

Kooler Nosh Logo and Brand Mark

Tanner Sula

What is Kooler Nosh

Kooler Nosh is a company whose main purpose is providing and delivering cost-effective and proper homemade-quality pre-made frozen foods to those seeking a convenient meal without the sacrifice of quality ingredients. The company remains a local business that works with local businesses for their recipes to make sure the customer gets the best quality of food they order. They contain a variety of different meal types for all types of people.

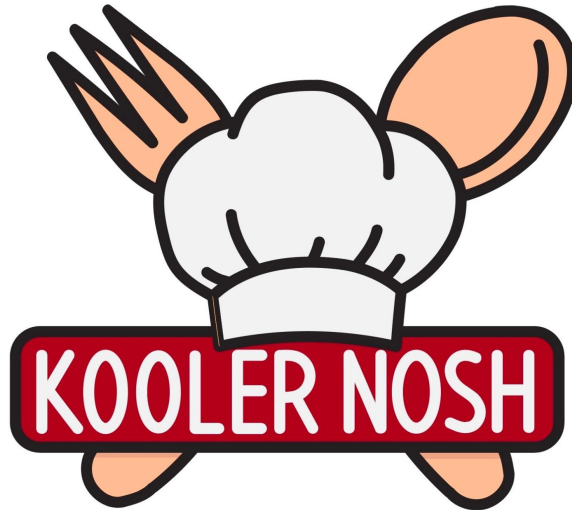
How They Work

The business prepares and deliver meals right to the customers doorstep within 50 miles of Peoria, Illinois. They make a wide amount of fresh 2 or 5 person portioned meals that were delivered fresh to each household. Some of these dishes will thaw overnight and be ready to cook in the oven the next day. Some of these meals are crock-pot meals that anyone could start cooking when they got home and be ready by dinner time for the family.

What makes them different from the competition?

What makes a business like Kooler Nosh different from Silver Cuisine and Green Chef is how locally operated it is compared to its competitors widespread reach across the US and other areas. And with Kooler Nosh only being local to Peoria, this gives it strength of it being a local business that actually makes its food in house without any use of outsourcing. That and Kooler Nosh is a service made specifically for the average person, couple, or family that may not always be able to cook food every night. And more importantly, they focus on helping the people and families that are too busy to make food depending on their work or ongoing schedules.

Final Design

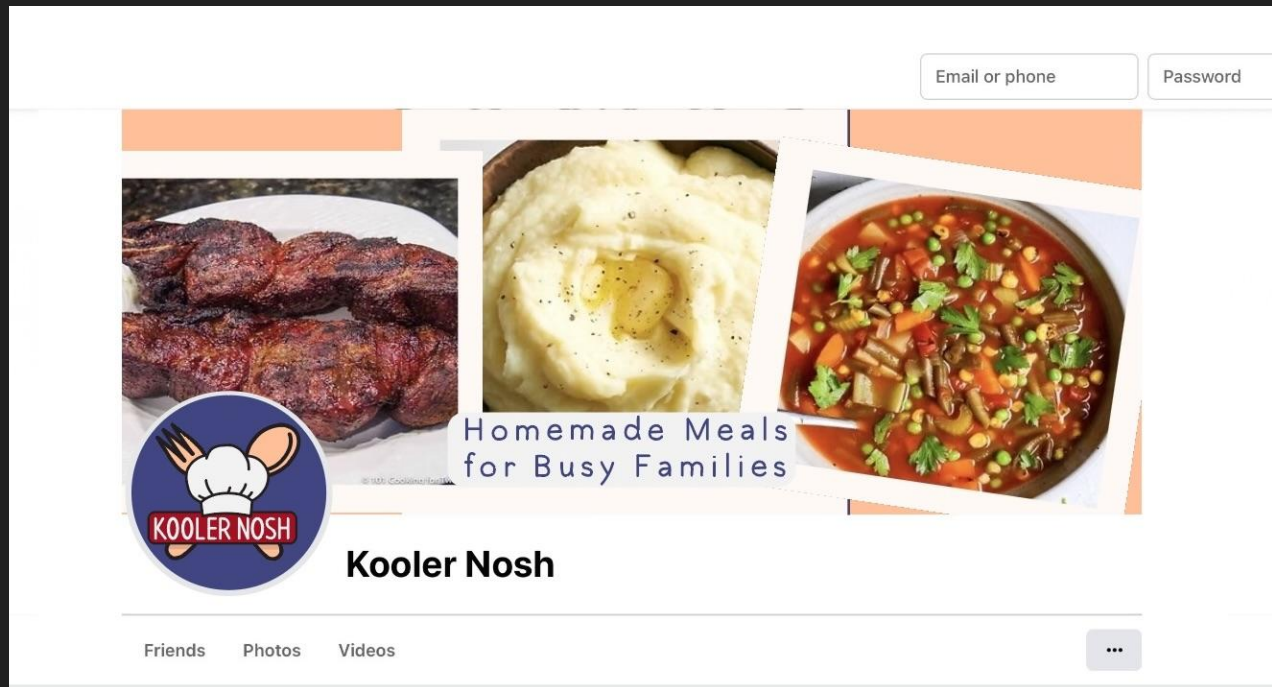
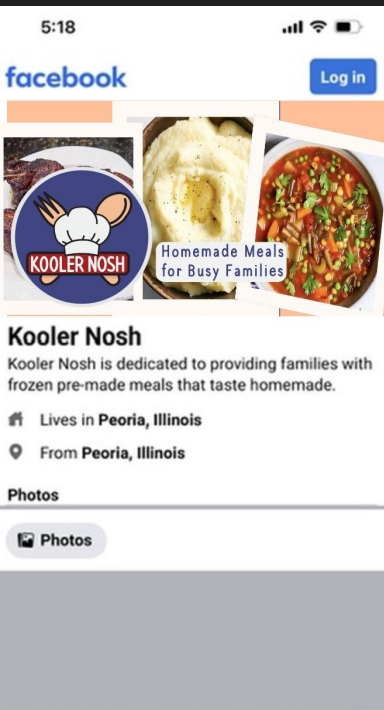


