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# THE CREME BRULEE CART REBRAND

SKYLAR BOWEN SPRING 2012

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# ABOUT

The Crème Brûlée Cart started in early 2009 in a back alley in san francisco with a single torch and a tiny push cart.

**Curtis Kimball**, The Crème Brûlée man and founder of the crème brûlée carttm managed to find his way into the hearts of the growing group of crème brûlée fans and lovers for several months as he juggled multiple jobs and the cart.

The Crème Brûlée Cart was soon featured in the new york times, sunset magazine, the food network and many more unexpected places. as the menu and lines grew, the crème brûlée man built a permitted cart that launched in october 2010 and is still serving the torched decadence needs of san francisco's financial district today on market and sutter street. since then, the crème brûlée man has launched a crème brûlée truck bringing delicious desserts to the greater san francisco bay area.



**Curtis Kimball**

# WORD LIST

french  
eggs  
milk  
torch  
fire  
ceramic  
bowls  
spoons  
sugar  
cracking  
sweetness  
mobile  
local  
**comfort**  
**trendy**  
friendly  
modern  
social  
easy

skill  
atmosphere  
foreign  
**authentic**  
affordable  
sleek  
rich  
oven  
vanilla  
whisk  
**smooth**  
kitchen  
baking  
perfection  
holiday  
food  
savory  
**simple**  
flavor

restaurant  
custard  
**urban**  
ramekins  
catering  
edgy  
elegant  
adorable  
party  
crisp  
chef  
location  
nibble  
immediately  
followers  
business  
**sophisticated**  
accessible  
strategic

caramelized  
miniature  
cart  
foodie  
**homemade**  
**neo-traditional**  
regulars  
routine  
handle  
wheels  
on-the-go  
sidewalk  
festival  
fine dining  
wheels  
sharing  
experience  
tradition  
concoctions

# WORD LIST TOP3

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comfort  
smooth  
authentic

1

urban  
simple  
neo-traditonal

2\*

trendy  
homemade  
sophisticated

3

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[illegible]

crème brûlée



# MOOD BOARD 2COLOR



# MOOD BOARD 3BACKGROUND





# COMPETITORS

## (TRUCKS)

An the Go  
ArKi Truck  
Bacon Bacon  
Brass\*Knuckle  
Casey's Pizza  
Creme Brulee  
Cart  
Cupkates  
Curry Up Now  
Doc's of the Bay  
Eat Curbside  
Ebbett's Good to Go  
El Norteno  
Fins on the Hoof  
Five Ten Burger  
Fogcutter  
Go Streatery  
Golden Boy Pizza  
Hapa SF  
Hiyaaa  
House of Siam  
Kara's Cupcakes  
Kasa Indian  
KoJa Kitchen  
Kung Fu Tacos  
Liba FalafelLittle  
Mama Cass

Green Cyclo  
Mama's Empanadas  
Nick's Wheely Good  
Breakfast  
Nom Nom  
Pacific Puffs  
Phat Thai  
Sanguchon  
Senor Sisig  
Seoul on Wheels  
Skylite Snowballs  
Smokin' Warehouse  
Southern Sandwich  
Street Dogs  
Suzie Q's Lunch Box  
Tandoori Chicken USA  
That's Sweet  
The Chairman  
The Rib Whip  
The Taco Guys  
TomKat  
Twister Truck  
Veritas  
Vesta Flatbread  
Voodoo Van  
Whisk on Wheels  
Wow Truck

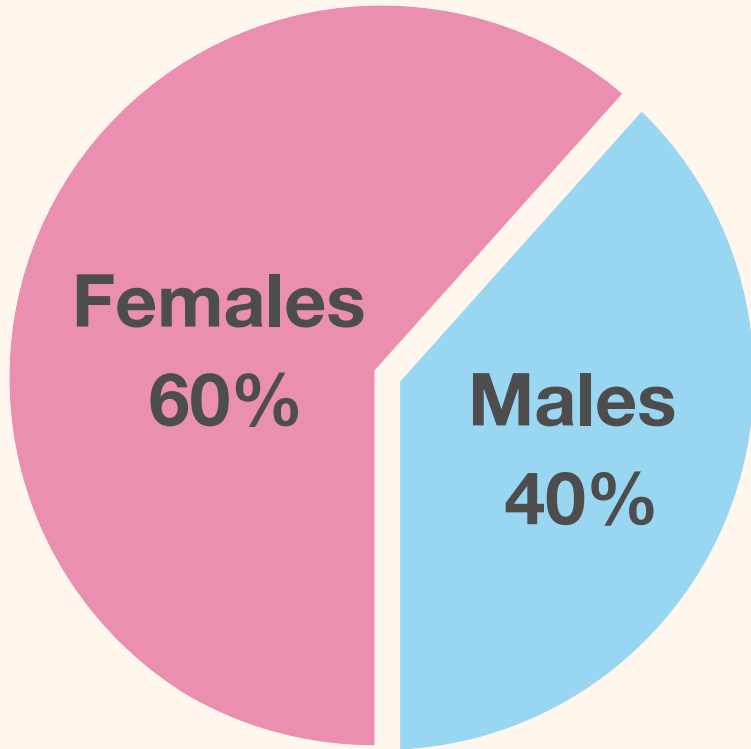
## (CARTS)

