POACHED

A Branding and Identity Package

BY DANIELLE ROBERSON

DEMOGRAPHIC
Hey Poached! Here's your targeted demographic for which I have designed your brand…

Gender
The target market for your restaurant will include both females, males and everything in between. Simple, right?

Age
Age plays an integral role in how you promote your restaurant! Your chosen target age is going to be anywhere from eighteen to fourty years of age. Of course, this number will fluctuate naturally. We are trying to target Gen X and Y here! Since this can be an awkward demographic to target the goal is to keep things simple. Prices should stay relatively affordable since we'll be dealing with a lot of college students; graduate and undergraduate.

Occupation
Student. Student. Student. Student. I'm sorry… but did you say student? Yeah, that's one of the main demographics. Let's make a cool and hip breakfast place college kids want to come hang out for all that early morning studying! That's a thing, right? The location on the South Hill will also welcome business professionals, but probably the younger end of these professionals; The *I-just-graduated-college-here-I-am* professionals!

Income Level
Yikes. College kids are pretty poor, but the higher end of our demo could be making quite a bit of money. I dunno… let's say anywhere from $10,000–50,000? Seems like a solid average.

Marital Status
Married or not married… both are welcome. Some kiddos are getting married hecka young and for others it may occur later in life. We don't judge.

TYPEFACE
Clean, modern, geometric with a dash of class. Futura doesn't need serifs or frills to make a statement. It has several different weights and variations and is legible at many point sizes. Our demographic enjoys their geometrics.

Futura LT
[[**Bold,** Book**,** Regular, *Oblique***,** Light]]

COLOR SCHEME
Keeping it simple here. What better yellow for a breakfast joint than egg yolk yellow? So I did you the favor of finding that PERFECT egg yolk yellow that has warm (red) undertones in it than a true yellow (green undertones). I paired your perfect egg yolk yellow with an ultra edgy black and super hip white that create awesome contrast.
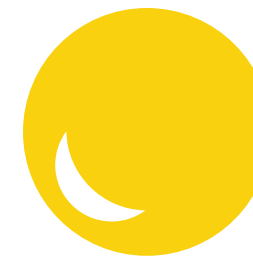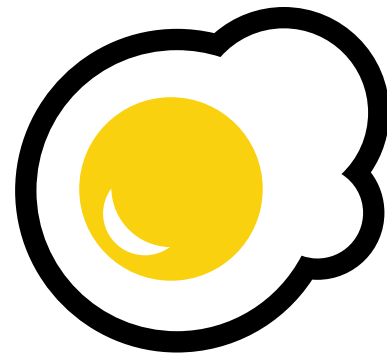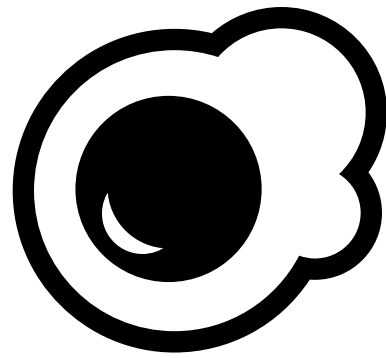
Egg Yolk Yellow
F9D010
3, 16, 99, 0
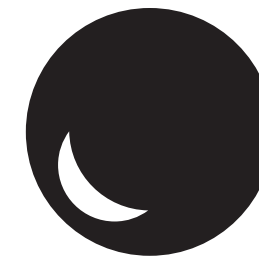
Ultra Edgy Black
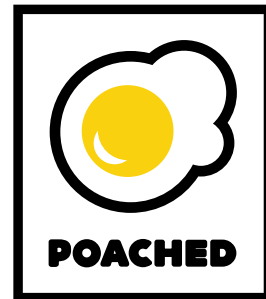000000
0, 0, 0, 100
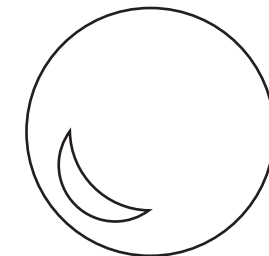
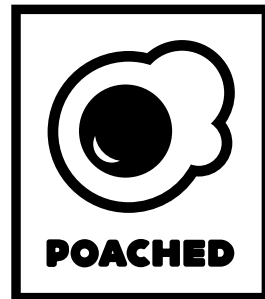**Super Hip White**
FFFFFF
0, 0, 0, 0

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SIMPLE, RESERVED AND A BIT MORE SERIOUS...
This version of your logo carries a more serious (but still fun!) professional image. This version would be good for business cards, pins, stamps, or any other cool business-like doo-dads.

AQUINO

Aquino is the typeface of choice for your logotype. I modified the O and removed the "bubbles" because it was too distracting as a part of your logomark. I chose this typeface because it's geometric and symettrical and plays nice with the egg logomark.

