

Food & Malt

CA02 - Development of a visual profile

The process from start to finish

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About Food and Malt

Food and Malt is a restaurant that combines drinks from local breweries with good, home-made food. The pub is at the Meat Bazaar.

Food and Malt would like to position themselves in the restaurant/microbrewery marked as traditional yet with a modern twist. They offer affordable dishes with prices in the range of 150 to 200 NOK.

Competitors

Almost every business has competitors within the same or very similar market. Food & Malt is no exception from this. To limit the competitor analysis, I have selected three of them – all located in Trysil and Elverum.

Food and Malt serves «good quality home-made lunches and evening snacks» in combination with a great selection of beers. They also try to introduce the trendy concept of Dude Food [1], which is «food for men», a «continuation of street food». Dude food is meat heavy, and dishes like hamburgers, hotdogs, or barbeque ribs may be considered dude food.

Although there are no nearby pubs that explicitly claim to serve «dude food», there are a few that serve «good quality home-made food». Kveik Restaurant and Brewpub and Stri Pub are two examples of such.

Kveik Restaurant and Brewpub is a local business that serves pub dishes and ala carte along with local brewed beer from Trysil Microbrewery. Their location is at Trysil Hotel in Trysil, which is in Innlandet county, Norway - 2 ½ hours from Oslo, close to the Swedish border.

The food served on Kveik is «built on Nordic flavours and local foods in combination with beer» as their main theme. In Trysil, that implies amongst others, moose sausages and gravlax. These dishes are both traditional Norwegian dishes, but also trendy amongst the youngsters.

The atmosphere in Kveik is trendy and minimalistic: dark walls, with shiny over-head lamps to light up the restaurant.



Figure 1 The feeling of the interior of Kveik, from Kveik website

It is accompanied by a cosy atmosphere, with an open fire to enhance the feeling.



Figure 2 Open fire, from Kveik's website

Their logo is barley straw accompanied by the business name with capital sans-serif letters. The stroke thickness of the letters varies. Above the barley straw,

there are several dots (you only see the lower part of this in the picture), which may represent the gas rising from a glass of beer.



Figure 3 Kveik logo, outside on building wall

Kveik has several touchpoints into the world; a website, a Facebook page, an Instagram account and some analogue ones such as on-site and email/telephone.

On their Instagram page, they focus on their dishes – not the atmosphere in the restaurant. The impression that leaves is that they are primarily a restaurant and secondary a beer experience provider. On the other hand, the lack of the latter may be due to strict Norwegian regulations on displaying beverages containing alcohol. The focus on their Facebook page is the same, and their website is limited to a sub-page under Trysil Hotel [2].

Another competitor in the area around Elverum is Stri Pub in Elverum. Stri Pub is a local pub that serves burgers and spareribs (Dude food alike) with beers

from small breweries in the area. They serve amongst others beer from Trysil Microbrewery (same as Kveik), and Atna beer from Atna Microbrewery.

Stri pub does not have a website, and their only digital touchpoint is on a Facebook page. On this page they call themselves a “café and pub with focus on enjoyable atmosphere and culture” [3]. In Stri Pub, local artist may exhibit their art, and local musicians often have performances there. In this matter, Stri Pub is important to local artists. Once a week they arrange quizzes.

Their logo is their name, Stri Pub and a beer tap with a drop under it. The typeface is edgy, made up of straight lines to make up the letters. The S is a sans-serif letter, and the rest, T, R and I are slab-serifs. The background colour is dark and the logo symbol and wordmark is in yellow.



Figur 4 Logo Stri Pub, Elverum

The third competitor in this analysis is Kafe Øst in Elverum. As the name suggests, it is not a bar, but a place where you can grab a coffee. However, they still serve various kinds of local brewed beer and small dishes to go along with the beer. They are only open until 10 PM, but is still a cosy place for the people in Elverum.

Their interior is warm and cosy with furniture in natural materials and large cushions.

