



# PROBLEM STATEMENT

Through lack of time, resources, and knowledge college students' diets and wallets suffer. With the right supplies and education, they can soon be saving money and eating better with a wide variety of options tailored to their specific needs.

# PROJECT DESCRIPTION

Undergraduate students living in off campus housing have a difficult time finding affordable, healthy, and easy to make meal options. Limited kitchen supplies, ingredients, and space all play roles in the way students choose to cook and plan meals for themselves. Taking time to cook a meal each day currently seems like a daunting task with a hectic school schedule, which can result in spending more money eating out more often.

# AUDIENCE OVERVIEW

Undergraduate college students

Limited...

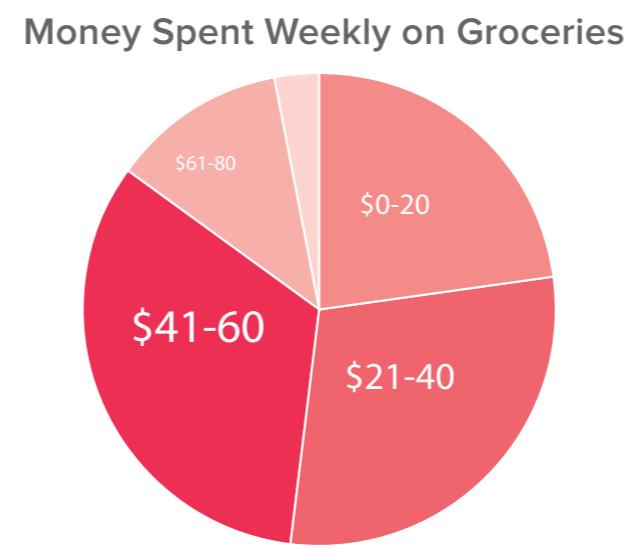
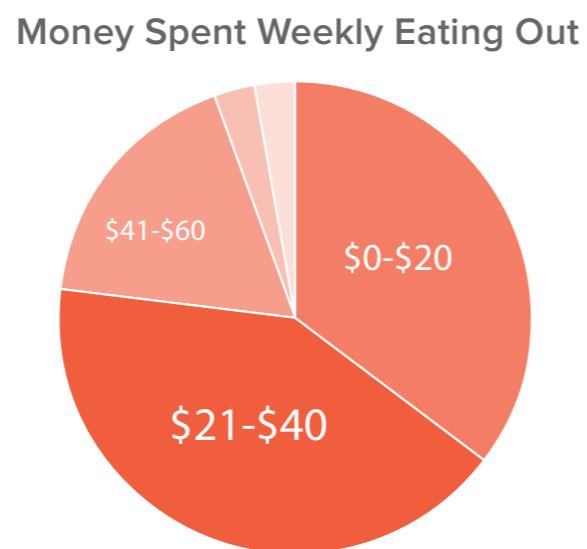
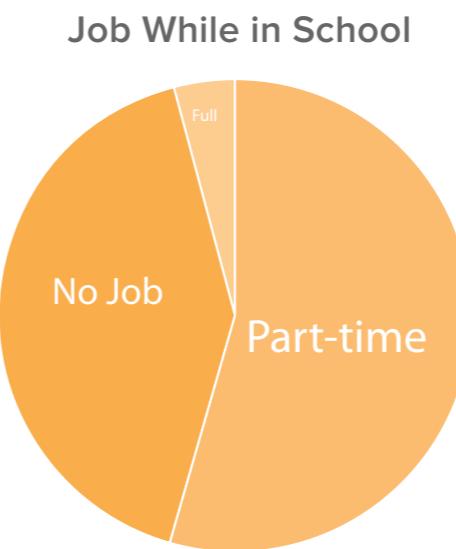
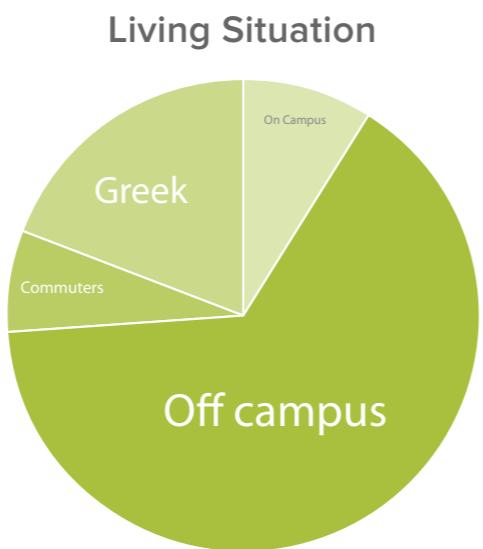
- time
- knowledge
- kitchen supplies

Desires...

