



## *Brand Manual*

July 2021 Edition

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*Identity*

# Welcome Home

## Have a seat, dinner's ready

Caseroo is a service that provides “homemade” food catering and delivery that is personalized for the user and follows the exact recipe of the customer’s respective cultural cuisine.



Our mission is to provide the delicious taste and comfort of homemade food to people so they can feel at home no matter how far from home they may be.



Our vision is a world where tradition is never lost, and to connect people worldwide with the power of delicious cooking.

# *We stay true to our values*

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Our unique food delivery service aims to be authentic, environmentally sustainable, and accessible to anyone while providing people with meals they're sure to love.

We take out the effort in preparing a meal, without removing the homemade quality. Caseroo's main focus is tradition, because you know your cuisine better than we do.



# Who are we?

We are genuine, cheerful, wholesome, respectful, kind, and thoughtful.

**We are family.**

Caseroo is a service created by humans for humans, so we want to connect to our customers as much as possible. We aim to share family values and provide people not just with good food but also warmth and kindness. Think of us as a family member who you know you can always count on.



# *A familiar voice*

Caseroo aims to distinguish ourselves from other food delivery services by creating a bond and building trust with the user. We intend to have a conversational tone of voice, kind of like talking to family.

Our goal is to sound friendly and approachable, informal yet not too colloquial. We want the user to be heard. We aim to write with purpose without making the user feel intimidated by the language used.



## *...Speaking of which*

Caseroo uses everyday casual language. When it comes to writing we place an emphasis on clear and concise sentences that don't come off as robotic.

It is important to avoid sounding disrespectful or condescending. Never use offensive language or talk down to the user. Any exclusionary, derogatory, or inflammatory terms that may insult users are absolutely not allowed.

*Visual Identity*

# *The logo*

## *The Smiling Granny*

The main symbol of Caseroo is a vector of a smiling grandma. It connects to our “homemade” value. All cultures share the universal notion that no one cooks better than grandma, and it’s the truth. We know we can’t cook better than any granny, but we can be second best.

## *Our Name*

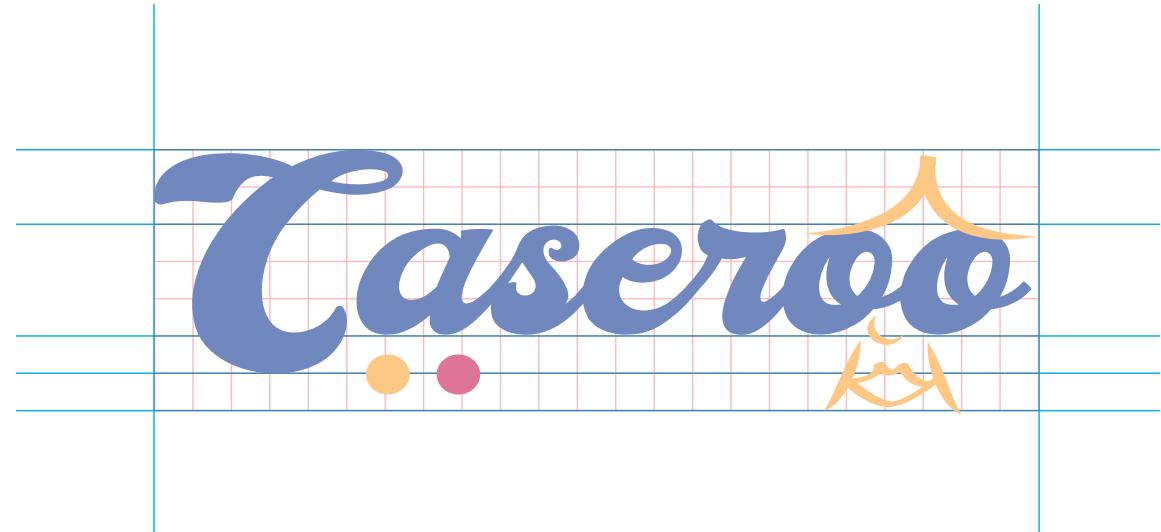
The name we chose is “Caseroo”. It is derived from the Spanish word for homemade which is ‘casero’ with an extra ‘o’ at the end. This was done on purpose to create a unique name and visually represent a cartoon grandma using the two o’s.



# *Logo Construction*

## Grid

The logo is based on a standard 23 x 7 grid.



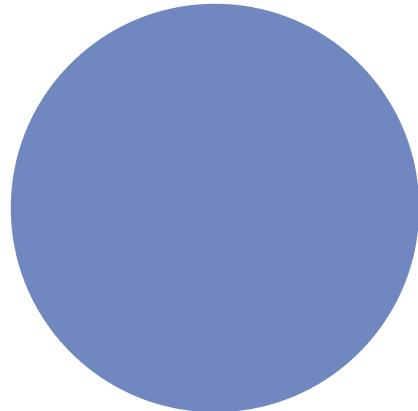
## Lockup

This is the minimal distance to respect for the logo, based off the "o" taken from the logo font.



