

# FareStart

Great Food • Better Lives

Brand Book

By Lia Johansen

# TABLE OF CONTENTS

3	Mission and Goals
4	Logo
6	Logo Usage
7	Icons
9	Icon Usage
10	Color Palette
11	Typography
12	Photos
13	Mobile Wireframes

# ABOUT

## Mission

Our mission is to provide real solutions to poverty, homelessness, and hunger through food. We want to make a lasting impact while changing lives by recognizing value in all people.

We understand that getting out of a negative cycle is difficult when faced with multiple barriers. We pride ourselves in helping individuals struggling to attain and sustain employment by teaching them both work and life skills. We have foodservice programs that provide healthy meals to social services, shelters, and schools. Participants in these programs are gaining practical hands-on work experience while also giving back to the community. We also have connections to local restaurants to help us constantly improve our programs and ensure that our participants have jobs after graduation.

## Communication

- 🍌 Welcoming
- 🍌 Inclusive
- 🍌 Excellence

## Audiences

- 🍌 Community Members
- 🍌 Homeless and people in poverty
- 🍌 Schools and organizations

# LOGO

FareStart's logo reflects our mission to help people escape negative cycles and overcome hardships by learning new life long skills.

Our logo was created to convey each individual's personal growth and potential. Our logo shows a spoon growing leaves. When viewed close up the leaves are seen individually, but when looked at far away they look like a whole. This shows that each individual makes up our community. The leaves are lighter to represent new growth while the spoon is a darker color to represent warmth and comfort, which are important aspects for a learning and growing environment.

The spoon growing new leaves shows that individuals' growth comes from food and the food industry, which is at the heart of FareStart. The spoon's warm burnt sienna color and centered position conveys that FareStart helps individuals grow through culinary programs, but inner growth also comes from within one's self.

Our logo uses a sans serif type to convey a feeling of modernity and comfort.



**Fare  
Start**

Growing individual's skills through food

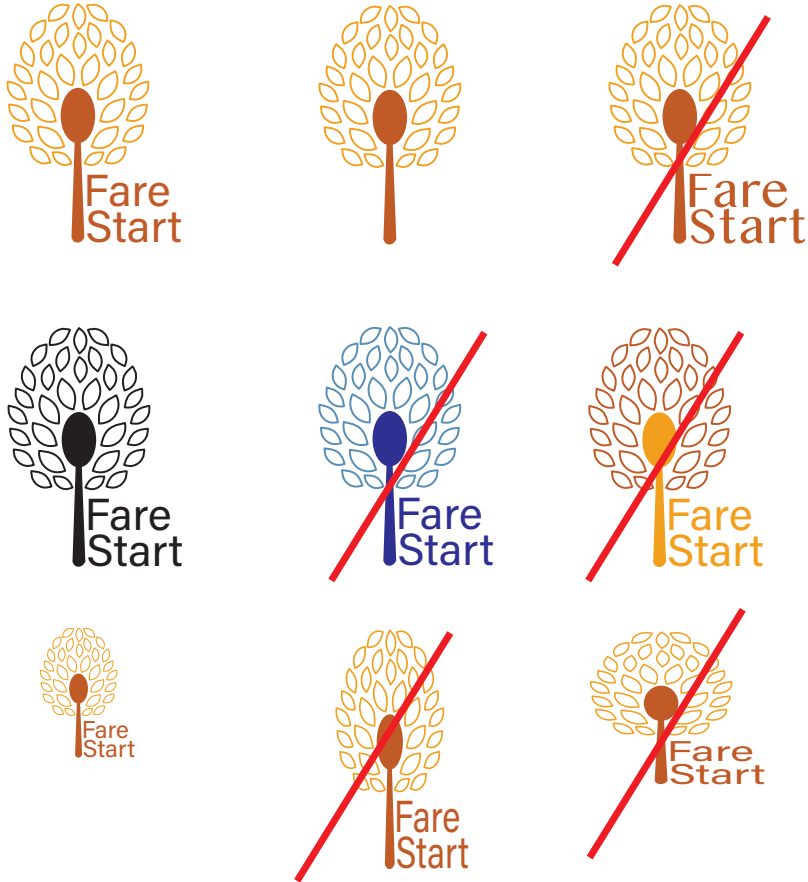
The core of FareStart is food and dining

Clean, simple, and elegant type



# LOGO USAGE

- Our logo can be used with or without the word "FareStart," but do not add other words or replace the words in the logo. Also, do not change the size or type of the words.
- Our logo can only change color to black, midnight navy or white. Other colors are off limit. Also do not put the logo behind colors outside of FareStart's color palette. Finally, do not invert the color of the logo.
- Our logo should be scaled proportionally. Do not stretch or compress it.