- learn how to cook
- eat out less

# Research

## Surveys



# Research

## Surveys (cont')

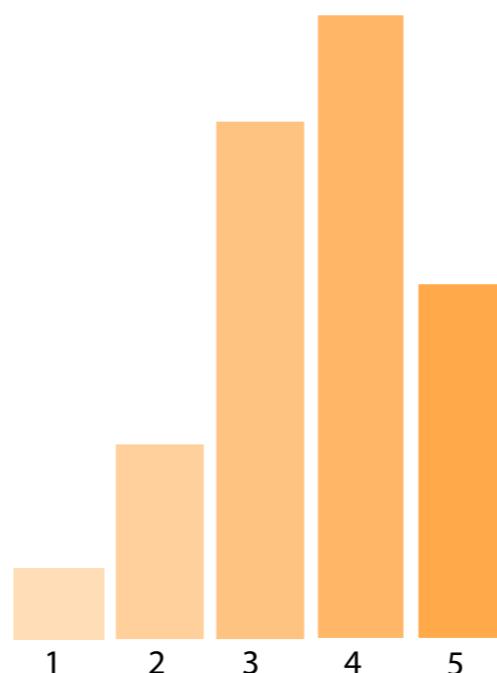
15 Credit Hours

Cook 5 meals each week

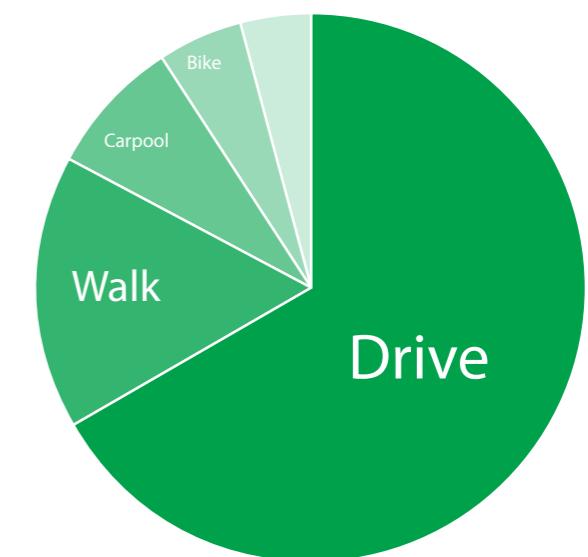
Limited time and knowledge

Kroger, Target, Findlay Market

Concerned with Healthy Diet



Getting to the Store

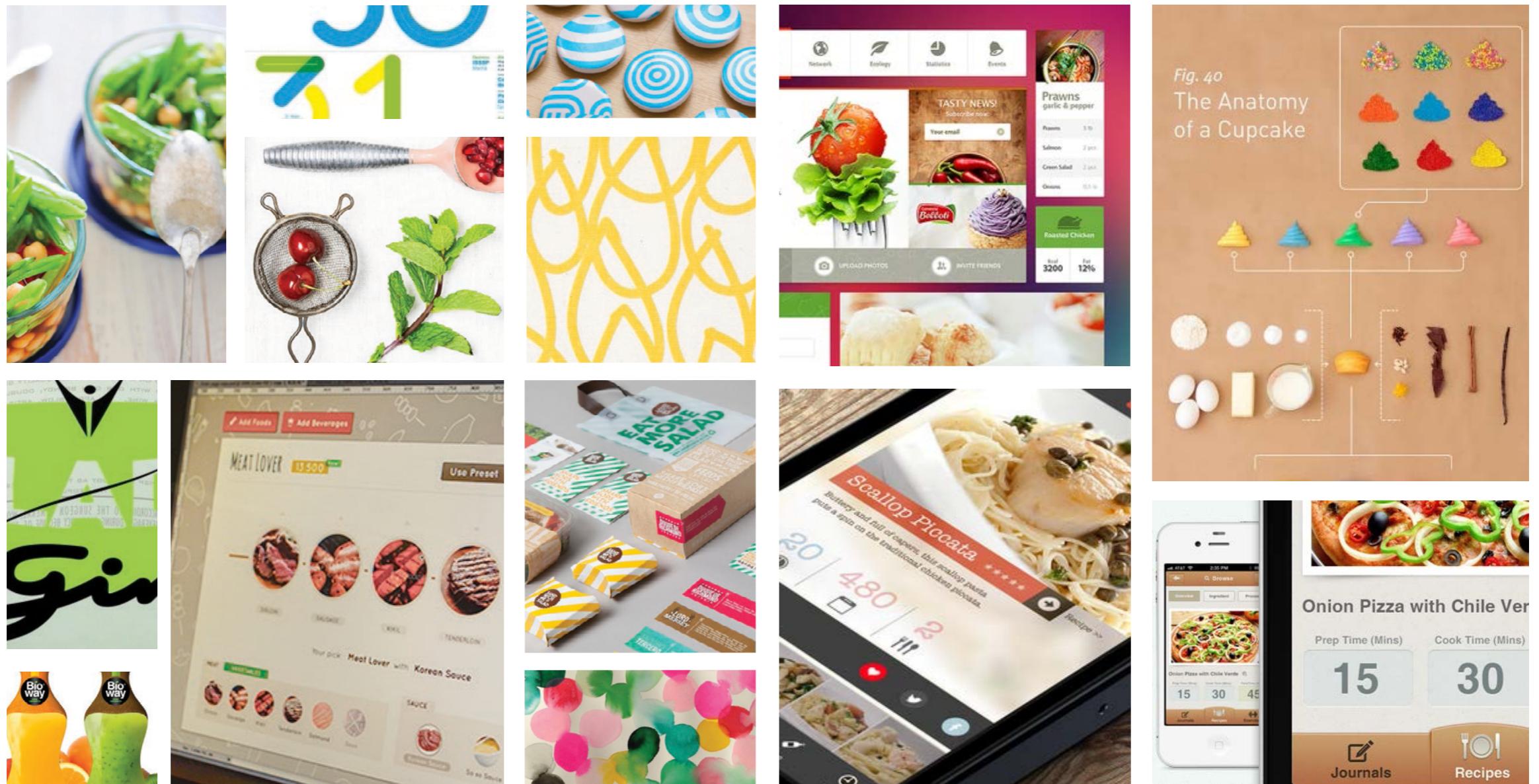


# Research

## Benchmarking



# Brand Board



# Final Brand

## LOGOMARK



YOUR FIRST COURSE

## COLOR PALETTE



C 0	C 39	C 85	C 0	C 0
M 94	M 9	M 10	M 36	M 78
