

BRAND IDENTITY/LOGO

McKinley Market

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Brief

Project Overview:

McKinley Market is a gluten-free brand born from a personal journey to make gluten-free eating enjoyable and inclusive. What began with crafting delicious treats has grown into a mission to offer high-quality baked goods and eventually a wider range of gluten-free options, such as meals and snacks. The brand aims to create a welcoming, homey experience for everyone, gluten-free or not.

Objectives:

- Design a logo that embodies warmth, inclusivity, and high quality.
- Evoke comfort and authenticity, creating a space that feels like home.
- Avoid overemphasizing "gluten-free" to appeal to all audiences.
- Craft a modern, timeless logo that supports future expansion beyond baked goods.

Research

1. Font / Typeface: Something warm, welcoming, and legible with a feeling of a home cooked meal with high quality - font weight: bold/semi-bold, medium

- **Handwritten Script or Serif Fonts:** Montserrat, Playfair Display, Pacifico

Soft, handwritten style that adds personality, brings in the warmth and touch of someone baking at home. Curves and softness that is not overly playful or unrefined.

- **Vintage Serif Fonts:** Georgia, Merriweather

Slight vintage/classic feel which evokes a feeling of comfort and quality with a modern, elevated yet approachable feel

Research

- 2. Logo Shape:** Should be soft and welcoming, reflecting comfort and warmth. A focus on organic or curved forms to evoke approachability
- **Circular or Oval Shape:** Sense of unity, inclusivity, simple yet strong. Represents the idea of coming together and the cyclical nature of shared meals
 - **Subtle Curved Frame:** Badge, market-like shape with gentle curves, soft-edged
 - **Abstract Swirls/Flourishes:** Symbolize the artistry of baking, handmade nature of products. Gentle curves representing comforting embrace.
 - **Organic Abstract Mark:** Something organic that evokes the feeling of food or natural ingredients. Soft, flowing lines that suggests the ideas of transformation or home made goods.

Research

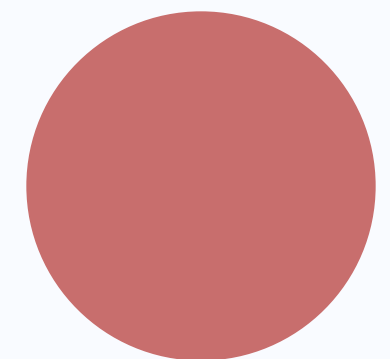
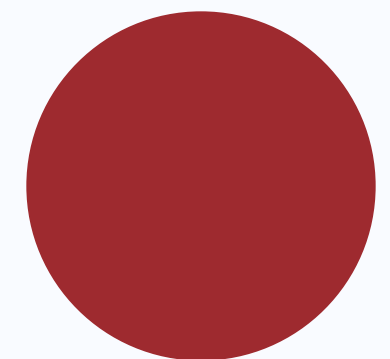
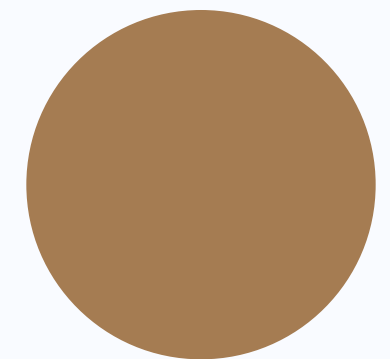
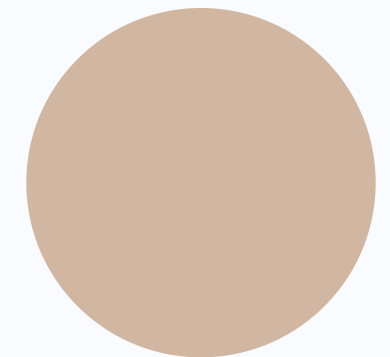
3. Colors: Should be rich, comforting, and non-invasive. Communicate warmth and reliability but also feel high-end and modern.