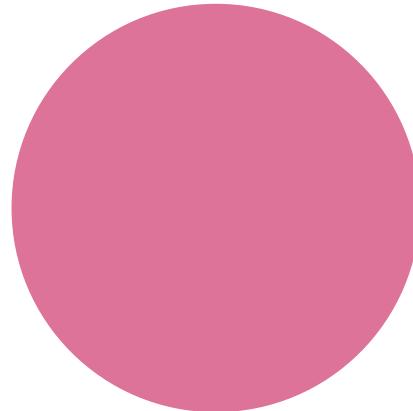


# Colour Palette



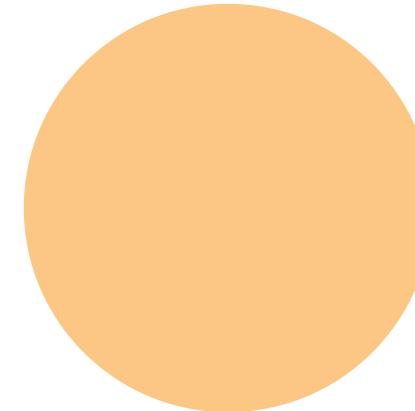
**BLUEBERRY MUFFIN**

PMS 2135  
HEX 7188BE  
CYMK 59-42-4-0  
RGB 113-136-190



**STRAWBERRY JAM**

PMS 4072  
HEX DE7498  
CYMK 9-67-17-0  
RGB 222-116-132



**APPLE PIE**

PMS 148  
HEX FDC885  
CYMK 0-23-53-0  
RGB 253-200-133

The main colours used are variants of red, yellow, and blue, or the primary colours. Primary colours are elementary and give off the feeling of childhood, which relates to the homemade aspect of the brand, as often our taste buds are developed then by the homemade cooking of our parents and grandparents. We also made sure the colours were muted so it wouldn't be too hard on the eyes.

Blue represents trust and loyalty, a bond formed between family that Caseroo aims to form with its users.

Red represents love, the best ingredient in homemade cooking. It also represents energy, which we need in order to deliver the food to our customers quickly.

Yellow represents warmth and happiness, which are what Caseroo aims to spread.

# *Logo misuse*



Do not distort the logo



Do not crop the logo



Do not remove elements



Do not change the colours



Do not change the transparency



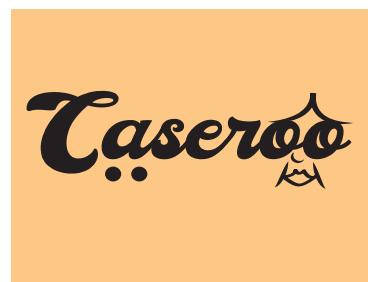
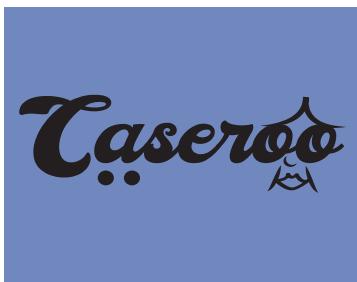
Do not change the typeface

# *Usage on backgrounds*

The full-colour logo or its colour variants can be used on solid black or white backgrounds.

The black or white logo should be used on solid colour backgrounds using any of the 3 primary Caseroo colour palettes.

In the case of photograph background, a one-colour logo should be used.



# Photo backgrounds

The Caseroo logo can be placed on photo backgrounds, however the correct logo must be chosen so that the colours do not clash. To ensure this, a colour filter can be used on the photo using one of the 3 brand colours, with a logo on top.



# Legibility

The Caseroo logo has a limit to how much it can be reduced in size in order for legibility. The minimum suggested size is 30mm.



30mm



# Typography

Donatello

The logo font is called Donatello. We were searching for a font that is easy to read, bold, and welcoming. It is a semi-cursive decorative font that has a retro feel to it

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!?

# Lemon Jelly

The font we use for advertising headlines and the payoff is Lemon Jelly. Similar to Donatello, it is semi-cursive decorative font, however it is more legible.

Aa Bb Cc Dd Ee Ff Gg Hh  
Ii Jj Kk Ll Mm Nn Oo Pp Qq  
Rr Ss Tt Uu Vv Ww Xx Yy Zz

