

**DIFFI**



**DO IT  
FOR  
THE  
FRIES**

**DIFF!**

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# **MEET THE TEAM**





# ETHAN

*Art Direction*

*DIFF's curly fry, Ethan helped make DIFF's branding super distinct through their expertise with color, design, illustration, and one awesome half-time show performance.*



## ADAM

### *Copywriting*

*Adam, DIFF's waffle fry, transformed the mundane into the magnificent. His words elevated our ordinary pursuits, guiding us towards an embrace of extraordinary culinary adventures at DIFF.*



## ERIN

### *Creative Brand Management*

*Erin, DIFF's crinkle cut fry, kept DIFF's diverse team on time, on budget, and on fries. Without Erin, the team at DIFF would still be busy planning culinary world domination rather than doing it.*



## AGGIE Strategy

*Aggie, the tornado cut fry of DIFF, kept the team from overcooking their aspirations. As many ingredients as there are in DIFF's spices, there are in Aggie's skillset.*



# NICO

*Experience Design*

*Mockups. Deliverables. Whatever the fries wanted and whatever the fries needed. Nico, our waffle fry, and DIFF's creative maestro, delivered.*

# OUR STORY

***We started as a narrative; a conversation regarding our diverse origins across the world and our beginnings in a new city.***



# A COMMON DENOMINATOR

**New to the surreal oddities of Richmond and new to each other, DIFF started as the best things always do, with the greatest of common denominators: food.**



# **EMPHASIS ON COMMUNITY**

***Food brings people together. It starts conversations, encourages stories, sparks laughter, and helps everyone remember that we're all seated at the same table. The hole in the wall restaurant doesn't discriminate between cultures or people. All it asks is that you be curious.***



# WHY FRIES?

**We asked 100 people if they liked  
French Fries...**

**And 101 said yes.**



# **EVERYONE HAS AN OPINION...**

***They are the ultimate finger food.  
And something everyone on team  
DIFF not just loved, but had an  
opinion about. They became the  
beautiful golden vessel that  
reflected the fun of being  
together in Richmond.***



## ***... AND A FAVORITE.***

***People brand themselves with  
french fries. Curly cut,  
shoestring, crinkle, wedge,  
waffle, ripple, tornado,  
accordion, the dreaded tot...***

***The list goes on.***



# OUR MISSION

***Sprinkle culture and flavor on every  
bite of every french fry.***



# **MANIFESTO**

***Excuse our reach, but food brings people together, and french fries aren't pulling their weight.***

***Perfectly crisp, wonderfully soggy, ageless. Curly, straight, broken, waffled, a stack of sunset touched buildings hiding unexplored streets and undiscovered alleys. Finger food is the best food. Life is dirty, so get your fingers dirty. Reach forward.***



# **WE ARE USING FRIES TO...**

***To bring flavors from everywhere to everyone. To unite palates and places through seasonings. To bring everywhere's taste to everyone's table.***



# FEATURES

## **Global Flavors**

*Three seasonings inspired by our founders.  
From Seoul to Kansas City to Kerala, each flavor  
reflects its origin.*

## **Premium, Locally-Sourced Ingredients**

*Ingredients sourced from their regions of  
inspiration, ensuring authenticity.*

## **Versatility Pro Max**

*Seasonings made for fries, but with more than  
fries in mind. Bring your favorite with you  
wherever you go, whatever you eat.*



# BENEFITS

## ***Every Meal a Culinary Adventure***

*Turn every meal into a road trip for the taste buds of adventurous and unadventurous eaters alike.*

## ***Travel The World From Your Seat***

*Let the diverse flavors transport you as you embark on a global culinary adventure.*

## ***As You Like It!***

*Season as you please--be the Flavor Boss.*



# OUR PRODUCT

***DIFF is about exploration, and  
everyone is a guide for somewhere.  
We picked places close to our  
hearts, and let the local flavors  
guide the taste, profile, and attitude  
of each seasoning.***