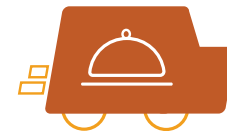
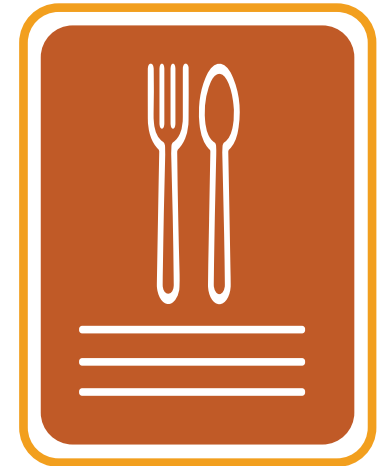
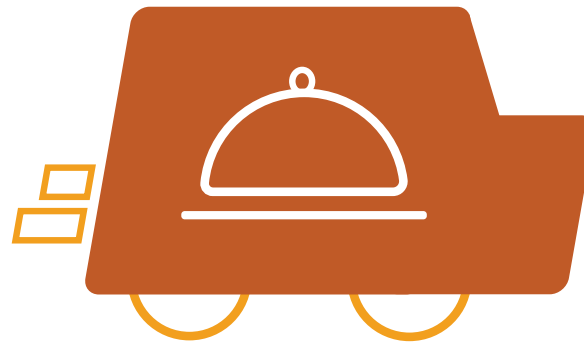
# ICONS

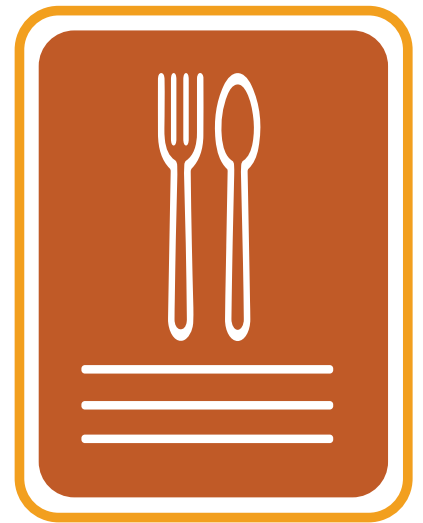
FareStart's icons show two of our main aspects: catering and restaurants.

The menu represents our delicious and meaningful dining experience. We pride ourselves in our array of different menus from our multiple restaurants and cafes.

The catering truck represents our dedication in helping to create meaningful memories by delivering and catering events.

Our icons are bold with rounded corners to convey a friendly and welcoming feeling. The soft corners match with the spoon in our logo, and the colors match our logo's color scheme to create cohesion between them.

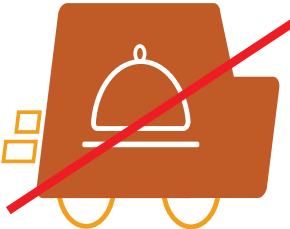
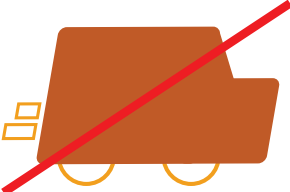
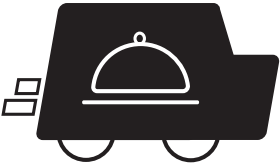
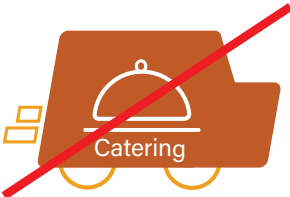






# ICON USAGE

- Our icons should not have added words inside or around the icon.
- The icons can only change color to black, midnight navy or white. Other colors are prohibited.
- Parts of the icons may not be erased, changed or added.
- Our icons should be scaled proportionally. They should not be distorted or stretched.



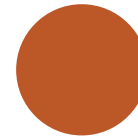
# COLOR PALETTE

FareStart uses a complimentary color palette of oranges and blues to convey a sense of elegance and to reflect our mission of making a lasting impact.

The oranges are used as a primary color to draw attention to important actions such as buttons. The warmth of the oranges conveys comfort, while the brightness creates a sense of excitement for new beginnings.

The contrasting cool toned blues also convey a sense of comfort, serenity, and stability for both our workers and customers. The blues should be used for text.

For our design layouts, white is the main background color. This creates a clean and simple design that also symbolizes our mission to help create new beginnings.



