

The
LOCAL
Bowl
PDX - OR

Food Truck Branding Campaign

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Arts 352-001

CONTENTS

Introduction	03
Brand Strategy	04
Audience Persona	05
Visual Research	06
Sketches	07
Iterations	8
Final Solutions	14
Project Defense	20

INTRODUCTION

At the beginning of this project, we were introduced to the idea of creating, designing and branding a food truck. The food truck was supposed to consider truck design, logo, brand elements, packaging and a menu. This was intimidating for me at first because I felt as though I did not have any good ideas for the actual food truck. I decided to design the food truck based off of one of my favorite things I make for dinner--bowls. I often find myself throwing random ingredients into a bowl or salad and making a dinner out of them and that was my inspiration behind this truck. The Local Bowl is a healthy alternative to fast food and allows customers to pick what they'd like in their bowl.

I thoroughly enjoyed creating the branding for this project, and had such a great time designing something that was more out of my comfort zone.

Check out The Local Bowl below!

BRAND STRATEGY

Name of Truck: The Local Bowl

Concept: Build your own, healthy food bowls.

Unique Selling Point: The Local Bowl wants to be perceived as organic, healthy, fun, accessible and good for the community. The Local Bowl strives to be the kind of place that does good in their community while feeding the community through healthy foods.

Market Positioning: The Local Bowl's place in the market is to appeal to those who are trying to be healthy and live a lifestyle where they are aware of what they are putting in their bodies. They are affordable but healthy, something that is rare to find when eating out.

Brand Personality: The Local Bowl wants to be perceived as organic, healthy, fun, accessible and good for the community. The Local Bowl strives to be the kind of place that does good in their community while feeding the community through healthy foods.

AUDIENCE PERSONA

Meet Austin



Meet Austin. Austin is 26, single and lives in Portland, Oregon. He recently moved to the area, and is looking to explore various food places. Austin loves to cook, but also really enjoys eating out. He loves biking, hiking around the Portland area. He knows that clean eating is incredibly important to his health and absolutely loves the ability to customize his bowls at the Local Bowl.

Austin enjoys that The Local Bowl is near his apartment, and his desire to eat healthy despite his limited amount of time is something that attracts him to The Local Bowl. Also, the fact that he can take his salads/ bowls anywhere makes it super easy for him and

VISUAL RESEARCH

The visual research for this project involved looking at various food truck design. Most of what I decided to be inspired by for this project was rustic, clean and had unique logo elements. I also was inspired by darker colors and simple branding.



W	Tous les produits qui ont servis à nos plats sont issus d'agriculture biologique		W
PORTIONS:	M	PRIX EN CHF	
8	PRIX INDIGUE -2-	PRIX INDIGUE -2-	B
MENU:			18.-
BURGER, Frites & Bière			(S - M - B)
N°1	LINCOLN BURGER	12.-	
	PAIN PAILLASSÉ, BURGER AU TOFU	(S - M - B)	
N°2	GHANDI BURGER	13.50	
	PAIN AU SESAME, BURGER AU TOFU ET SAUCE AUX POIS CHICHES	(S - M - B)	
N°3	FRANKLIN BURGER	11.50	
	PAIN BUN MAISON, BURGER AU TOFU	(S - M - B)	
N°4	NEWTON BURGER	13.90	
	PAIN BUN MAISON, BURGER AU TOFU	(S - M - B)	
BIÈRE			
(S - 25 CL/M)			
PORTIONS			
POMMES DE			
RESERVATION: 079 509 509			
DE COMMANDE			