- Warm Taupes & Soft Browns: Hex code: #D1B7A1 (warm taupe), Hex code: #A67C52 (soft brown)

Symbolize a richness of freshly baked goods, convey a feeling of quality and earthiness.

- Deep Reds & Burgundy: Hex code: #9E2A2F (burgundy), Hex code: #C86E6D (warm burgundy)

Suggest warmth, comfort, indulgence, deep terracotta color can represent a welcoming space, comforting meal, and richness of flavor.



Research

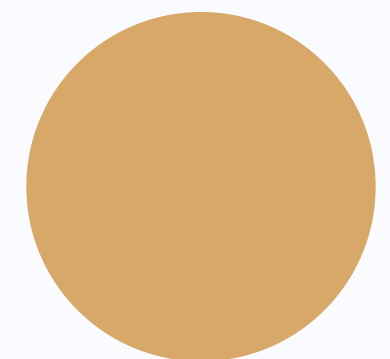
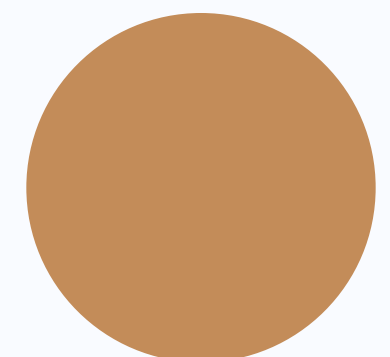
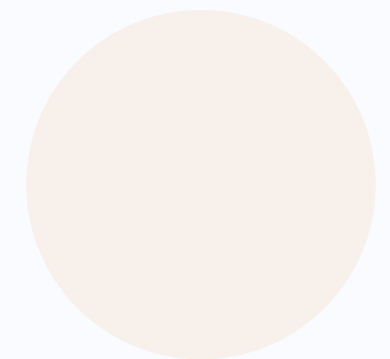
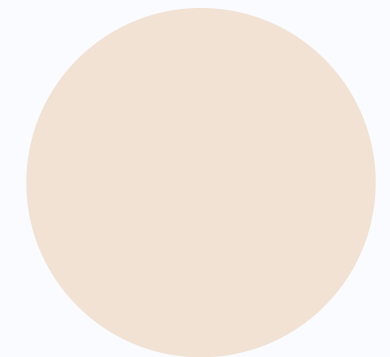
3. Colors: Should be rich, comforting, and non-invasive. Communicate warmth and reliability but also feel high-end and modern.

- Creamy Whites & Off Whites: Hex code: #F3E3D3 (soft ivory), Hex code: #F8F1EB (warm burgundy)

Provide contrast to richer tones, evoking a sense of simplicity and cleanliness without feeling too stark - gives balance.

- Subtle Gold or Copper Accents: Hex code: #C48C59 (golden copper), Hex code: #D8A96A (warm gold)

Subtly communicates quality - warm metallics are often associated with baked goods, compliment earthy tones.