*Visual Language*

# Iconography

## Primary Icons

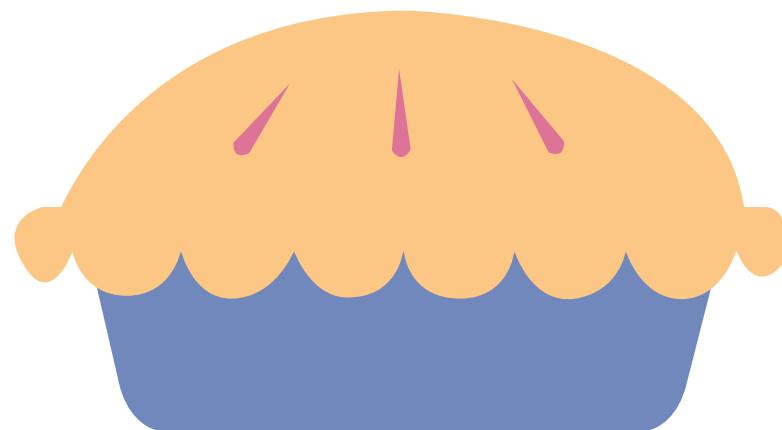
The three primary icons are simplified vectors of a muffin, a pie, and a jar of jam. We chose these objects because not only are they things you can find in granny's kitchen, but they also perfectly represent the "homemade" concept

The icons all use only the 3 main Caseroo colours and are designed to match the overall brand theme.

The designs are round and there are no sharp edges.



Granny's blueberry muffin



Granny's apple pie



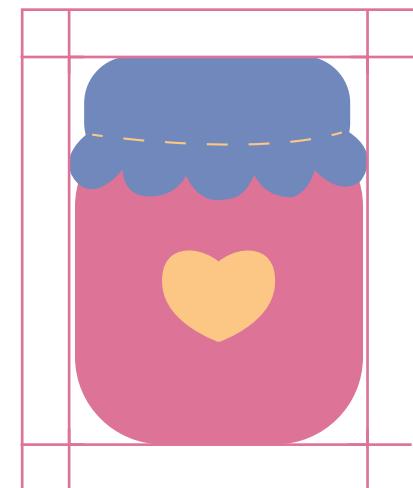
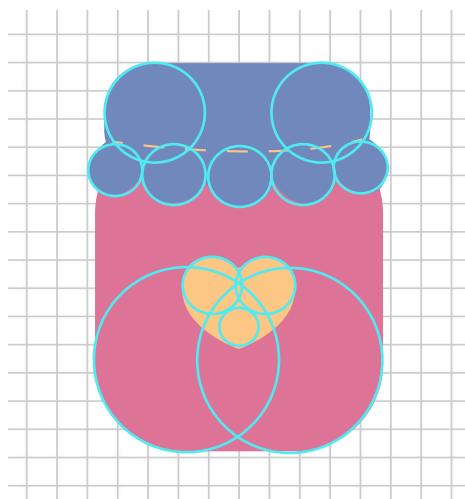
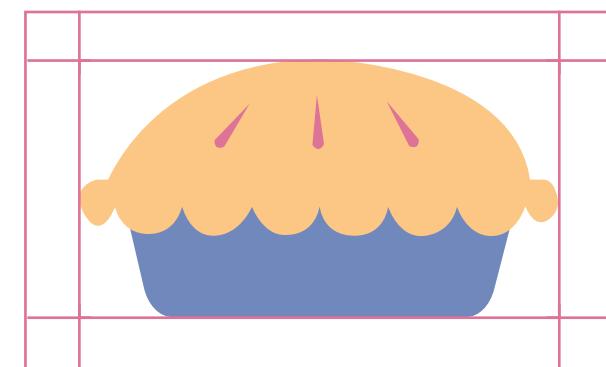
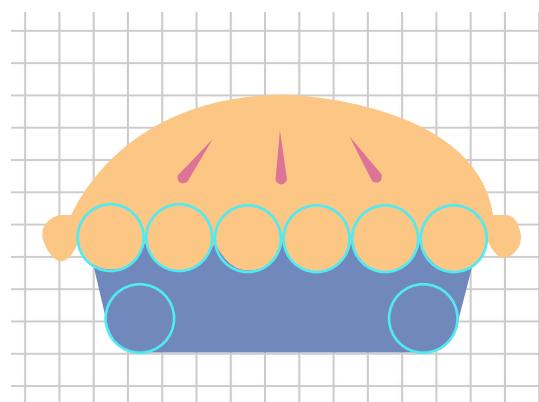
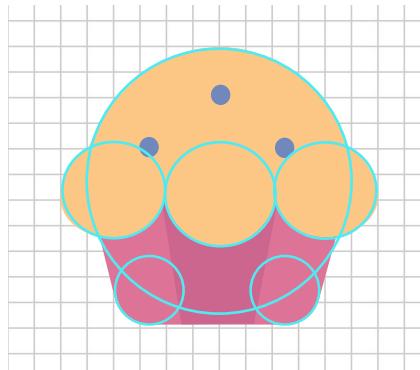
Granny's strawberry jam

# Iconography

Grid, and lockup

Each icon uses their own standard grid.

