



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.

The campaign project summarized in this paper seeks the solution to improve the brands position on the market. The campaign offers to bring a new natural voice to the brand. This will be achieved by generating new print materials, digital, and social media tools. It also includes a next generation logo, modifying the website, and adding new elements of communication with the consumer. All marketing campaign materials will emphasize consistent color, imagery, and a vision theme to attract the consumer's attention.

The objective of the campaign is to study and research the healthy food market, find the target consumer, distinguish their needs, and establish trustful communication. The campaign focus is to establish the brand identity and reputation in the competitive healthy food market. This will help to improve the brands visibility on the market and increase the sales revenue of the brand.

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# style guide

logo



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.

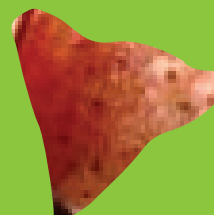


The voice of natural, organic, and good for people should be highlighted throughout the campaign. The main color scheme of the project is red, orange, brown, and green. Colors and shapes draw reader's attention (Weinschenk) before reading the text. The green color imbues a clean, recycle, organic, and nature based element. Other colors researched are the brown, orange, and red. These colors should be a light pastel palette. Colors "evoke emotions" (O'Grady, 2006) and feelings. Red color is linked to passion and excitement. An orange color evokes feelings of hunger. Brown is the mix of red and orange. Brown complements the recyclable material and often it's a brown carton bag.

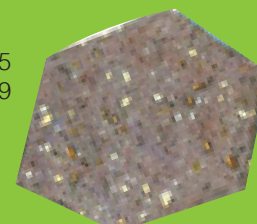
cmyk 13 23 87 0  
rgb 225 188 67



cmyk 9 77 83 1  
rgb 219 94 61



cmyk 34 41 60 5  
rgb 66 139 109



cmyk 43 23 76 2  
rgb 154 165 96



style guide

# logo usage

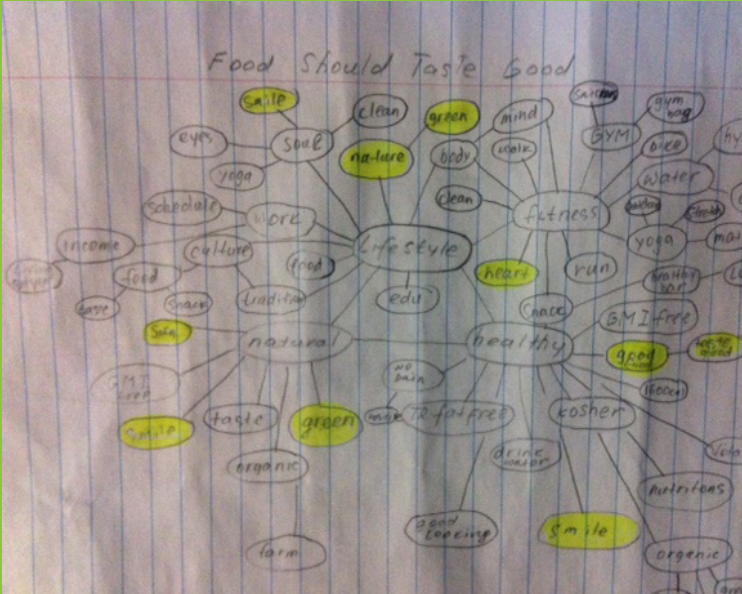
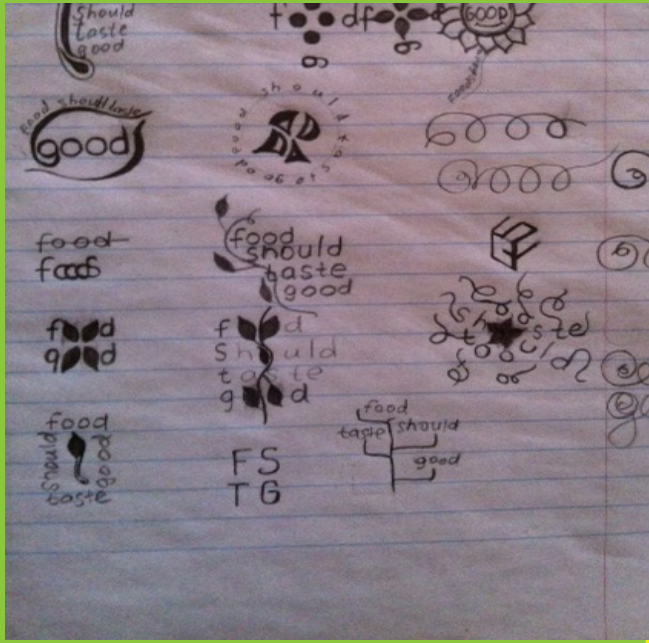
Healthy and Natural logo research is based on Healthy and Natural lifestyle concept. The original logo contains the logotype in form of the simple message to the consumer. The design started from sketching the mind map ideas around the words nature, healthy, lifestyle. The most common directions that 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. It was presented to the client as a context for the Food Should Taste Good chips brand. 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.

old logo



new logo





logo usage