Competitive Analysis

Direct Competitors

The Queen of Squash: <https://thequeenofsquash.com/>

Rhythm Kitchen Music Cafe: <https://rhythmkitchenmusiccafe.com/>

Eat and Evolve: <https://www.eatandevolve.com/>

Ethels Gluten Free: <https://ethels.com/>



Competitive Analysis

Indirect Competitors | Celiac Disease Foundation

<https://eat-gluten-free.celiac.org/gf-companies/>

Whole Foods Market: <https://www.wholefoodsmarket.com/>

BFree Foods: <https://www.bfreefoods.com/>

Canyon Bakehouse: <https://canyonglutenfree.com/>

Fillo Factory: <https://fillofactory.com/>

Caulipower: <https://eatcaulipower.com/en/>

The logo for Whole Foods Market, featuring the words "WHOLE FOODS" in a serif font above the word "MARKET" in a smaller sans-serif font, all in white on a dark green background.The logo for BFree, with "BFree" in a large, bold, green font and "EAT HAPPY" in a smaller, green, sans-serif font below it.The logo for Canyon Bakehouse Gluten Free, featuring a stylized red and yellow mountain peak with a white "C" inside, above the words "CANYON BAKEHOUSE" and "GLUTEN FREE" in a bold, sans-serif font.The logo for The Fillo Factory, with "THE FILLO" in a stylized, outlined font and "FACTORY" in a bold, outlined font, with a gear-like design element.The logo for Caulipower, with "CAULIP" in a bold, green, sans-serif font and "OWER" in a bold, green, sans-serif font, with a green cauliflower head in the middle.

Target Audience

McKinley Market's target audience includes individuals and families seeking high-quality, gluten-free options that are both delicious and inclusive.

- People with dietary restrictions (e.g., Celiac disease, gluten sensitivities).
- Health-conscious consumers who choose gluten-free for lifestyle reasons.
- Food lovers who appreciate great-tasting, high-quality food, regardless of dietary needs.
- Busy parents families, professionals, and individuals looking for convenient, flavorful gluten-free options.
- Supporters of local businesses who value authenticity and quality ingredients.
- Farmers market shoppers seeking a personal, community-driven food experience.

Selected Logo Design



Selected Logo Design



Selected Logo Design

Montserrat - Semi Bold

Connection to Brand Values: Montserrat is a modern, approachable typeface with semi-bold weight to convey confidence in quality, while its rounded edges offer a welcoming, friendly feel, reflecting the brand's mission to make gluten-free living accessible and delightful for all.

Attributes: Modern, strong, welcoming.

Pacifico - Regular

Connection to Brand Values: Pacifico's playful, friendly, and casual vibe aligns with McKinley Market's goal of creating a comforting, homey experience, conveying warmth and a personal touch that reflects the brand's story and commitment to food made with care.

Attributes: Inviting, warm, personal, approachable.

Selected Logo Design

Warm Gold - #D8A96A

Connection to Brand Values: Gold represents indulgence and quality, aligning with McKinley Market's mission to offer high-quality, delicious gluten-free products while evoking warmth, comfort, and care.

Attributes: Warmth, luxury, authenticity, nurturing.

Warm Burgundy - #C86E6D

Burgundy - #9E2A2F

Connection to Brand Values: Burgundy conveys richness, passion, and warmth, reflecting McKinley Market's commitment to indulgent, high-quality, homemade food.

Attributes: Richness, warmth, authenticity, comfort.

Reasoning

The combination of Montserrat's modern, bold feel with the playful warmth of Pacifico creates a balance between professionalism and approachability. The warm gold and burgundy colors reinforce feelings of community, comfort, and indulgence, ensuring that customers feel both nourished and valued.

By using these design elements, McKinley Market presents itself as a brand that is not only about high-quality, gluten-free food but also about fostering connection, inclusivity, and the joy of sharing great meals with loved ones.