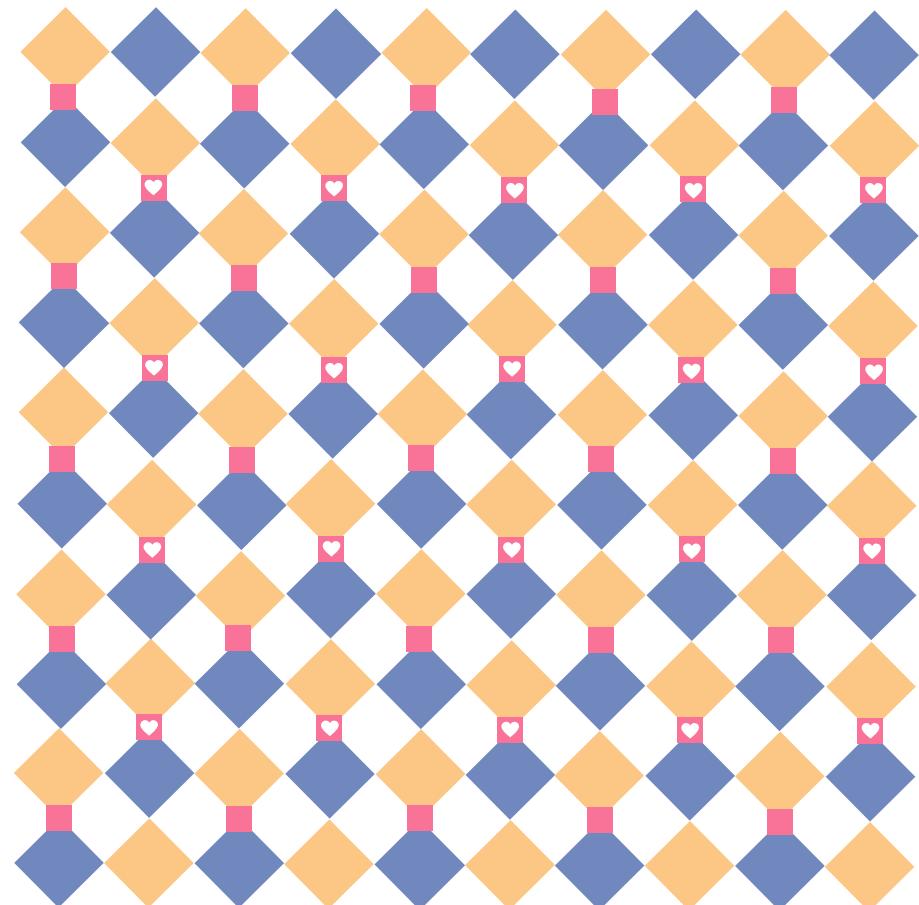
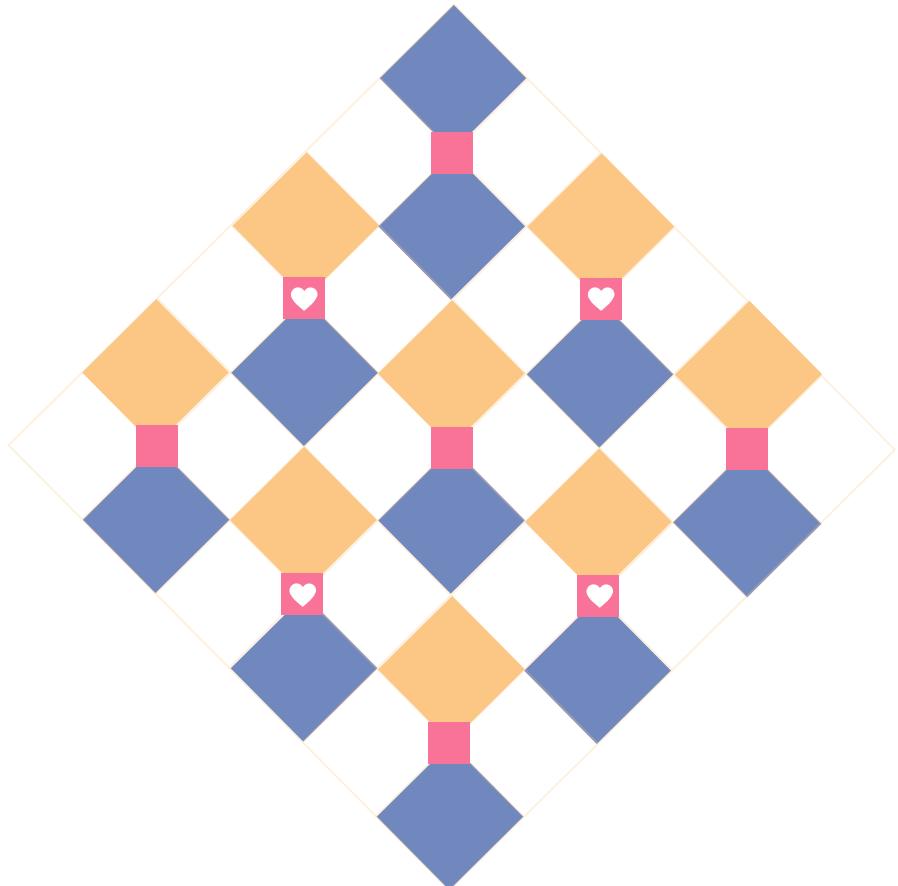
The lockup is the minimal distance to respect when placed next to another object. Each icon has a different lockup based off its aspect ratio.