PLAYFUL, COMICAL AND SHOWY...
This version of your logo is playful and comical and quite a bit more attention grabbing. This version of your logo would be fun for menus, t-shirts, or anything else you might want to stand out!

Use the "shine" from the yolk as your margin guides when placing this version of the logo next to type and images.
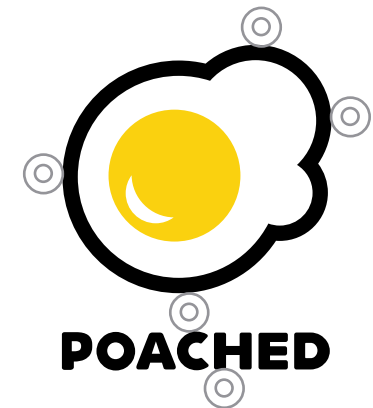

Use the "O" from the logotype as your margin guides when placing this version of the logo next to type and images.

I highly recommend not using a box for this version of your logo, but if you must this is how it should look with the margins.
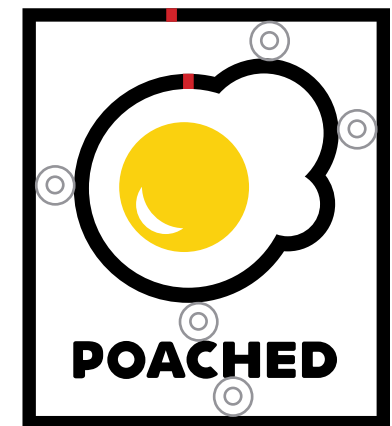
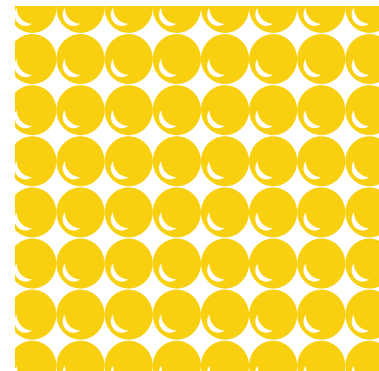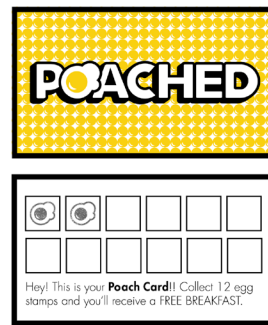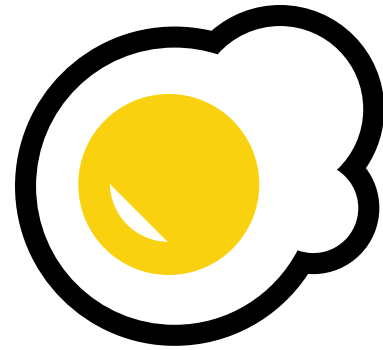A box looks good around this version of the logo! However, make sure the line weight for the box is the same as the line weight for the egg.

A slightly more acceptable use of a box around this version of your logo is when using the inverted black and white version.

Continue using the "O" from the logotype as guides for your margins when placing the boxed version of the logo next to type and images.

THE EGG

This egg is super awesome to use for stickers, coasters or stamps for a punch card!

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Hey! This is your **Poach Card**! Collect 12 egg stamps and you'll receive a FREE BREAKFAST.

EGG YOLK PATTERN

Everyone needs a playful pattern! I used it for the punch card!

HOW TO
[AND HOW NOT TO]
USE YOUR NEW
—AWESOME—
LOGO

DON'T...

Don't use the black logo on images with darker tones and hues. That is images with an overall appearance that leans towards black. You lose the awesome contrast effect we are trying to go for by doing so. The logo gets lost and is impossible to see!!

DON'T...

Don't use the white logo on images with light tones and hues. That is, images that are mostly white. You lose the awesome contrast effect we are trying to create by doing so. The logo gets washed out and is impossible to see!!

DON'T...

Avoid using the colored logo on darker images since the black details in the logo get lost in the image.

DON'T...

Avoid using the colored logo on colored images in general since it makes the image appear "busy" and visual hierarchy is lost due to the competeing elements.

DO...

Do use the white logo on images with darker tones and hues. That is images with an overall appearance that leans towards black. By using the white logo on dark images it creates awesome contrast and really makes your logo stand out!

DO...

You can also decrease the opacity for a more subtle effect but still maintaining visibility. Here I decreased the opacity to 20% but you can play with the opacity to what you think looks best. I recommend not going below 20% opacity.

DO...