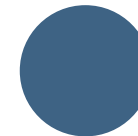
**FareStart Burnt Sienna**  
CMYK: 20/77/100/9  
HEX: #BC5727



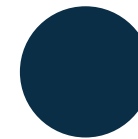
**FareStart Amber**  
CMYK: 5/52/100/0  
HEX: #F1A01F



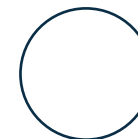
**FareStart Creamsicle**  
CMYK: 2/4/7/0  
HEX: #F7F0E7



**FareStart Blue Steel**  
CMYK: 81/58/31/10  
HEX: #406383



**FareStart Midnight Navy**  
CMYK: 96/77/47/45  
HEX: #0E2F47



**FareStart Fresh White**  
CMYK: 0/0/0/0  
HEX: #FFFFFF

# TYPOGRAPHY

We have one typeface, Acumin Variable Concept, to use for our mobile application, website, and physical prints.

Acumin is a simple sans serif typeface that conveys a sense of comfort and ease because of its simple letters. This typeface is easy for people to read, and its versatility allows for smooth redesigns. It also translates well from physical prints to computer screens to small mobile screens. Acumin is such a simplistic typeface but has an abundance of different weights that support our many written forms such as menus, websites, and blogs.

We use the Medium and SemiBold weight for headers and important information to catch readers' attention and Light and ExtraLight weight for regular text, usually used with bigger chunks of text.

Aa

Acumin Variable Concept

**26 Pt Semibold**

**Heading 1**

**22 Pt Medium**

**Heading 2**

14 Pt Light

Body 1

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

12 Pt ExtraLight

Body 2

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod

# PHOTOS

Elegant and charming photos are a crucial aspect of FareStart's brand. We believe that visuals are the biggest parts of sparking empathy and emotion within our customers. Through our photos, we tell our story and share our values of community, teaching, and high quality food.

We want to show photos of people working, eating, and training. This includes action photos of teachers and students cooking together or the community dining with us. We have some posed photos to show off achievements but would rather have photos showing action.

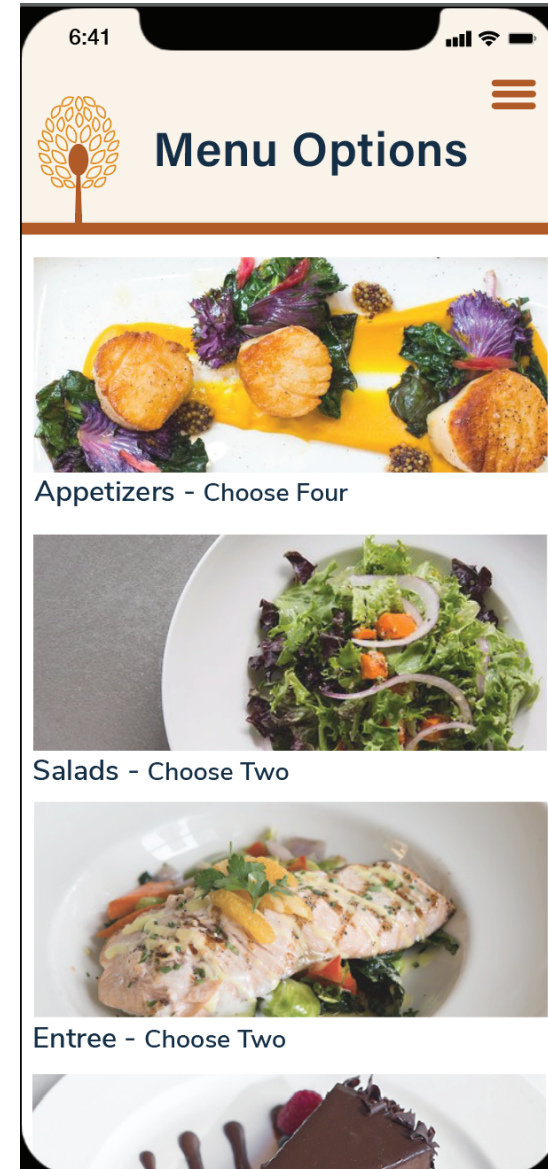
We also want to show off photos of our fine dining meals from our restaurants and cafes. These photos should be close up shots of the food that focus on our chef's small, delicate details. Be sure these photos are simple and clean by placing the food on white plates and avoid having too much food in one shot. Our photo theme is light and white to create a sense of happiness and symbolize a fresh start.



# MOBILE SCREENS

Our mobile screens show the action of selecting your wedding samples to try in the wedding catering appointment. We want to be seen as an esteemed restaurant that our customers want to cater their events. We know that weddings are a significant milestone, and we want to be there to help create meaningful memories through our delectable catering food.

The first screen is the start of the sample request form. It shows the wedding catering menu categories. After the user starts the form by clicking on a category they can select the menu items in that category. Some menu categories, such as appetizers, have a lot of options so the numbers in the upper right help the user keep track of how many choices they've chosen and how many they still can make. It is easy for them to go back and change answers with the back button.



# MOBILE SCREENS