# Pattern

Our pattern is inspired by grandma's kitchen and based off vintage kitchen tile patterns.

The pattern uses the 3 Caseroo colours with a white heart vector, and can be seamlessly repeated.



# Images

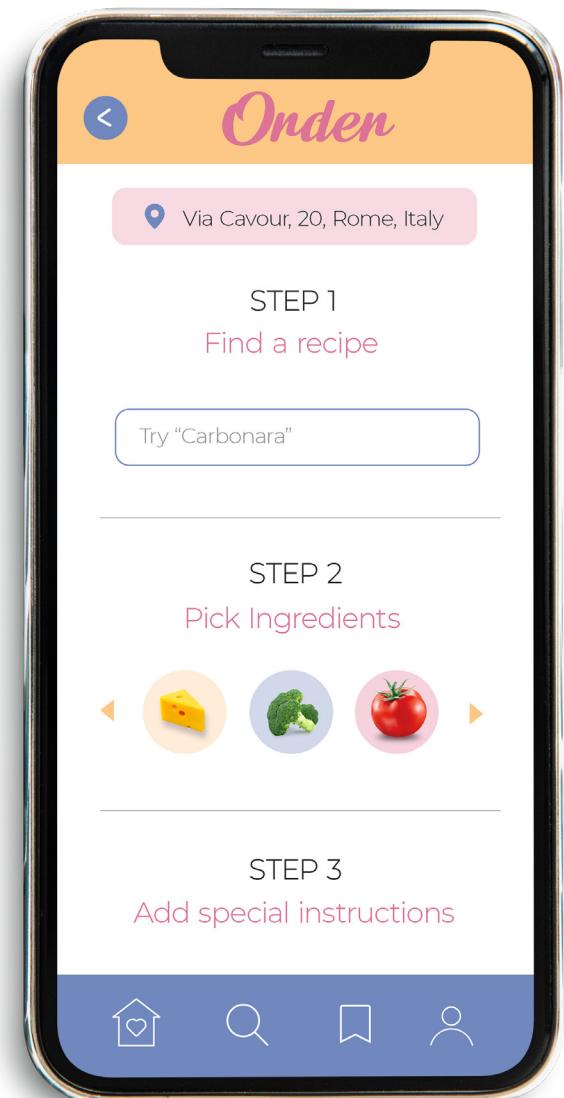
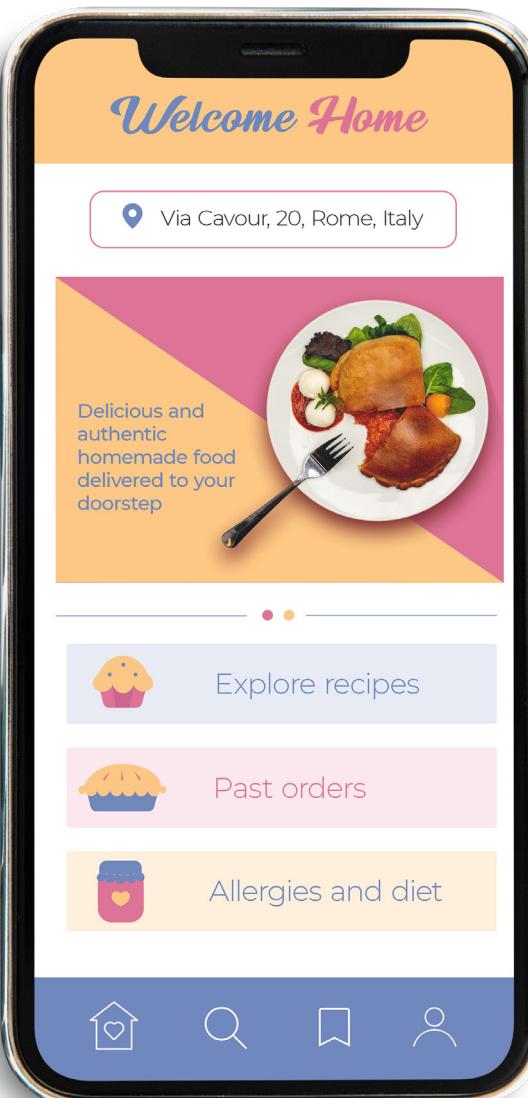
All the images Caseroo uses usually depict either food, family, or a combination of the two. Food images using the Caseroo colour palette are preferred but not necessary.



