.  
The Grafolita script font is the ship.



## Colours.

Explaining the use of colours and what colour tones are associated with this companys defined tones for this specific brand identity.



## Swatches.

Depending on what foods the boxes contain and what association they would have there are created different swatches of colour to define this.

The yellow tints / swatch is to be used on a general basis and is the main colours i have used for this brand. For instance on the delivery truck. These should also be used on a box with mixed foods and contents IE : a Premade dinners of the week box. Where vegetables, meats and miscellaneous items are put together in one delivery.

The Orange tints / swatch is to be used in accordance with meats. This means the main contents of the box are meats like beef, chicken and poultry et cetera. A summer barbecue delivery with appropriate seasonings would be an example.

The Green tints / swatch focuses on vegetables, fruits, nuts and grains. This would be in accordance with a vegetarian and vegan delivery and/or service.

The blue tints / swatch is to be used to signify seafood. Fish, shrimp and water based foods.

Colours should be used according to the deliveries. Even though you have an amount of freedom with these colours, they should be used with a certain amount of care, this is to not create bad contrasts and strange combinations.



## Examples.

Here are some examples of box designs in accordance with the different foods and colours defined.



# In conclusion.

This brand manual was created to keep the designs from falling into the biggest pitfalls concerning the brand provided.

A guide to avoid the biggest mistakes when designing your packaging and Logo for its different uses.

Using this brand manual along with some common sense should keep your designs on the straight and narrow. Meaning it looks correct and well thought on use.

There are however a chance to do something wrong every now and then. If in doubt consult an in-house designer or the designer that created this brand guide for you.

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