Y 60	Y 96	Y 100	Y 80	Y 81
K 0	K 0	K 0	K 0	K 0

## TYPOGRAPHY

**PROXIMA NOVA BLACK**

**Proxima Nova Bold**

Proxima Nova Light

## APP ICON



# Packaging

Just add...



# Packaging

## Just Add Chicken Kit



# Packaging

## Spice Starter Kit



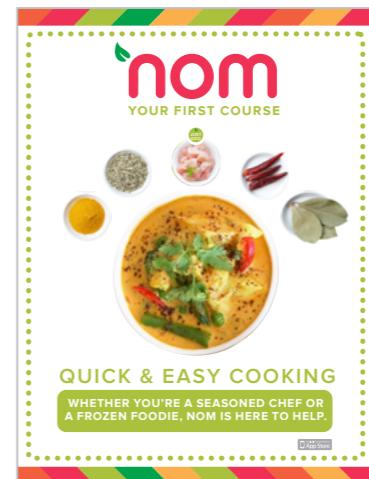
# Packaging

## Cookware & Food Storage Kits



# Packaging

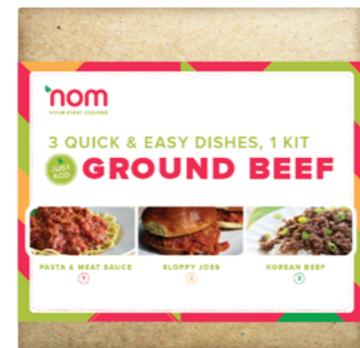
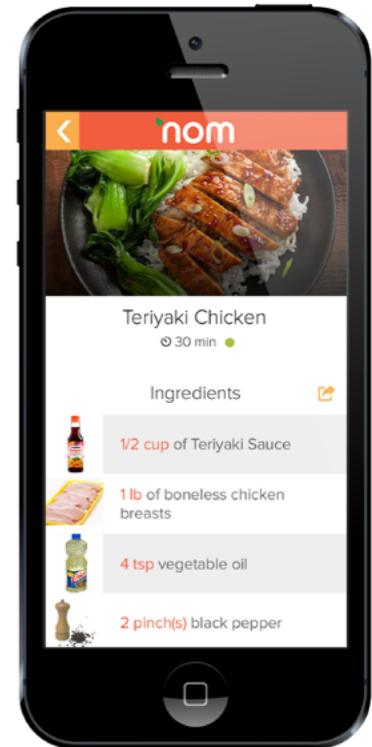
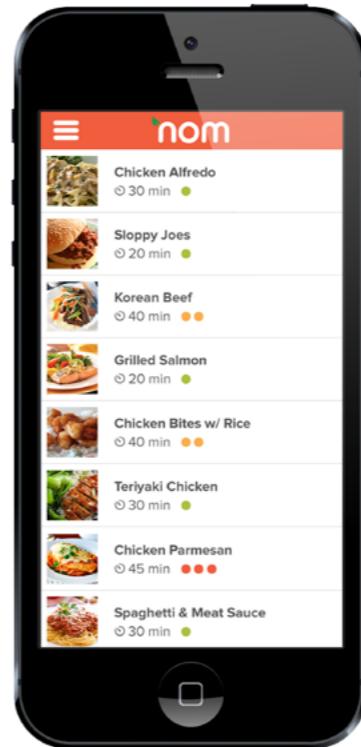
## Grocery Store End Cap



# Mobile Application



# Nom Full Lineup





**THANK YOU**