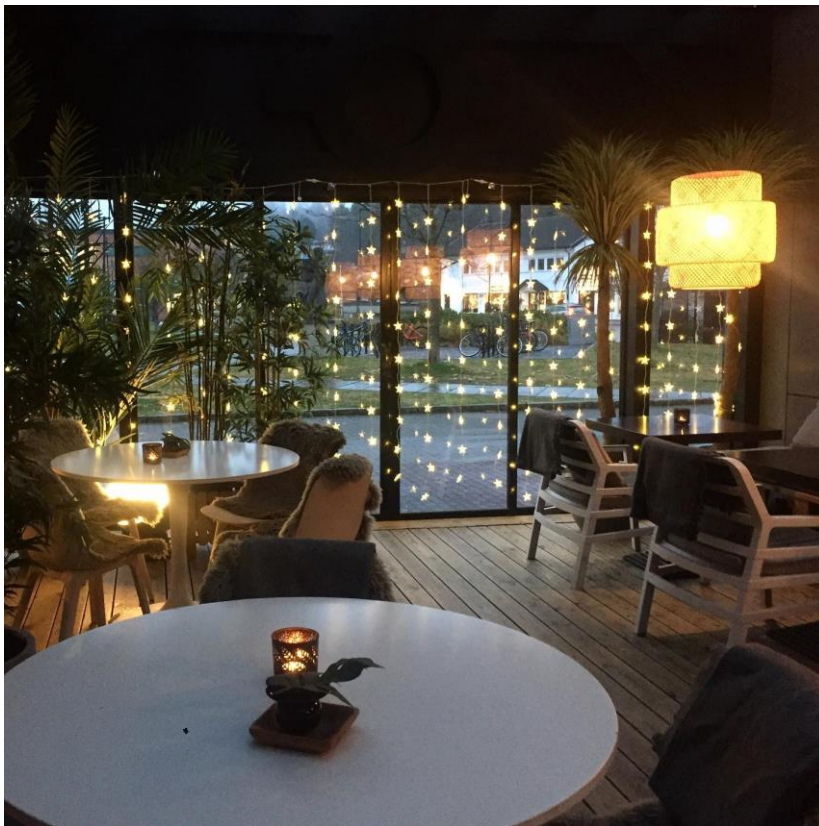


Figure 5 Interior of Kafe Øst

Kafe Øst is the place you go if you want great pizza from a wood-burning stove.



Figure 6 Interior of Kafe Øst

Their logo is a wordmark with their name, Øst. The letter shapes are changed. The letter Ø (O and E) is tilted, so that the stroke that runs through the letter is vertical¹.



Figure 7 Logo of Kafe Øst, on building wall

They also use the letter Ø as a logo symbol



Figure 8 Logo symbol, Kafe Øst

This is the character Ø from their name, with a brownish fill colour. This drives an association to a coffee cup.

¹ The stroke is usually on the y axis, slightly moved to the right on the top – like this: Ø

Persona

To find out more about a business' target audience, it is common to develop a persona. A persona is an archetypical user for their business – who they want to attract or their desired user. There are many ways of creating a persona, but they are often built on some kind of user research.

Food and Malt's target audience are young urban individuals, aged 18 to 35, who are interested in culture, design, trends, and the night scene. With this in mind, I interviewed two young adults, aged 22 and 24 from Bergen and Oslo². The interview was done over phone as an unstructured interview, which is an interview in a conversational manner. I had a few initial questions, see attachment 1, and due to answers given in those, I made follow-up questions on the fly.


Even though 2 respondents are far too few to develop a solid persona, some of the information from the interview turned out to be very useful for the brand positioning of Food & Malt. Both said that the variety of drinks was important, and that the personnel at work must be able to recommend beers in an “almost magic way” – this meaning that based on their taste in beer, the bartender should be able to recommend a beer similar yet different to their taste.

