

Concept Idea:



Chef Hat



Pan



A chef hat + pan icon aligns perfectly with Service Foods New Zealand's brand identity because it visually represents their core business—food service and distribution.

The chef hat symbolizes professionalism, quality, and trust in the food industry, reflecting their commitment to serving top-tier food products.

The pan represents cooking, preparation, and the wide range of ingredients they supply to restaurants, cafes, and food businesses.

Together, these elements create a strong visual connection to their role as a trusted supplier in the food service industry, reinforcing their expertise and dedication to culinary excellence.

Typography:

Font Used - Outfit

Outfit aligns with Service Foods New Zealand because its modern, clean, and geometric design reflects professionalism, reliability, and efficiency—key traits of a large food service distributor. Its balanced letterforms make it both approachable and premium, ensuring clarity and trust in branding.

Colors:



#D4A373 is a warm, earthy terracotta-like tone that adds a natural, premium, and slightly rustic feel—perfect for aligning with brand.



#FFD166 is a energy, hospitality, and a welcoming food service vibe.

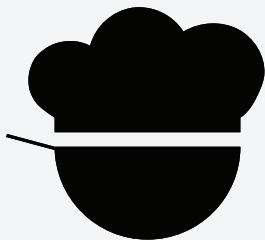


#008080 is a balanced, modern color that represents freshness, trust, and a connection to water (important for food imports and logistics).



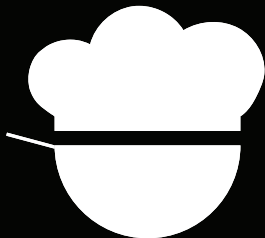
#2D5F2E is a richer green that emphasizes freshness, sustainability, and a premium, organic feel.

Logo Variations:



Service Foods

Behind every great chef



Service Foods

Behind every great chef

1 - #D4A373



Service Foods

Behind every great chef

2 - #008080



Service Foods

Behind every great chef

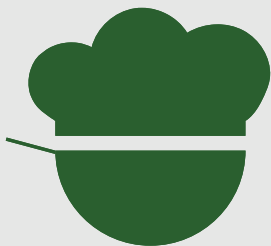
3 - #FFD166



Service Foods

Behind every great chef

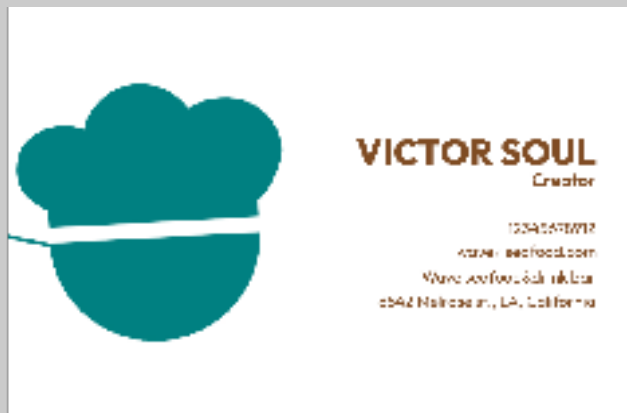
4 - #2D5F2E



Service Foods

Behind every great chef

Mockups





Service Foods

Behind every great chef

Branding

Branding is defined as the process of coming up or making a unique name or design for a certain product.

Having a good brand strategy allows you to have a major advantage in gaining a large increase in your market competitions. Your brand tells your customers what they can expect from the products and services you offer.

Are you innovative or are you the experienced type? Do you offer a high-cost, high-quality product, or a low-cost, high-value product? It's impossible to be both. You should consider thinking what your customers need you to be. Your logo is the main foundation of your brand. All the promotional materials should be connected with your logo to communicate with your brand.

Brand messages are delivered and planned based on the questions how, what, when, to whom and where your brand strategy is. Advertisement, visual communication, and distribution channels are parts of brand strategy.

The branding strategy you have should be consistent as it leads to a strong brand equity.


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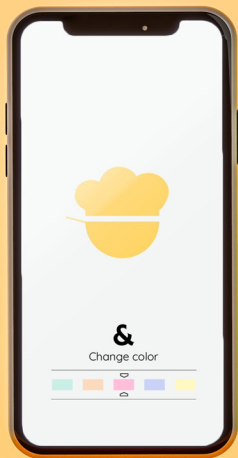
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Pattern