Do use the black logo on images with light tones and hues. That is, images that are mostly white. By using the black logo on lighter images it creates awesome contrast and really makes your logo stand out!

DO...

You can also decrease the opacity for a more subtle effect but still maintaining visibility. Here I decreased the opacity to 50% but you can play with the opacity to what you think looks best. I recommend not going below 50% opacity.

DO...

Do use the colored logo on black and white images! The color of the logo against the black and white image really makes it stand out. Just be careful where you place the logo on black and white images making sure the black accents in the logo are not lost in darker parts of the image.

REMINDER!!!!!

A friendly reminder to use those margin guides ('O' from the logotype) when placing your logo over images!! We do this to avoid uneven and poor placement of the logo!

SOCIAL MEDIA...

In order to engage followers on Facebook we will be posting 4 days a week, Monday, Wednesday, Thursday, and Saturday. Our posts will consist of your products and services, holiday specials, location, and fun informative facts about the history of your company. We want to focus on the passion and care you put into the food you create, and reach out to our community in Spokane by tagging local stores, and vendors you may use to make your products.

Here's a few ideas...

#manicmonday – Monday's are busy for everyone. Show how your business is on top of the stress and invite them in for breakfast! Hey, mondays aren't bad afterall!!

#wafflewednesday or **#humpday** – Show off your delectable waffles and how they'll help power your followers through the rest of the week!

#thursdate – Friday night isn't the only day reserved for dates! Bring a friend or significant other in for breakfast on Thursdays and receive 20% off or other promotional deals you would like to advertise.