Both had opinions about the interior of the pub. For example, P22 said that the interior of the bar was important. The chairs or sofas should be comfortable – also over time. P22 said that when they went out, they usually spent some hours on the same pub and really didn't want to relocate if they liked the place.

For P24, the atmosphere of the pub was important: dimmed lightning, low music so that they could talk without having to raise their voices, candles, and warm interior.

² 2 persons are normally too few people to built a persona, but due to scope of project and time constraints, this is what was feasible.

Based in these interviews, a persona was made; a 24 year old woman, named Billie.



Billie Beerlover

Female hipster and overly social

24 years
Oslo
Marketing and communication

3-5 times a week
450 NOK on average

CORE NEEDS

A place to hang out with friends, where she can drink and eat and have a good time. Skilled bartenders are important as she likes to experiment with beverages.
A place that feels like home, with a warm atmosphere and comfortable interiors. Background music not too loud so she can speak with her friends.

"I like to taste different kinds of beer, so a variety of types and skilled bartenders are important to me. I fancy local beers over imported ones."

| CORE VALUES | CHALLENGES |
|--|--------------------------|
| Family, home, friendly, trendy, modern | Knowledge level of staff |

Figure 9 Persona, Billie Beerlover

For a larger version of the persona, see attachment 2.

Word Summary

The characteristics of the business, the competitors and the desired users are in place. This can be used as a starting point for ideation with words. I did this, in mind-map. The map is a mix of known information in conjunction with associations of this information.



Figure 10 Word associations as mind map

For a larger version of the word cloud, see attachment 3.

Mood board

Inspiration may come from many sources – also from a word cloud (see above).

Some of the words in the earlier mentioned word cloud can be used to find images online, to put on a mood-board. On the mood-board, I gathered inspiration and displayed them as a whole – and not just bits and pieces.

There are many ways to create mood-boards – both digital and analogous. I created a digital one, with Adobe Illustrator. In Illustrator, it is easy to insert images, find colours and arrange elements to a cohesive tablet. I used Google as my starting point, for elements that was according to my initial idea: hipster pubs, microbreweries, colours, typography, and logos from other microbreweries.



Figure 11 Mood board

For a larger version of the mood board, see attachment 4.

Execution

I decided to explore a logo as a combination mark, where a symbol and a wordmark together make up the logo - as I see many other microbreweries in Norway do. I did a few sketches on the business name, to see how to arrange it and whether to use capital or regular letters.