Business Cards



Apparel



Apparel



Apparel



Apparel



Merchandise



Packaging



Packaging



Packaging



Stickers



Stickers



Delivery Van



Signage



Signage



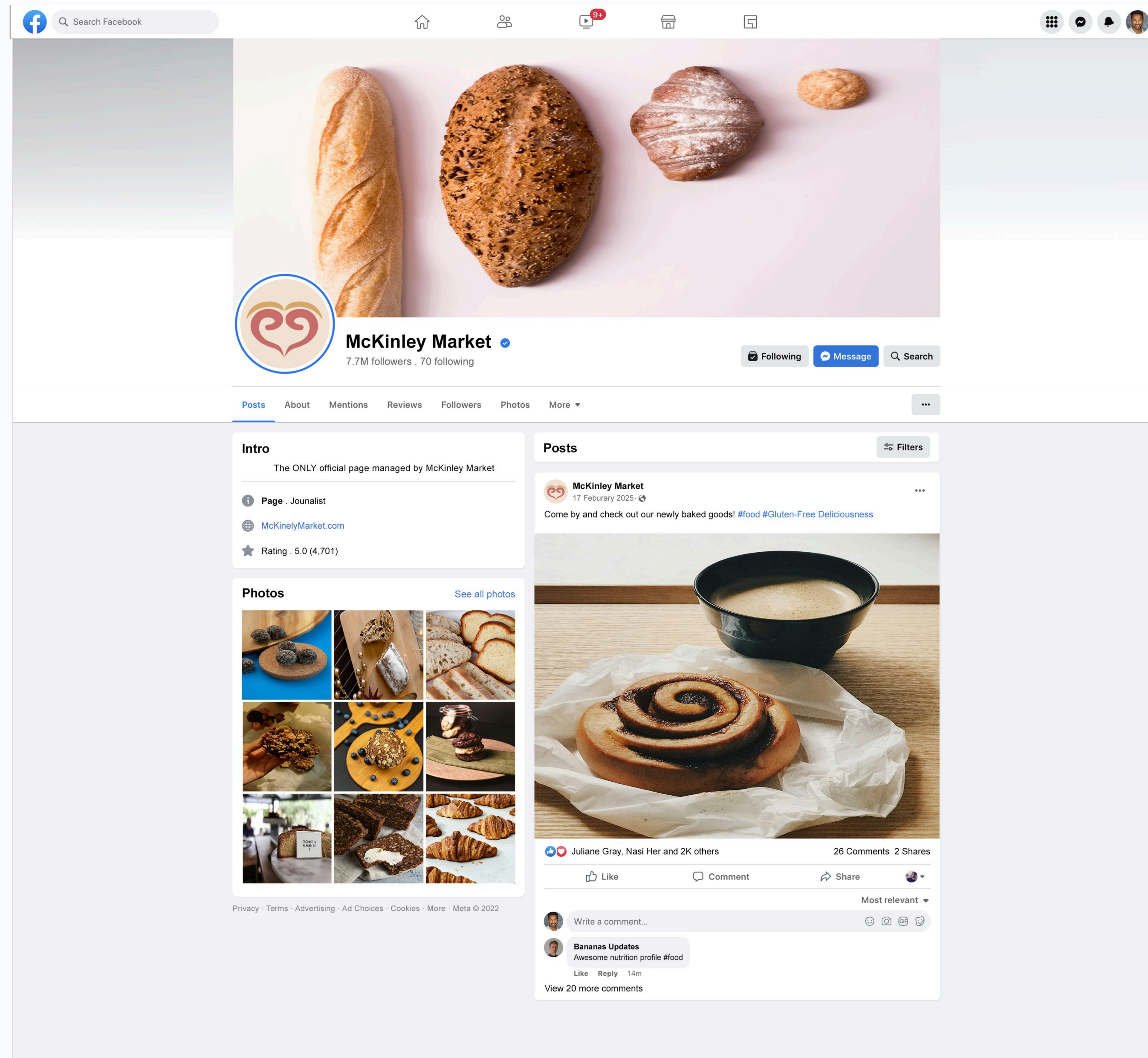
Signage



Napkins



Social Media



Social Media



Conclusion

Warm, Welcoming Identity: The heart logo symbolizes care and inclusivity, reflecting the brand's mission to unite people through food.

Timeless Design: The modern typography and rich color palette ensure the logo stays relevant as the brand grows.

Emotional Connection: The heart shape evokes comfort and community, aligning with the brand's story and making gluten-free living joyful for all.

Versatile & Expansive: The logo supports McKinley Market's long-term vision, adapting as the product range expands.

Face of the Brand: The logo captures the brand's essence—personal, inviting, and authentic—creating a lasting impression with customers.

Thank You!

McKinley Market

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