01



## KANSAS CITY JAZZ

*Savory. Sweet. Smokey. Spicy. A fry dust with as many flavor riffs as a blues infused swing band. Your toes will tap, your head will nod, and your fingers will reach for more KC 'Jazz', by DIFF, to sprinkle on your fries.*



## SEOUL UMAMI

*A fry dust flavor as bold as a peninsula jutting into the sea. The land of morning calm will seem less so after gochujang powder and soy sauce umami touches your buds. Seoul 'Umami' fry dust will have you buying a return trip ticket for your fries again and again.*



## KERALA DE GAMA

A robust Kerala-inspired fry dust, echoing the ancient spice routes. Savor the heat of black pepper and the sweetness of coconut, intertwined with a hint of cardamom and green chilies.

# BRAND OVERVIEW

*From product to branding, we wanted our brand to reflect walking down a block you've never noticed before, that first step into in a city whose name you're not sure how to pronounce, the forgetting of someone's name because the conversation is just that good.*



# LOGO AND TYPOGRAPHY

*The chosen typography reflects a commitment to boldness, simplicity, and eye-catching design. The goal is to reflect DIFF's product and purpose: turn the simple fry into something memorable, something that demands attention without being complex or pretentious.*

**DIFF!**

OWNERS TRIAL

ABCDEFGHIJKLM NOPQRSTUVWXYZ

ABCDEFGHIJKLM NOPQRSTUVWXYZ

OWNERS TRIAL

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

**DIFF!**

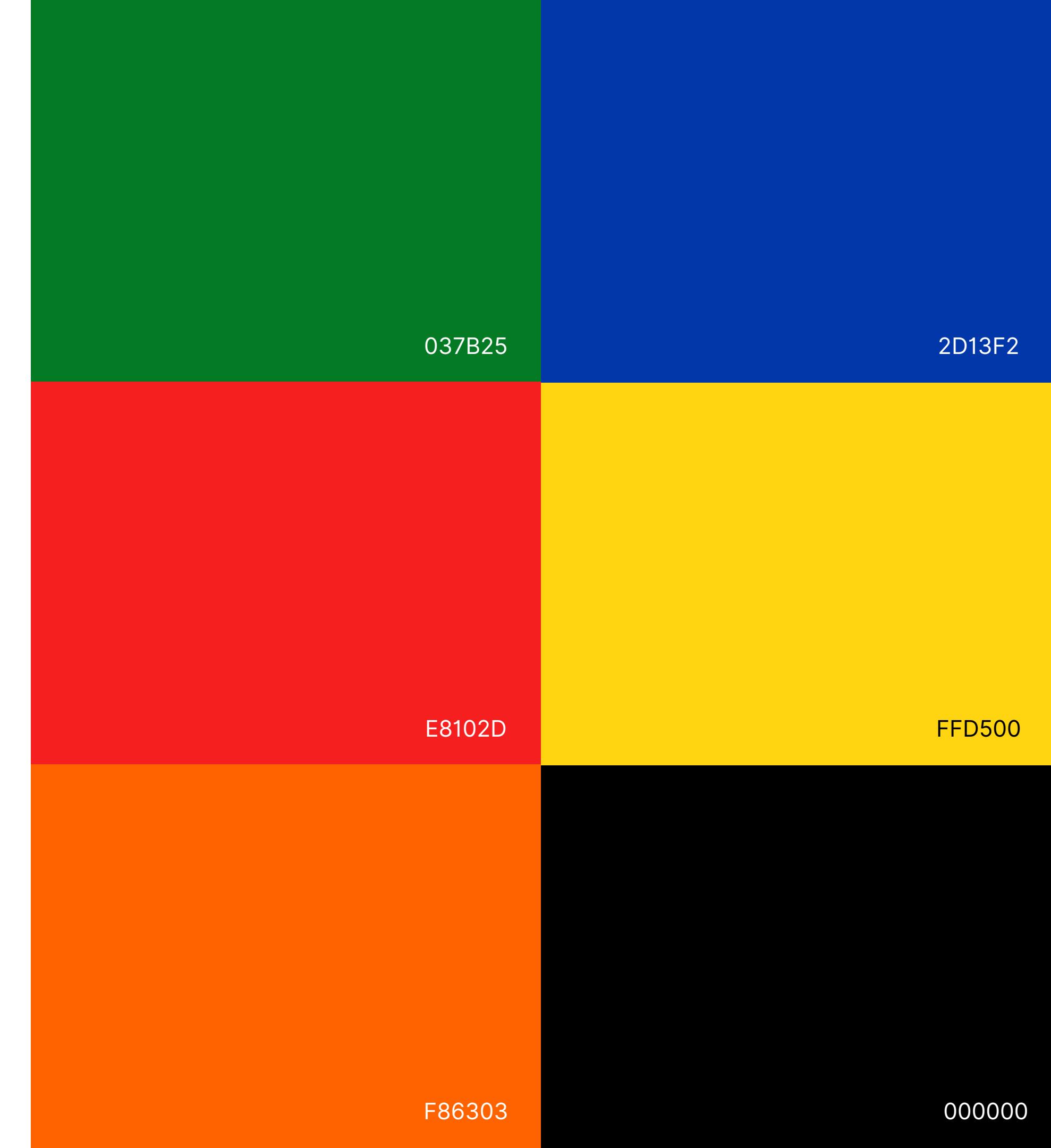
OWNERS TRIAL

ABCDEFGHIJKLM NOPQRSTUVWXYZ

ABCDEFGHIJKLM NOPQRSTUVWXYZ

# COLOR PALETTE

**Vibrant and loud, our color palette draws inspiration from the bold hues that dominate city landscapes and billboard advertisements. By incorporating a range of primary colors, we aim to evoke a retro vibe that resonates with the brand's energy.**



# ILLUSTRATIONS + ADD-ONS

**We also wanted to incorporate hand-drawn elements for a lighthearted touch, embracing a playful and humorous tone, not being so damn serious.**



# **PHOTO DIRECTION**

**We crafted a photo direction that is dynamic, intriguing, and characterized by a keen attention to detail. We aim to visually convey the brand's voice, capturing surreal moments in time through quick, messy, and uniquely odd captures.**