AK Double Up  
Alicia's Tamales  
Fat Face  
Let's Be Frank  
Onigilly





# DEMOGRAPHICS



## Gender

Male-40  
Females-60

## Location

Dolores Park/Castro  
Financial District

## Age Range

\*Wide age range:  
20-50

## Income

Middle class

## Lifestyle

Artys  
Foodies  
Tourist  
Trendy

## Social Networking

Twitter  
Facebook  
Yelp

# CONCEPT SKETCHES LOGO



# LOGO DESIGN FINAL

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# STATIONERY BUSINESS CARDS



FRONT

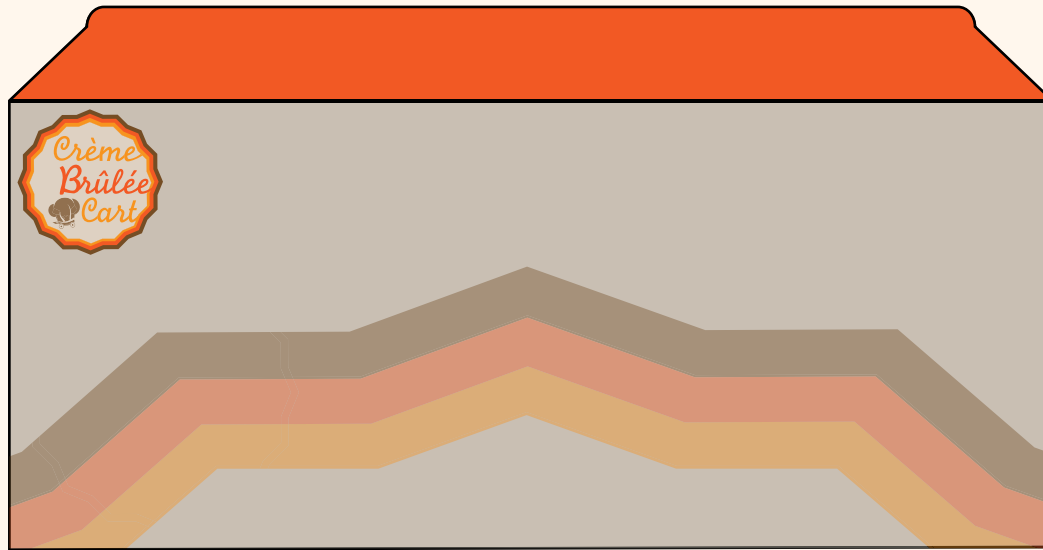


BACK

# STATIONERY LETTER HEAD

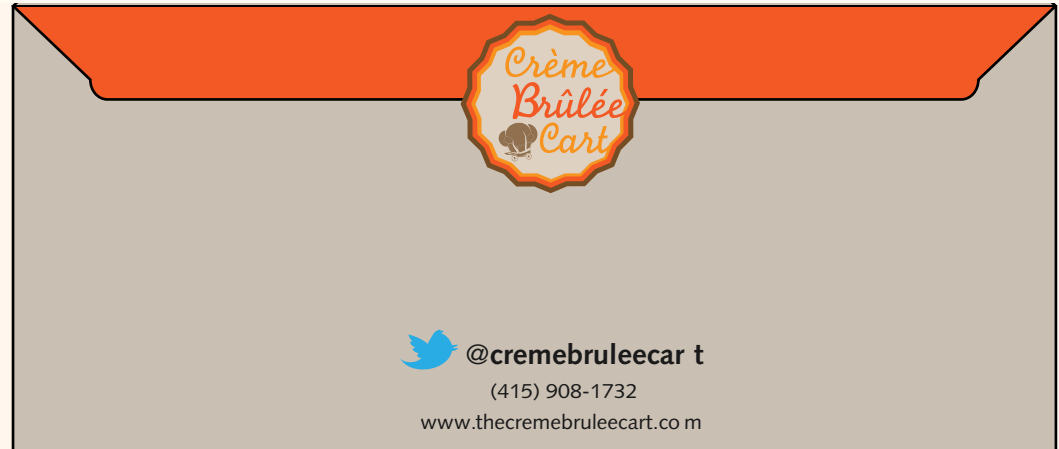


# STATIONERY ENVELOPE



FRONT

BACK





# STATIONERY MOCK UP



# POSTER 1



# POSTER 2





# POSTER 3



# POSTER MOCK UP



# POSTER MOCK UP RESIZE





# PRODUCT SHOTS



NUTELLA



CLASSIC VANILLA

# TRUCK DESIGN



BACK

# TRUCK DESIGN



FRONT



# SOCIAL MEDIA TWITTER



# SOCIAL MEDIA FACEBOOK

facebook Search Mike Sep Home