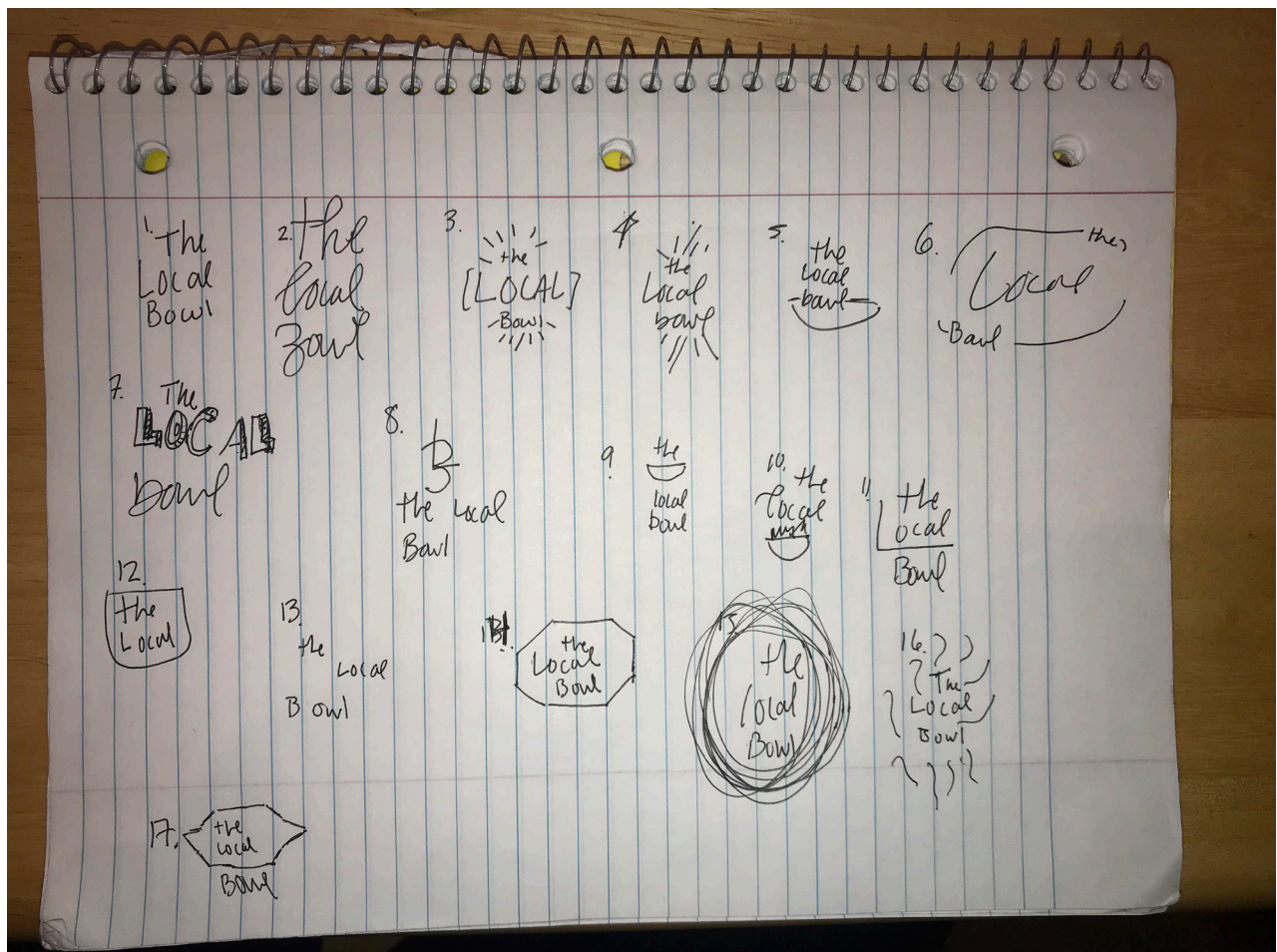


SKETCHES

Logo Roughs

When creating sketches for The Local Bowl, I wanted to make sure that I created several different types of logos.

I really enjoyed working on these and I found it so fun to sketch out the logos



ITERATIONS

For some areas of this project, I found the iterations came to me easily, whereas other aspects took longer. For the logos and the truck, I had several drafts. Whereas, with the food packaging, I only had one draft before the final rough. The pattern I developed was also fairly easy and came to me quickly.

Although I liked all the iterations that I came up with for this project, I felt as though some of the best iterations came through hard work. I struggled with developing the food truck mockup, and felt initially as though it did not fit my vision. However, through the process of working on the truck, I loved the final iteration.

Check out my process of designing The Local Bowl below

ITERATIONS

Logo Concepts



ITERATIONS

Logo Refinement



ITERATIONS

Truck Concepts



ITERATIONS

Packaging Roughs



ITERATIONS

Menu Roughs

The LOCAL Bowl PDX - OR

Bowls Start at \$8.50 each

STEP 1

Pick your base

Brown rice	Romaine
White Rice	Kale
Quinoa	Spinach

STEP 2

Pick your meat

Chicken	Tofu
Lamb	Spicy Chicken
Beef (0.50)	Jackfruit

STEP 3

Pick your toppings

(UP TO 3, EXTRAS ARE 0.50)

Sweet POTatoes	Avocado
Grape Tomatoes	Pita
Chickpeas	Red Onion
Brussel Sprouts	Beets
Pinto Beans	Corn
Red Cabbage	Zucchini

STEP 4

Pick your dressing

Hummus	Italian
Orange Zest	Lemon
Guacamole	Spicy Vinaigrette

FINAL SOLUTIONS

Brand Elements



Mission Script

Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

RANGER

AA BB CC DD EE FF GG HH
II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW XX
YY ZZ

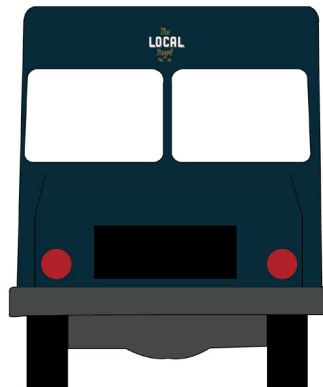
RANGER SHADOW

AA BB CC DD EE FF GG HH
II JJ KK LL MM NN OO PP
QQ RR SS TT UU VV WW XX
YY ZZ

Nicholson Gothic Regular
Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

FINAL SOLUTIONS

Truck Finals



FINAL SOLUTIONS

Menu Finals



The
LOCAL
Bowl
POK - OR

Bowls start at \$8.50 each

STEP 1
Pick your base

Brown rice	Romaine
White Rice	Kale
Quinoa	Spinach

STEP 2
Pick your meat

Chicken	Tofu
Lamb	Spicy Chicken
Beef (0.50)	Jackfruit

STEP 3
Pick your toppings
(UP TO 3, EXTRAS ARE 0.50)

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STEP 4
Pick your dressing

Hummus	Italian
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Guacamole	Spicy Vinaigrette

FINAL SOLUTIONS

Packaging Finals



FINAL SOLUTIONS

Packaging Finals



FINAL SOLUTIONS



PROJECT DEFENSE

This was one of the most challenging projects that I've ever had the opportunity to work on, but it was so worth it. I really enjoyed the final solutions that I came up with for this project and was pleased with how it all turned out.

I wanted it to be rustic, have a warm color scheme, and still be fun and healthy. This was such a great opportunity to stretch my skills as a designer, and getting to work with the truck mockup was both challenging and so much fun.

Finally, I'm incredibly proud of my packaging mockups. I feel as though they look incredibly professional and the colors looked great on the packaging. I was very happy with how the patterns turned out and the use of color within the packaging. It was easy for me to picture how the packaging would look in real life after making the mockups!

Overall this project was challenging, but it was also extremely fun and rewarding and I am thrilled with how it turned out!