#caturday or **#saturdaybrunch** – Share an image with a cat and invite them in for Saturday brunch!
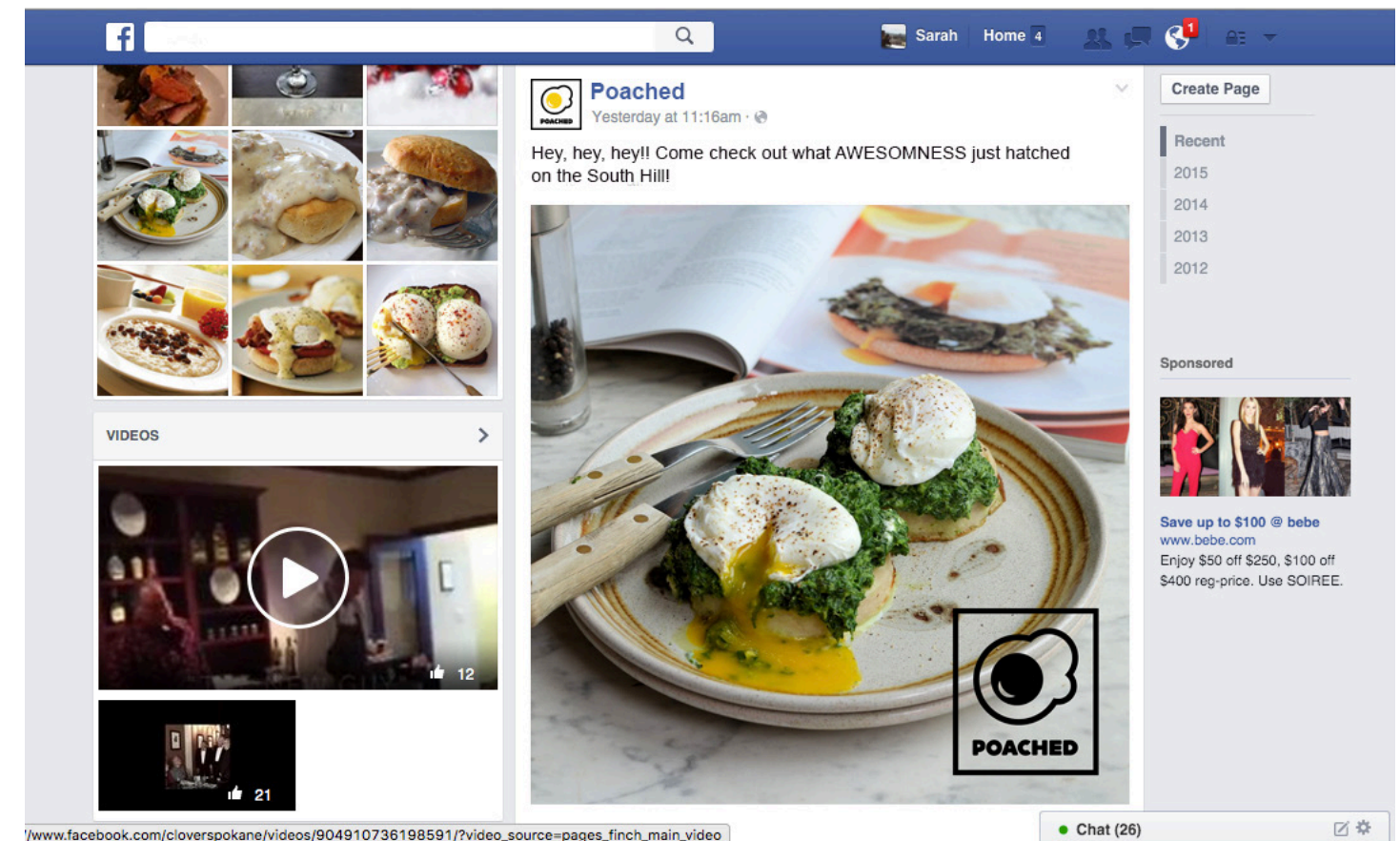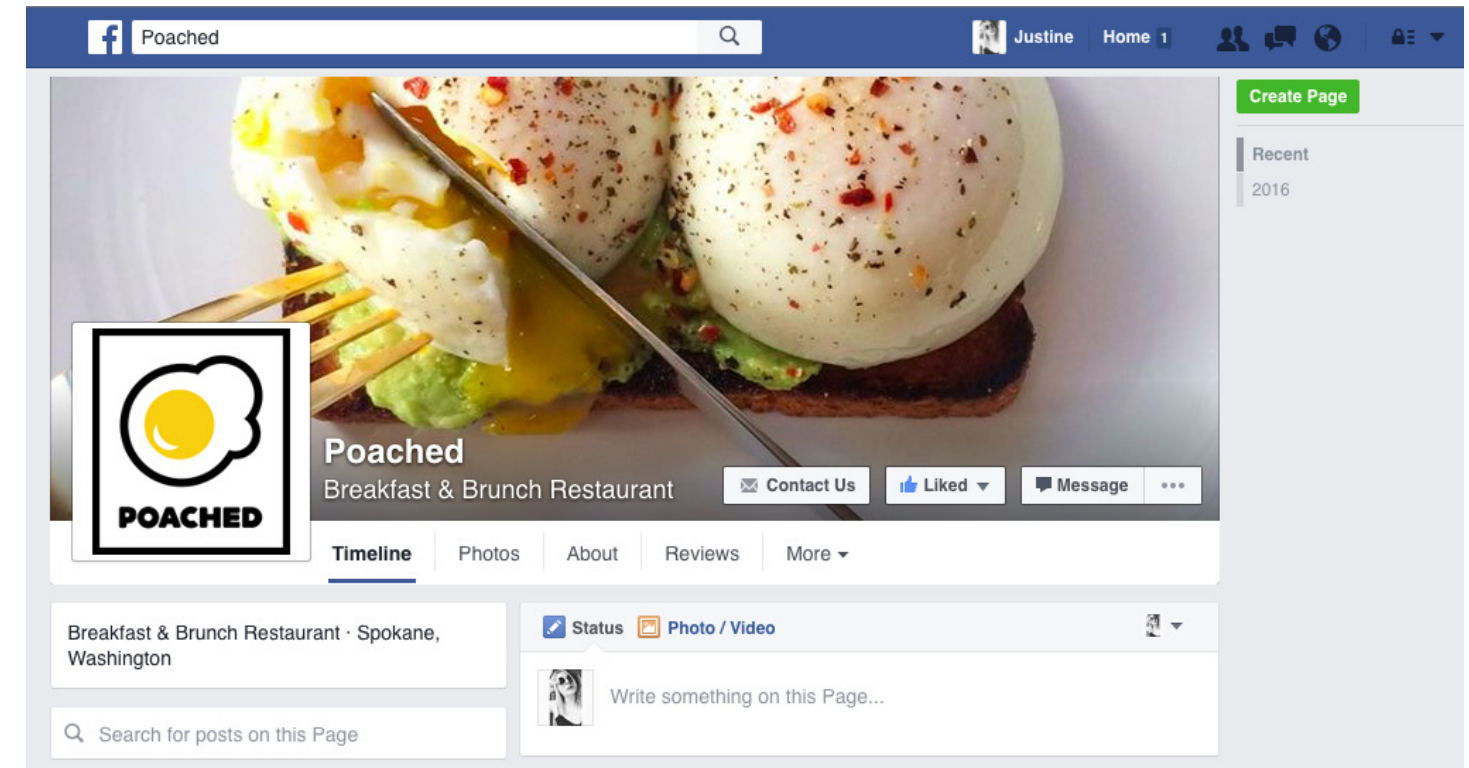
KEEP IN TOUCH <3
Thank you so much for giving me the opportunity to design a branding and identity package for Poached! It's been a great learning experience! Contact information is below.

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