*Applications*

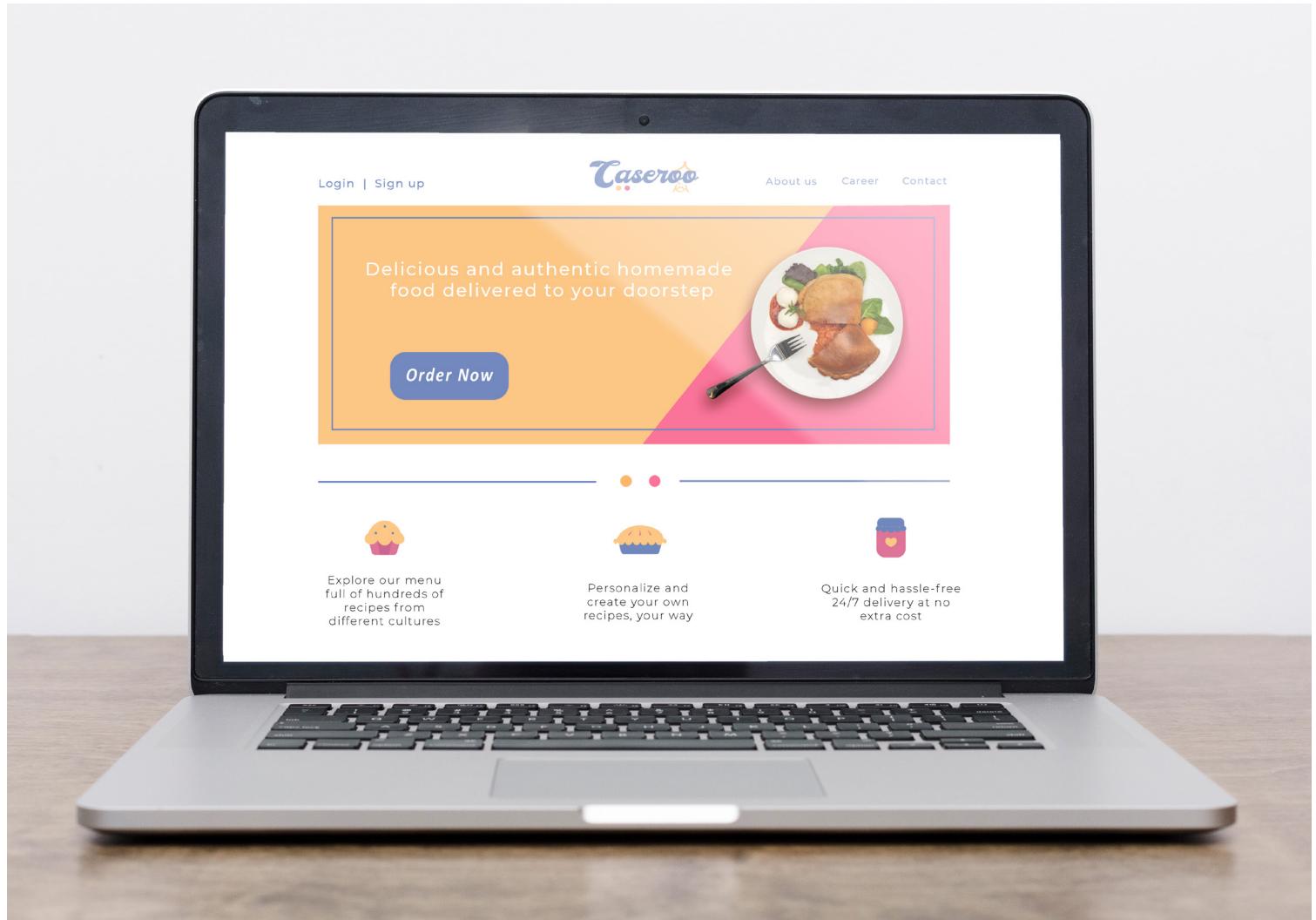
# App

The Caseroo app is where users can place their orders and personalize their recipes. Users can create an account and save their orders and recipes, as well as their address and payment methods for quicker orders.



