

# Brand Identity/Logo: Kooler Nosh

# Brief

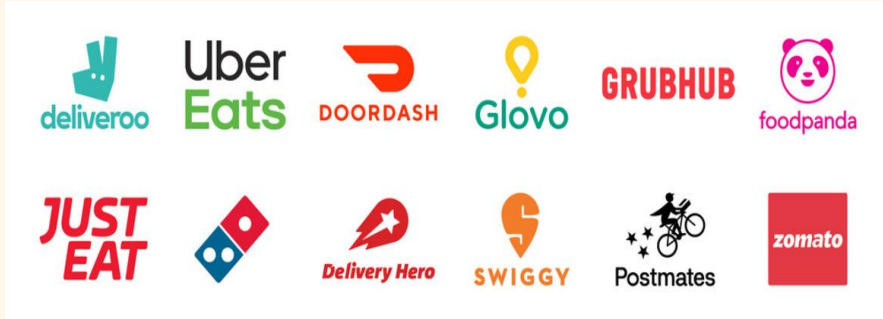
## Core Business Concept

Kooler Nosh provides high-quality pre-made meals that taste homemade, allowing families to enjoy sit-down dinners together despite busy schedules and catering to those who can enjoy without having to prepare & cook

## Assignment Objective

To further shape Kooler Nosh's identity and logo, creating their image that solidifies Kooler Nosh's core beliefs and what they do best

# Research



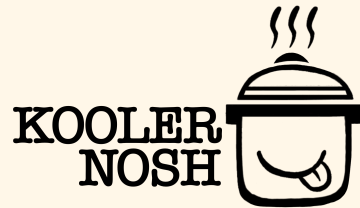
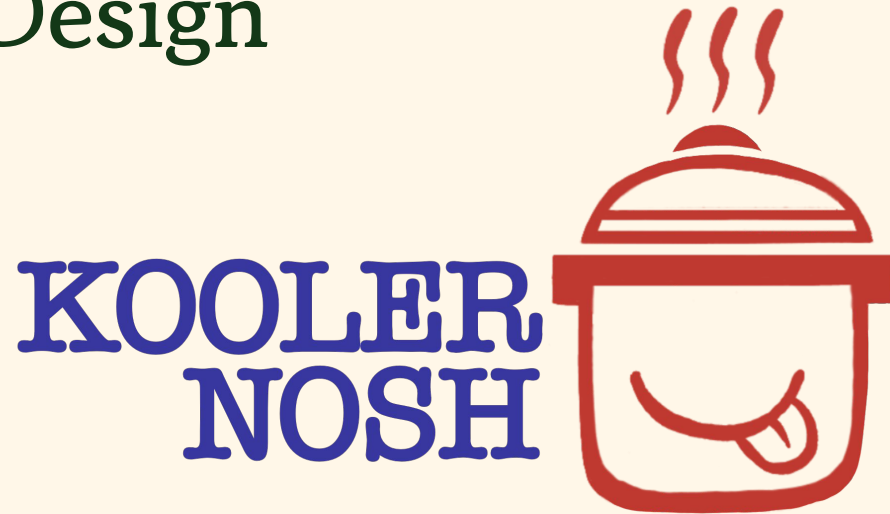
<b>Yellow</b> Warmth, creativity, & energy	<b>Red</b> Passion, aggression, danger & appetite	<b>Orange</b> Cheer, warmth, & optimism
<b>Green</b> Fresh, natural, & healthy	<b>Blue</b> Peace, serenity, trust, & religion	<b>Purple</b> Luxury, imagination, & playfulness
<b>Brown</b> Nature, comfort, & stability	<b>White</b> Purity, simplicity, virtue, & innocence	<b>Black</b> Authority, power, wealth, sophistication

# Audience

- parents who wish to serve fulfilling meals to their families
- Adults who can aren't able to prepare meals due to time/capabilities
- Diet-conscious consumers who seek enjoyable and hearty meals that are convenient to find



# Selected Design





# Touchpoints Cont.




# Touchpoints





# Website Homepage


 [HOME](#) [SHOP](#) [DISHES](#) [CART](#) 


*From our pot to your plate.*




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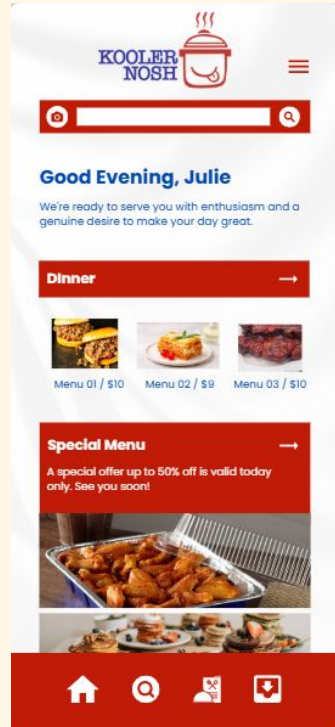
 [Cheesy Lasagna](#)

 [Casseroles](#)

 [Pot Favorites](#)



# Mobile Website




# Social Posts

 **Kooler Nosh** 1/10




12,542 Likes  
Try our Best selling Lasagna Today!  
View all 123 comments  
Add a comment...   

6 days ago

**Kooler Nosh**  
October 11 · 




Save the hassle of cooking and count on us to bring high-quality meals to any celebration!




#Cooking #Homemade #KoolerNosh #Cuisine







**Kooler Nosh**  
Homemade without the Hassle [Order Now](#)

**Kooler Nosh**  
Make an appointm



   177 42 Comments 5 Shares

 Like  Comment  Share


Most relevant ▾

Write a comment...    

View comments




 **Kooler Nosh**  
350 Followers  
8 hours · 





We have a variety of meals to choose from for the family to enjoy, have a look at our menu today!



**Kooler Nosh: Menu**

**Kooler Nosh: Order**

   113 10 comments • 7 reposts

 Like  Comment  [Repost](#)  [Send](#)

# Apparel



# Merch



# Advertisement



**KOOLER NOSH** 

**HAPPY LASAGNA DAY!**

ORDER THIS DISH ON JULY 29  
AND GET A 15% DISCOUNT!



**KOOLER NOSH** 

**From Our Pot  
To Your Plate**

Order Today! [www.koolernosh.com](http://www.koolernosh.com)

# Why This Design?

- The contrast between a cool blue and a warm red can create a dynamic and eye-catching visual style
- Friendly & recognizable overall design, pot can be used solo or with the Kooler Nosh Text