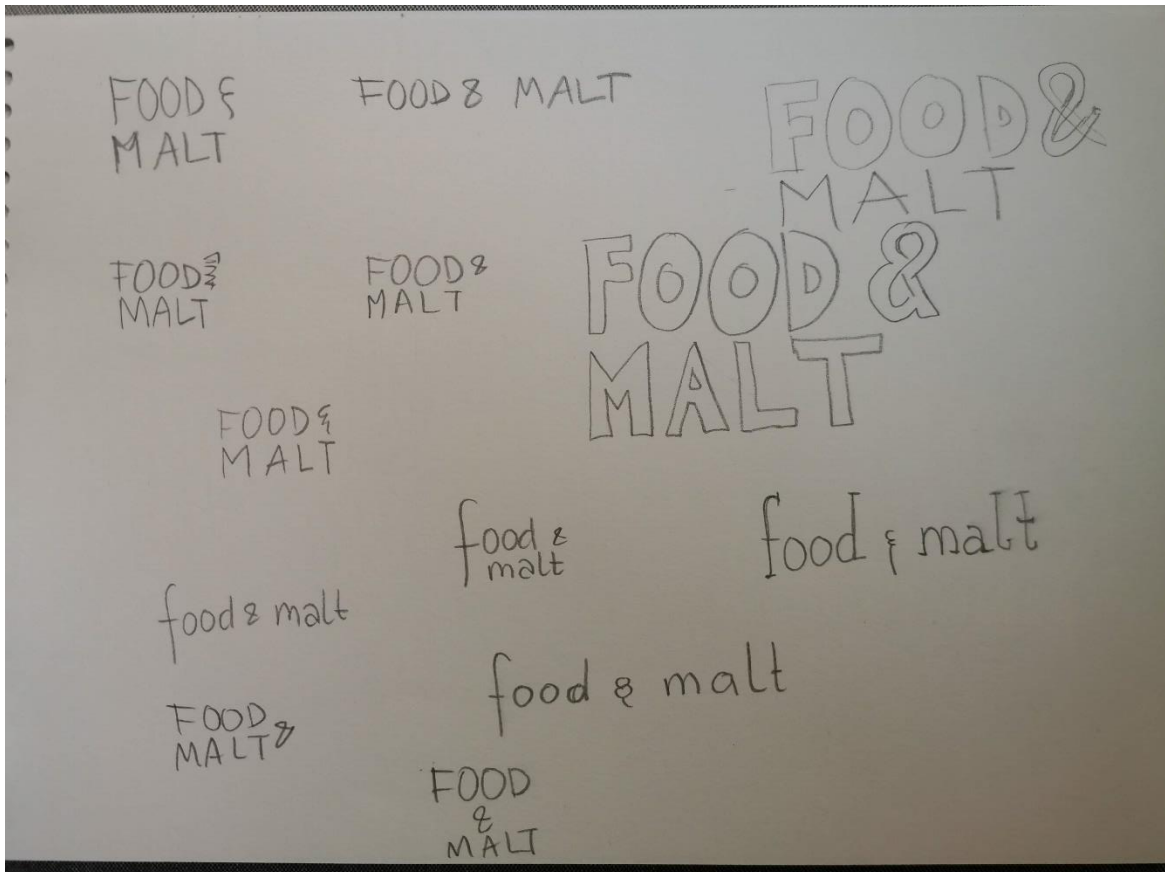


Figure 12 Experimenting with word positioning

Typography

According to Alina Wheeler, typography is the “*core building block of an effective identity program*” (4 p158) and in many cases a brand can be recognized due to their use of types.

When choosing a typeface for a logo, one must consider legibility above all. If the typeface is not readable, this will most probably affect a business brand position.

A typeface has personality and must match the business' personality [4]. I decided early that I wanted to go with a sans-serif typeface. Sans-serif typefaces are often considered more modern than serif typefaces. Since Food & Malt is a pub that would like to appear modern, in my opinion, a sans-serif typeface is the best choice.

There are many sans-serif typefaces to choose from, and it is difficult to try them out on paper, so that I did in Illustrator.



Figure 13 Typography test in Illustrator

Three alternatives stood out: Courier New, Source Code pro and Josefin Sans.



Figure 14 Typography comparison

I like them all. They are easy to read (Josefin sans need slightly larger sizes) and pleasant on the eye. The latter two are monospace typefaces, meaning that all letters take up equally amount of space – in contrast to Josefin Sans, where the Os are much wider than for example the A.

One way of deciding which to choose is to do a user test – and so I did: 3 friends on Facebook³ and asked how the appearance of the name made them feel. They all agreed that the Courier New looked old due to the resemblance to old typewriters. Personally, I like the O of Josefin Sans and the rest from Source Code Pro, so I mixed them.

Josefin Sans and Source Code Pro has almost the same x-height, but different widths. My goal was to make both lines equally wide, and to do so, I made the word “Malt” buch bigger.

Josefin Sans

FOOD &

MAL T

Source Code Pro

Figure 14 Typography final choices

³ To choose friends on Facebook is not an ideal user selection technique. The users should be in the target group. Two of them were, 1 was not.

This modification had an impact on the visual hierarchy, making the word MALT more important than the other two – which it was not, so I tried a different approach – by splitting the line before the ampersand.

FOOD & MALT

Figure 15 New layout of business name

Logo symbol

A logo symbol can act as an identifier of the business, both alone and together with the wordmark, and I decided early that I wanted a symbol in the logo. The symbol could be abstract or pictorial. I went with the latter: a stylized barley straw as barley is one of the main ingredients in beer. No barley, no beer.