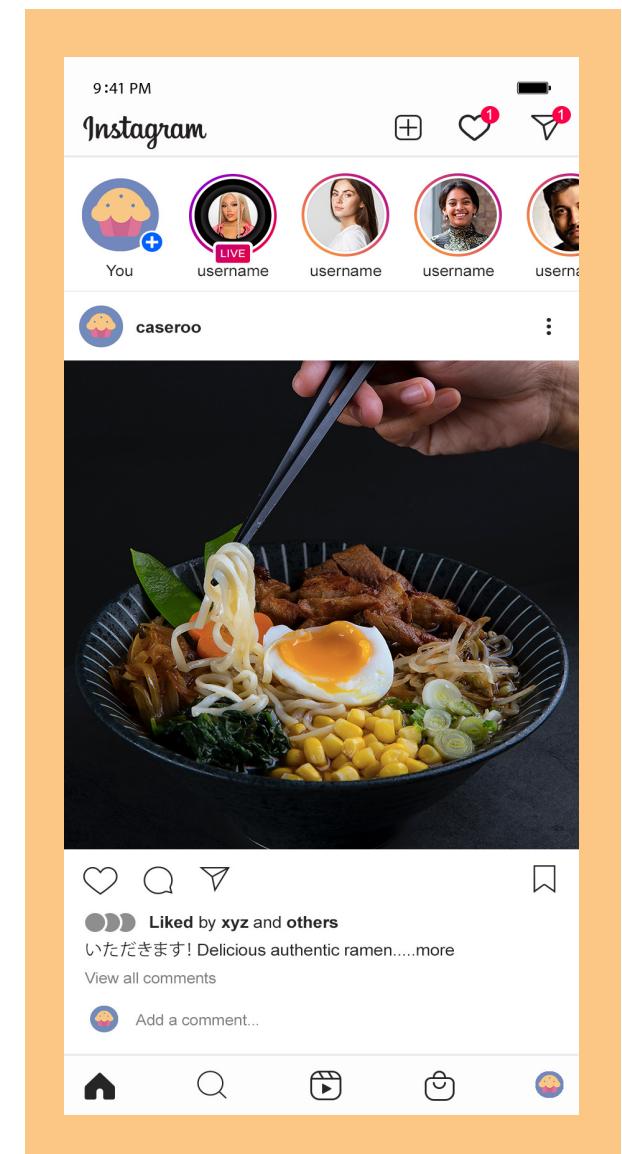
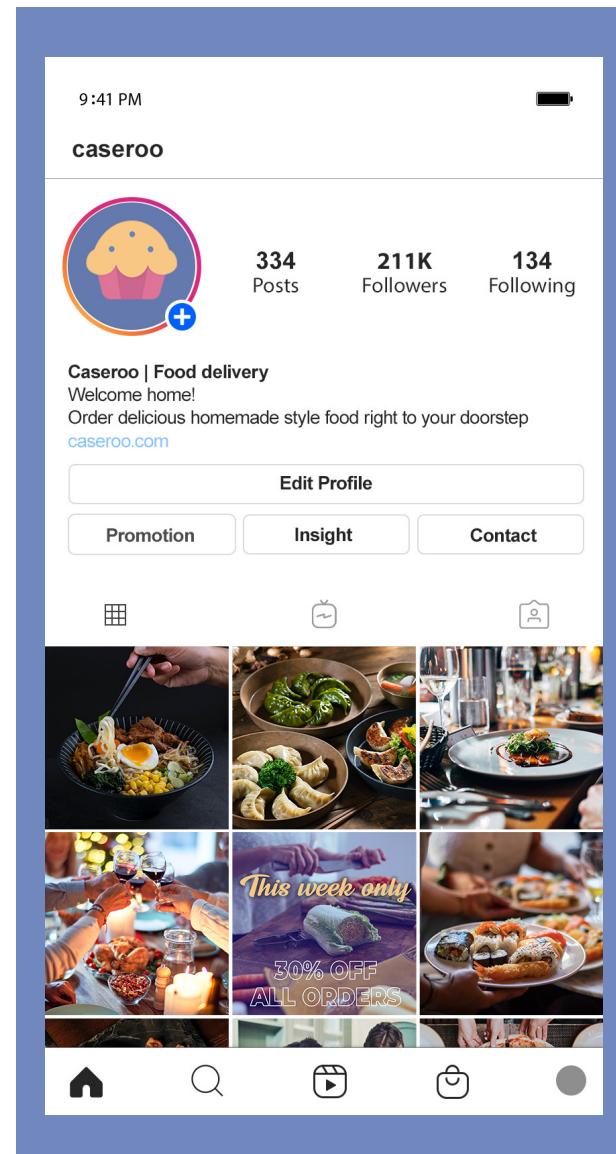
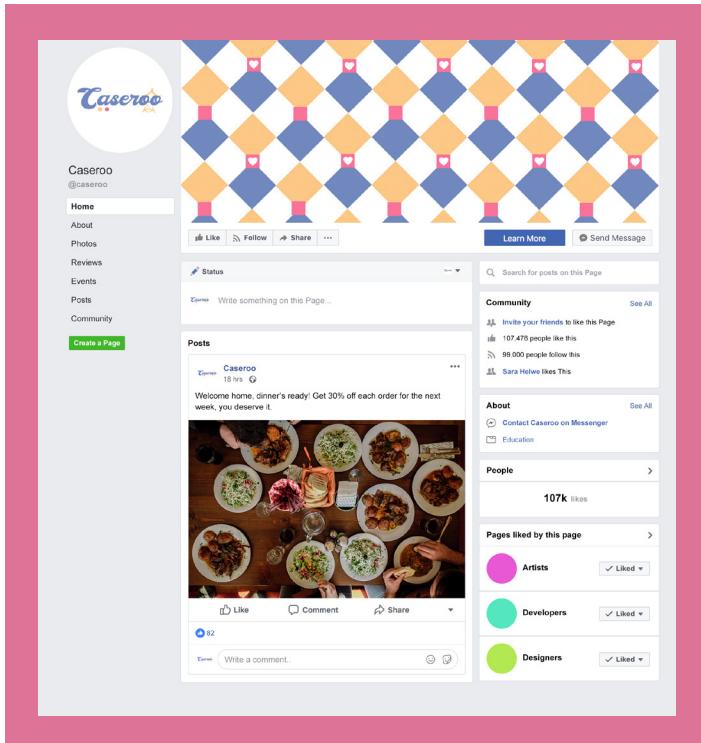
# Website

Similar to the app, users can place their orders and personalize their and save their recipes.



