

## Nood Foods Logo Design

**Date:** xx/xx/xx

**Tel:** 077xx xxx xxx

**E-mail:** [contactus@revelationmarketing.co.uk](mailto:contactus@revelationmarketing.co.uk)

### Company History:

Nood Foods has not yet been established as a company.

The idea for the company has come about from:

- a love for good tasting, real food
- a dislike of mass-manufactured, processed food that often contains limited 'good' ingredients, and a lot of highly processed ingredients
- a passion to reignite people's taste buds and joy of good food

### About the Brand:

*Brand Name:* Nood Foods

*Product Name:* Muesli

*Strapline:* Naked Goodness

*Brand Personality:* Pure, innocent, cheeky – almost like a trendy, cheeky (slightly naughty) upper-class grandmother who cooks good (family recipe) food, from scratch, for her family

*The Business we're in:* Making real food, for real people

*URL address:* [www.noodfoods.co.uk](http://www.noodfoods.co.uk) (website still being developed)

### What we are going to sell:

Food products that are made with real ingredients (and reminds people of the food that grandma would have made – or what grandma's food should have tasted like).

Starting off with breakfast muesli, and integrating into other breakfast, light lunch & high-tea products such as jams, humus, pesto, chutney etc

The differentiation vs other food manufacturers will be:

- great tasting food
- made from fresh ingredients
- limited shelf life – due to limited preservatives in the food
- branding: name and company philosophy

### Core Target Audience (Pen Portrait):

Socio-economic group: A's & B's (aspirational / special treat for C1's)

Target Market Age: 35 – 65. Predicted to be strong female skew as shopper & equal male vs female consumer

Desired distribution:

Stage 1: via friends and family – until a few product variations have been built up

Stage 2: within garden centres, farm shops and speciality food stores

Stage 3: via internet within SW London (as per Able & Cole distribution model) and spreading out gradually & organically to other parts of the country

Stage 4: in Waitrose and M&S Food

Price point: slight premium at £4 per 500ml box of cereal vs £3.39 for Liz's 500g Granola and £3.95 for Rude Health Meusli



**Competition:**

*Cereal Direct Competitors*

Jordans (<http://www.jordanscereals.co.uk/?gclid=CPX37vLlqgCFZEifAodkWCjCg>), Sharpham Park (<http://www.sharphampark.com/>), Rude Health (<http://www.rudehealth.com/>), Lizi's (<http://www.lizis.co.uk/>)  
 Jordans is the only competitor to sell their range in Grocers. All other direct competitor products are sold through speciality health food stores and garden centres.

**Market Analysis:**

The food market is a very busy and competitive arena – especially amongst speciality foods. Target consumers are becoming more disgruntled with big retail grocers and manufacturers. They are often looking to purchase healthy & better tasting products at a slightly higher premium price

**What I need you to create:**

A new logo needs to be designed to bring the brand to life and represent the core values of the future product range.

Logo Parameters:

- no more than 2 printed colours (3 if including 'white' as a colour) with 1 colour being dominant
- ideal dimensions = 2¼ units wide x 1 unit high
- clear and easily/immediately understood

**What output I need and what I want on it:**

Logo will be used on product packaging, website, business cards and other marketing material to be developed imminently. The logo needs to be able to fit in with and accommodate all these design formats. Logo needs to be delivered in high-res format

**Creative stimulus:**

The concept of the name 'Nood Foods' came about when thinking of the Innocent Smoothies branding and values. We wanted to create a name that built on the concept of 'good, wholesome food made with real ingredients for real people with a healthy perspective on life'.

We wanted the name and packaging to reflect a slightly edgy, slightly naughty and cheeky (but very innocent) brand personality. The copy will be in a similar style to Innocent – in that, because we are talking to 'real people' it's about chatting & having some cheeky fun (and a bit of a laugh) rather than using 'business speak'. Although we enjoy a good laugh and a bit of naughtiness, we're always serious about good food that tastes good.

We've had some initial thoughts about a logo and have an idea we'd like to progress as the first concept option. These are attached as Appendix 1.

A font option we really like is: Vivaldi – as it has a really classical, posh look about it. We are, however, open to other suggestions

**Other things you should know:**

We would like one of the logo concepts to be an outworking of the above idea. However, the remaining two concepts to be original designs, based on the information given in this brief. Logo must be delivered with all copyrights handed over to Nood Foods.

**Anyone else you will need to liaise with:**

No

**Budget:**

Total Budget = £xxx to include 3 concepts, proofs and an additional change.

**Next Steps:**

*(Write down what you think needs to happen next and who's going to be responsible for each activity – if you don't know, then don't worry about it, the designer will know and will be able to guide you through this process. Make sure you specify any deadline dates that you may have – even if it's just a 'launch date' of when you need it to happen by Here are a few options that you can use.)*

Brief Date: xx/xx/xx

First Concepts: xx/xx/xx

Feedback: xx/xx/xx

Second Round Concepts: xx/xx/xx

Final Approval: xx/xx/xx

Delivery of High-Res Image: xx/xx/xx

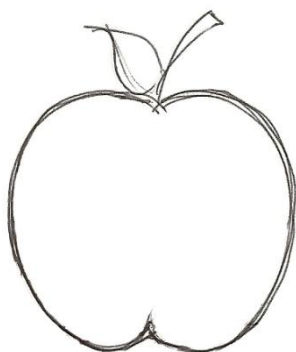
**Appendix 1:**

**Concept 1** that we'd like you to bring to life:

Font option:

NOOD  
FOOD

Vivaldi



What we like about these fonts, is that they have a very classic, beautiful, and an element of elegance to them.

Use a peach shape within the context of the logo – we were thinking about the bottom of the peach looking like the shape of a naked lady's bottom. Use the top of the O's to look a little like nipples.

*Strapline:* Naked Goodness

NOOD

**Concept 2 & 3** to be alternative options to Concept 1