

food
should
taste
good



rebranding campaign

food should taste

good

has been on the market since 2006. This company offers to the consumer a healthy and natural food product, tortilla chips. The company has a unique business model to make food taste good and use only natural organic ingredients. Global warming and ecological issues drive concern for the environment. The healthy natural lifestyle trend is on the rise and the consumer is anxious for environmentally safe and healthy products. The brand offers a product that is safe and healthy for people and the environment. The company's disadvantage is that it is a young brand on the market that is not recognizable on the shelf and has not yet established a reputation with loyal support.



introduction

front cover
abstract
table of contents
target market
competitors
research paper
Campaign project brief

1-5

process

style guide
logo usage
color
moodboard
design

6-9

solutions

electronic media
social media
print media

10-15

summary

back cover

16-20

table of contents

ood



W

one for you

colors
cmyk rgb

13 23 87 0
225 188 67

11 62 100 1
219 119 17

30 50 75 10
169 124 80

50 0 100 0
141 198 63

imagery

4

People believe in the healing nature of food and select the healthy choice to prevent major diseases. The target market is the specific group of people that appreciates a healthy product and enjoys flavorful taste. Images for the campaign will be focused on the personality of the brand. The product of the brand is a healthy, natural, and organic food item. The Food Should Do Good targets that it's good for people and the environment. Images of family and friends gathering around a table, people in fitness activities, yoga, and playing games bring desire for a healthy living style. Positive emotions, enjoyment of life, and sense of community are the main selection for the imagery of the mood board.

one for me

style guide

fonts

helvetica neu light,

**bold,
condensed**

hand writing

good

for us

5

old logo

logo usage

Healthy and Natural logo research is based on Healthy and Natural lifestyle concept. The original logo contains the logotype in form of the simple message to the consumer. The design started from sketching the mind map ideas around the words nature, healthy, lifestyle. The most common directions that engage all directions were good, smile, and nature, green. The logo design started from black and white sketch. Several ideas conclude the design process. The final three logo was chosen by the context of green natural environment that is healthy for everyone on the planet.



new logo

The client selected one of the most related to the original logo style. The client's vision is to stay in the same healthy, natural category of the product, and maintain the health conscious target audience. It was decided to add color and logomark to the logo. The color is pantone # 8CC63E. The logomark in form of the word "good." It creates the memorable tag word for the consumer and brings the feeling of nature in vine elegance wording style. Designer presented the logo in black and white, color, transparent 20%, inverse transparent, and inverse white on the black background.

logo usage



one color
black on white



transparent 20%



one color inverse
white on black





“I love food. I’ve been working in restaurants and grocery stores my whole life, and if i’ve learned anything, it’s that food tastes best when it’s made with real ingredients.”

Pete

Founder,
Food Should Taste Good Inc.

| Nutrition Facts | |
|--|------------------------------|
| Serving Size 1 oz (28g/about 10 chips) | |
| Servings Per Container about 6 | |
| Amount Per Serving | |
| Calories 140 | Calories from Fat 70 |
| % Daily Value* | |
| Total Fat 7g | 11% |
| Saturated Fat 1g | 5% |
| Trans Fat 0g | |
| Polyunsaturated Fat 1g | |
| Monounsaturated Fat 4.5g | |
| Cholesterol 0mg | 0% |
| Sodium 135mg | 6% |
| Potassium 90mg | 3% |
| Total Carbohydrate 17g | 6% |
| Dietary Fiber 3g | 12% |
| Sugars 1g | |
| Protein 3g | |
| Vitamin A 0% | • Vitamin C 0% |
| Calcium 4% | • Iron 4% |
| *Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs: | |
| | Calories: 2,000 2,500 |
| Total Fat | Less than 65g 80g |
| Sat Fat | Less than 20g 25g |
| Cholesterol | Less than 300mg 300mg |
| Sodium | Less than 2,400mg 2,400mg |
| Total Carbohydrate | 300g 375g |
| Dietary Fiber | 25g 30g |
| Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4 | |

| | | |
|--|-------------------------------------|--|
| | GF CERIFIED GLUTEN FREE | |
| | GOOD SOURCE OF FIBER | |
| | NO EXCELLENT SOURCE OF WHOLE GRAINS | |
| | ALL NATURAL | |

Food Should Taste Good & Design and (it’s a cracker, too!) are trademarks of Food Should Taste Good, Inc.

Distributed by:
Food Should Taste Good, Inc.
PO Box 776, Needham Heights, MA 02494

Call us: 1-877-588-3784
Visit us: www.foodshouldtastegood.com

Visit foodshouldtastegood.com for coupons and recipes or “like” us at facebook.com/foodshouldtastegood to enter our giveaways and contests!



Product of USA
3209343101



35890 4469 4469