Color Palette: Light Grey, Red, Peach

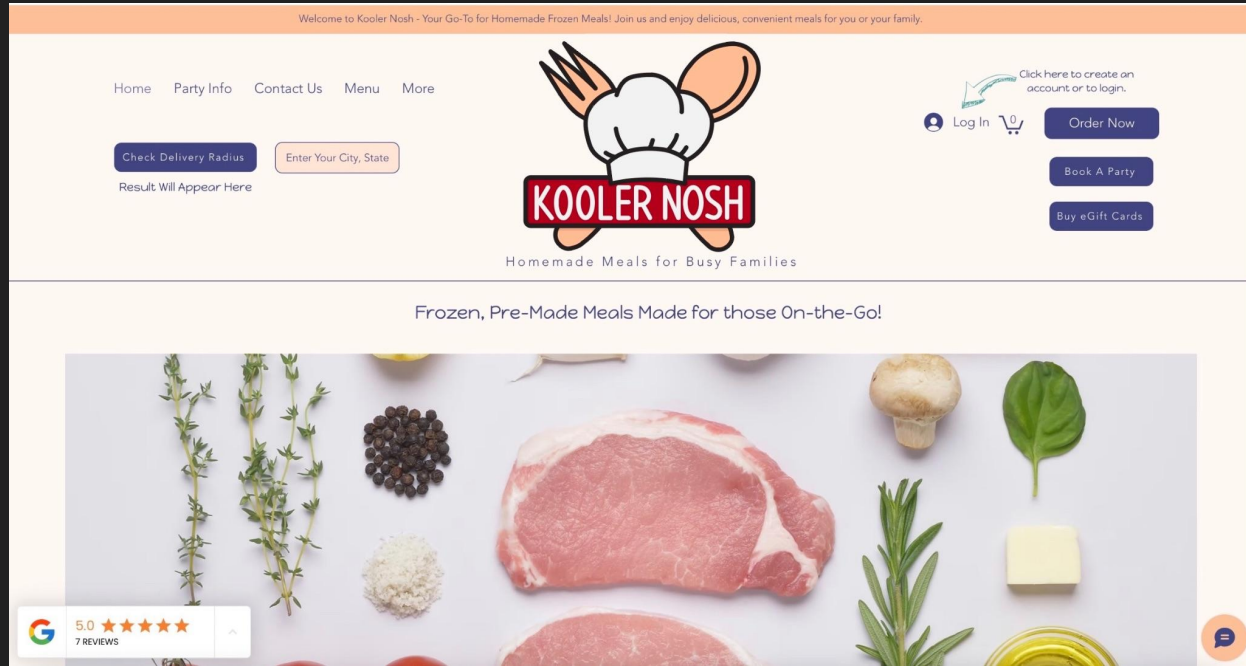
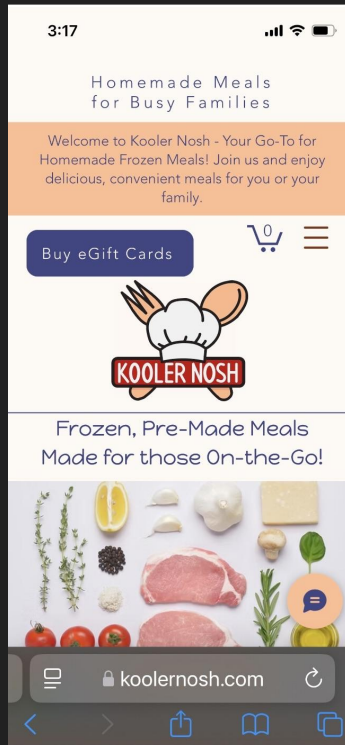
Typeface: Adapted from Avenir

Reasoning: The design brings a unique look that appeals to the family market while hopefully bring attention to the brand.

Facebook Page



Website Page



Business Sign and Business Card



Address:
315 W Northland Ave
Peoria, IL 61614



Contact:
allenwilliams@koolernosh.com
(309) 360-4923

Shirts



Chef Hats



Aprons



Conclusion

This logo captures the essence of Kooler Nosh and its goal of being a homemade convenience with a fresh feel. With the use of this color palette and typography I feel it reflects warmth, trust, and accessibility. This logo I believe keeps the brand's promise of homemade ready to go meals that also leaves it as an adaptable design to packaging and marketing. With this logo, Kooler Nosh can have a modern yet timeless look could that can last through longevity as the brand grows.