## Crème Brûlée Meets You!



Change Cover

**Crème Brûlée Cart** Update Info View Activity

Crème Brûlée Truck San Francisco Food Truck  
Studies at Culinary Art Academy  
Lives in San Francisco, California  
Knows Français, English

About Friends 4,826 Photos 1,039 Map 46 Likes 843

What's on your mind?

Crème Brûlée Cart added 6 photos to the album LivingLocal March 21 - May 12



**Recent Activity**

- Chelsea Butler added Crème Brûlée Cart to her timeline.
- Crème Brûlée Cart and Chairman Bao's Bun Truck are now friends.
- Crème Brûlée Cart likes Off The Grid Fridays.
- Crème Brûlée Cart added an event in Lifestyle.

**Spotify** September

Description

City and Colour Sometimes

- Save Your Scissors - 1,584 plays
- Fragile Bird - 1,513 plays

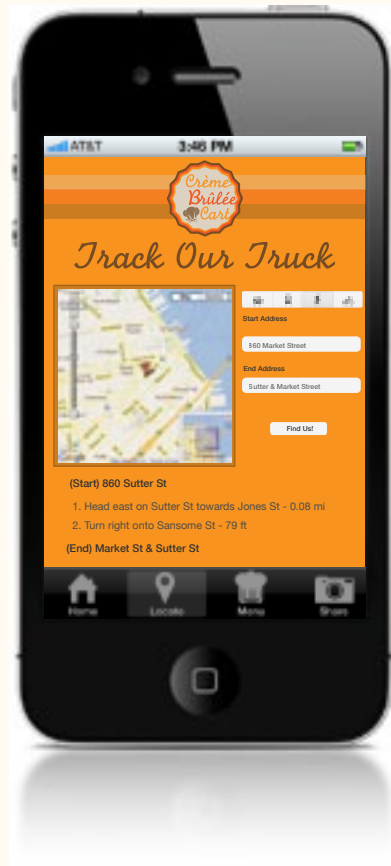
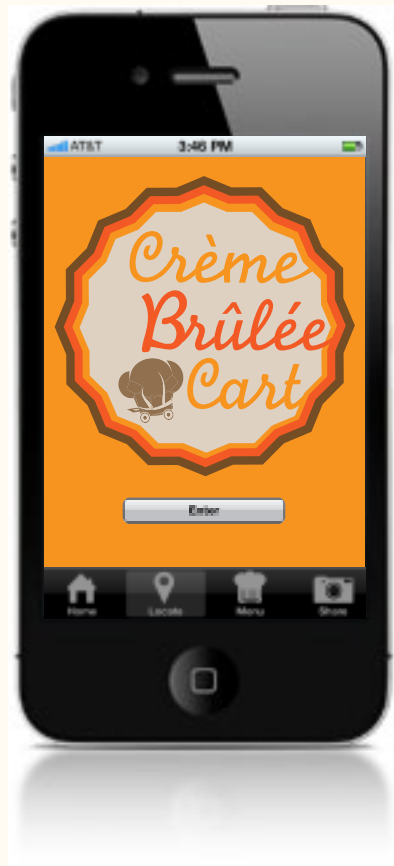
**Application** September



# SOCIAL MEDIA SPOTIFY



# IPHONE MOCK UP



# T SHIRT