I found inspiration for barley icons online [5] and in the logo of Kveik mentioned earlier. Here are some examples of barley icons that I used as a source for my logo symbol.



Figure 16 Logo symbol inspiration, reference images

I did some sketches on paper to explore the idea. Questions I asked while sketching was

- Many grains, or just a few
- how should the “antennas” be executed
- how many of antennas
- do I need grains
- how about square grains

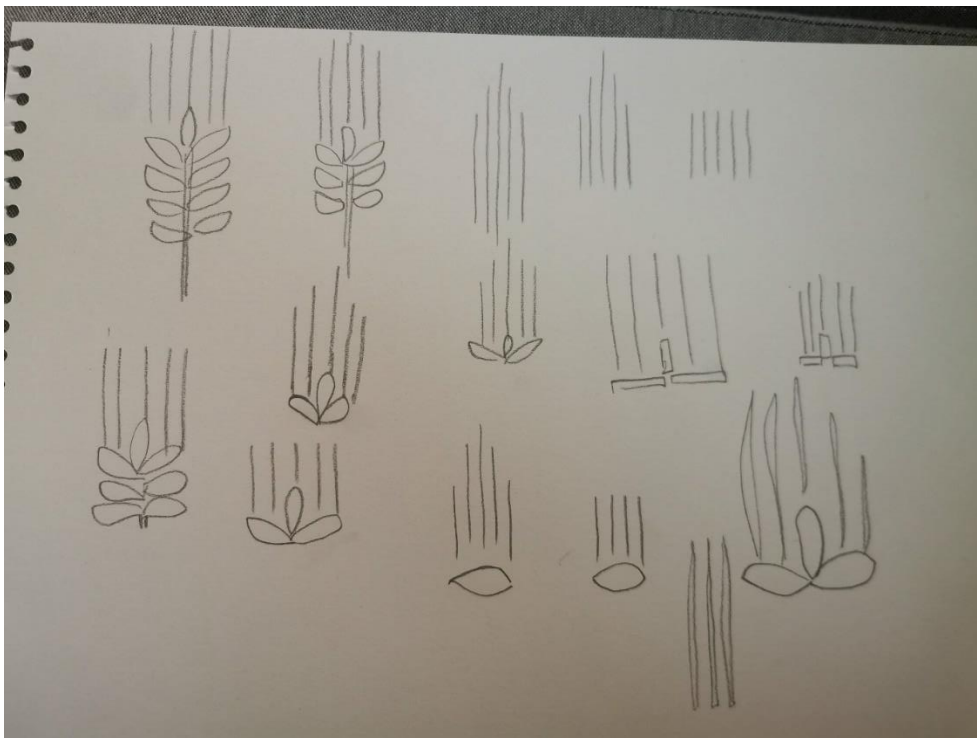


Figure 17 Sketches of barley symbol

After I was done sketching, I executed my favourite in Illustrator: with grains and straws. I tried out different colours for the grain and width and lengths for the straws.



Figure 18 Early versions of logo symbol

Colours

Colours can evoke emotions and express personality [4] and there is a perception that colours may convey different meaning. This is cultural dependent, but in Western culture, the colour red may convey for example “energy”, “anger”, “power”, “passion”[6] and more.

It may be wise to limit the colour palette to only a few colours, but the brand as a whole might need additional colours for other purposes such as websites and branding materials. In regards of this, I have created a colour palette that consists of six colours.

The colour palette for the project are picked from the images on the mood board: yellow, orange, blue, brown and brown-black, from the light, the beer, the wall, the beer again and the shadows.

The main colour is orange. Orange may convey “curiosity” and “creativity” [6] – properties that align well with the brand values of Food & Malt. Along with

the orange colours, there is also a tint and a shade. The tint is pulled from the beer foam.

