



**Brand Identity/Logo- Kooler Nosh**  
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The Kooler Nosh branding project is a brief requiring a new brand identity for a local business that delivers homemade-style frozen meals. The company focuses on convenience, quality, and family dining, offering a variety of meal options.

The objective is to develop a strong, cohesive brand identity that reflects Kooler Nosh's mission of providing homemade meals. The goal is to create a logo and branding materials that appeal to customers.



### Brand Identity

- Food delivery service with homemade, freezer-ready meals
- No prep needed- just heat in oven or crockpot
- Locally delivered for freshness and convenience

### Competition

- Food delivery apps- Fast but not homemade
- Meal kits- Require prep
- CookUnity- Similar but meals are shipped, not locally delivered
- Grocery store frozen meals- Lower quality, more preservatives

### Visual Branding Considerations

- Colors- Blue, orange, peach (works in black and white)
- Typography- Friendly, clean, and inviting
- Logo- Should feel homemade yet professional
- Placements- Business cards, signs, ads, packaging



### Busy Families

- Need quick, homemade meals without meal prep
- Want nutritious, family friendly options
- Prefer freezer storage for easy meal planning
- Value convenience over cooking from scratch

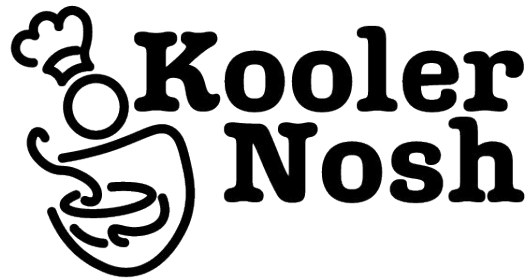
### Homebound Adults and Seniors

- Elderly individuals who can't cook easily
- People with limited mobility or disabilities
- Caretakers may order for them

### Non-cooks

- Individuals who don't enjoy or lack time for cooking
- College students and recent grads who want homemade food without effort





## Margot Regular

Color Choice: Pink and red are colors often used in food branding to evoke positive feelings and stimulate appetite. Green colors symbolize health, freshness, and environmental responsibility.

Font Choice: Margot Regular is a friendly, but bold font that conveys a family-oriented message about the company.











Friends   Photos   Videos



**About**

Work

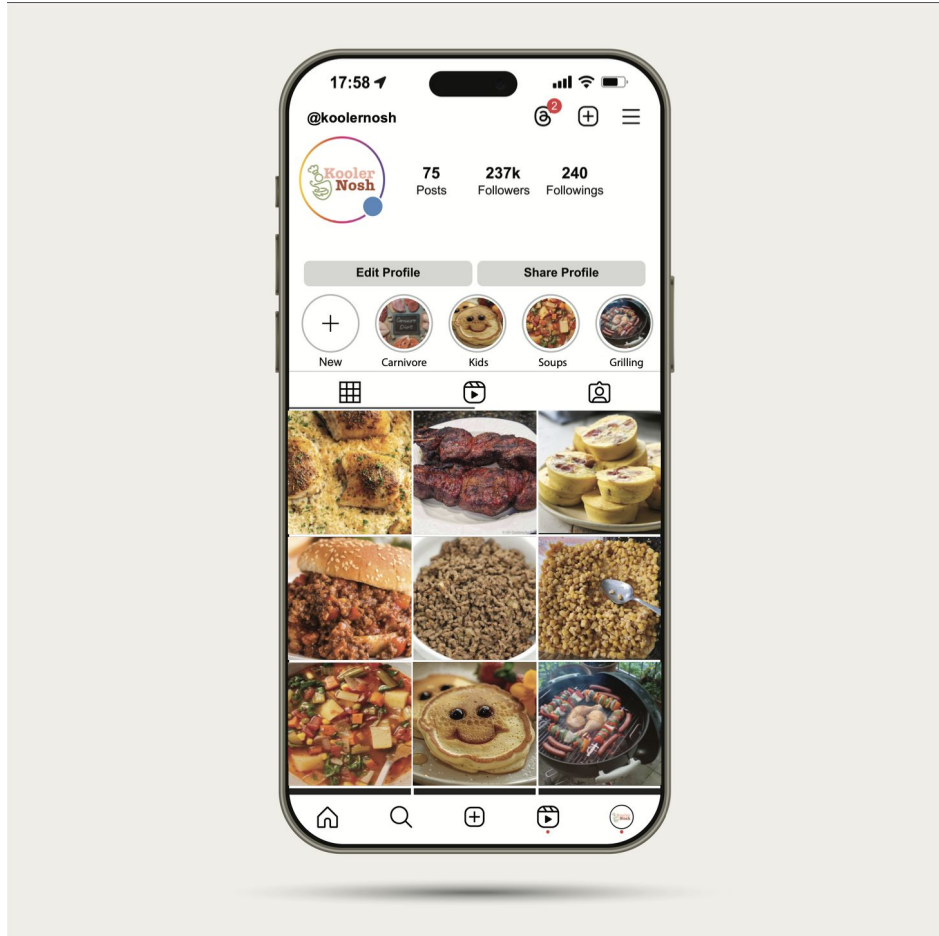
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College

**Others Named Kooler Nosh**

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**Others With a Similar Name**











**Strong Brand Identity-** The logo captures the essence of Kooler Nosh. Homemade convenience with a fresh feel. The color palette and typography reflect warmth, trust, and accessibility.

**Why This Logo?** It visually communicates the brand's promise- wholesome, ready to go meals that simplify life. The design is adaptable for various marketing needs, from vender signs to packaging and digital ads

**Future-Proof and Versatile-** The logo is modern yet timeless and ensures longevity as the brand grows. It's instantly recognizable, making it easy for customers to remember and trust over time.