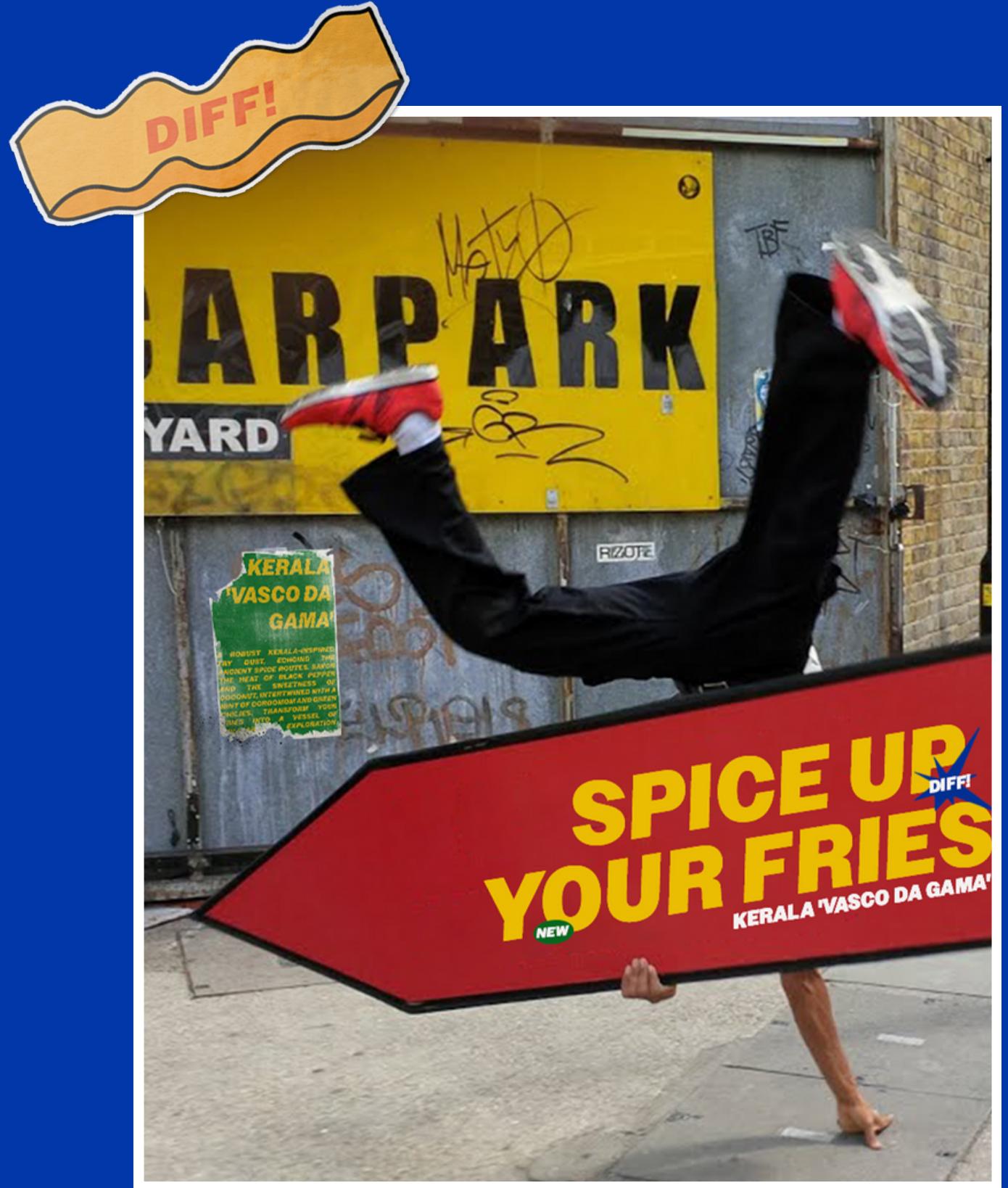


# **SOCIAL MEDIA**

***Our content reflects who we are and how DIFF aspires to be a road trip for your taste buds, a vessel for culinary exploration, a way for food to bring people together, whether you're saving that stack of fries for your friends or for yourself.***









# PROJECT SUMMARY



# OUR TIMELINE

[Click here for complete outline.](#)

**September** *Create moodboards. Develop mission statement. Create general project timeline. Finalize list of deliverables and assign roles and responsibilities.*

**October** *Create branding guidelines. Start developing/finalizing seasonings. Finalize social media calendar. Take team photos. Post 3-4 stories, reels, etc. on Instagram.*

**November** *Start working on mockups and deliverables. Continue to post on social media. Brainstorm for final presentation and start gathering materials. Finalize seasonings.*



# **PROJECT TAKEAWAYS**

***Our group, at first unfamiliar with food science (and each other), created a food brand from scratch. This project pushed us out of our comfort zone and showcased the diverse skills we used to create DIFF and bring it to life.***

***Reflecting on the past 15 weeks, each of us are proud of DIFF, our growth as creatives, and how it, like food should, brought us together.***



# **FINAL THOUGHTS**

***Having fun helps make great work. Our group's camaraderie translated into a positive and productive atmosphere in which all of us supported each other and each other's ideas.***

***We recognize the crucial role of storytelling in branding, so we grounded DIFF within a compelling narrative and visual identity to make it not just authentic to us, but also resonate with our audience.***

***Oh, NEVER use pawpaw fruit as a raw ingredient...***



# **WHAT'S NEXT?**

***DIFF and the team are set to carry forward this project into the new year. Our focus includes delving into distinctive packaging options, creating merchandise that enhances our brand, presenting our spices through captivating product photography, and continuing to promote our brand on IG.***



**DUFFY**