Blue can have a calming effect on people, which is perfect in a bar. The blue colour in the palette is found in the interior of one of the images. Along with it, I added a shade dark enough to be used as black for body copy for example on a website.

There is also a yellow for contrast or CTAs and a neutral grey.

The colour palette does not follow a regular colour scheme pattern, such as monochromatic or complementary, but the colours are retrieved from the surroundings of beer and bars, and I think they will work well together.



Figure 19 Colour palette

Food & Malt need colours that will work well both for digital and analogue usage. The logo may be printed on beer coasters, signs, uniforms, business cards as well as for display on websites and social media. The colours must therefore

adhere to the Pantone colour matching system as well as RGB and CMYK. The rgb gamut has a wider range of colours than both Pantone and CMYK, and it was important to find RGB colours that could easily be translated to other colour spaces.

Specification of the main colour:



Main color

- RGB 219 123 81
- Hex DB7B51
- CMYK 1 58 67 3
- Pantone 2433 C

More details about the colour palette can be found in the Visual profile for Food & Malt.

Result of process

The result of the project is a logo, a colour palette, and a visual profile manual, where the business' visual identity is described. The profile contains their logo and intended use, a description of the brand colours and chosen typography. The manual also contains examples of usage. A logo is hardly ever seen in isolation, and to see the logo on artefacts can help to determine whether the logo conveys the right message. The mock-ups are built in Adobe Photoshop, using mock-up files from Envato Elements [7].

The finished logo has two colours; the orange from the beer and a dark shade of the same orange colour.



Figure 20 Logo Food & Malt

The logo has also a vertical version, when the horizontal cannot be applied:



Figure 21 Logo Food & Malt, alternative version

The logo also has a protected area – the amount of white space around the logo where no other element can be placed. This space is equal to the width of the grain. The same protected area is found in all versions of the logo.



Figure 22 Protected area around logo

Further details about the logo versions and usage is found in the visual profile.

Exporting and presentation

After the logo is done, it is time to export it. For this I used Adobe Illustrator's export function. The usage of the logo is either print or digital, and different usage requires different colour models.

For screen, I used the RGB color space and exported the logo with variants in jpg, png with transparent background and svg, a text description on how to render an image. SVG is a scalable format suitable for web.

For print, I converted the ai-file to CMYK and exported it in jpg, pdf and eps format. I also exported the transparent version of the logo in png, for use on profile objects – for example beer coasters and t-shirts.

This package is now ready to be zipped and transferred to a client.

Visual profile manual

The result of the logo design process is presented in a visual profile manual. The manual is created in Adobe Indesign and contains the brand story, logo guidelines, brand colour palette, typography, font and a section to place image guidelines. The latter is outside the scope of this project and will not be included.

Reflective journal on the process

I have written a blogpost about the process. It is found here

<https://sivhansen.no/2020/11/26/ca02-10-reflections-on-developing-a-logo-for-food-malt/>

References

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Attachment 1 - Interview guide

Tell me about the last time you went to your favourite bar?

What is important when you choose which bar to go to?

If your favourite bar was a person, how would you describe him or her?



Billie Beerlover

Female hipster and overly social

👤 24 years

📅 3-5 times a week

📍 Oslo

💰 450 NOK on average

🎓 Marketing and communication

CORE NEEDS

A place to hang out with friends, where she can drink and eat and have a good time. Skilled bartenders are important as she likes to experiment with beverages. A place that feels like home, with a warm atmosphere and comfortable interiors. Background music not too loud so she can speak with her friends.

“
I like to taste different kinds of beer, so a variety of types and skilled bartenders are important to me. I fancy local beers over imported ones.”

CORE VALUES

Family, home,
friendly, trendy,
modern

CHALLENGES

Knowledge level
of staff

Attachment 3 – word cloud



Attachment 4 – Mood board

Food & malt

Josefin Sans
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnopqrstuvwxyz
 abcdefghijklmnopqrstuvwxyz

HORTEN
MIKROBRYGGERI

MUSICON
Mikrobryggeri