# Social Media

For now Caseroo just uses Facebook and Instagram. Our social media posts include delicious posts of food and diverse cuisines.



# Packaging

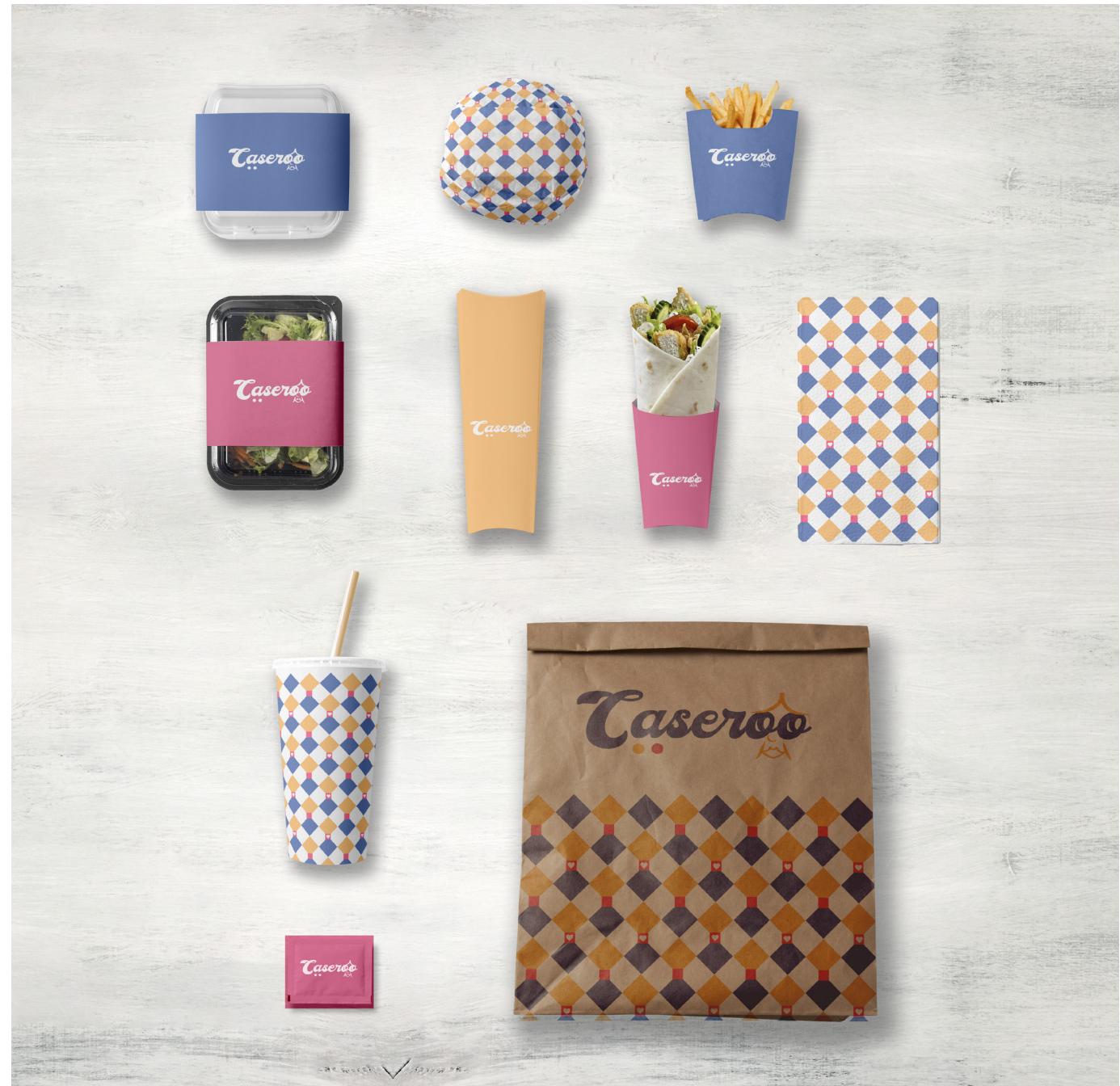
Takeout bag



# Packaging

## Containers

Part of Caseroo's mission is to be environmentally friendly, therefore all of our packaging is sustainable and made of paper or recycled plastic.



# Merchandising

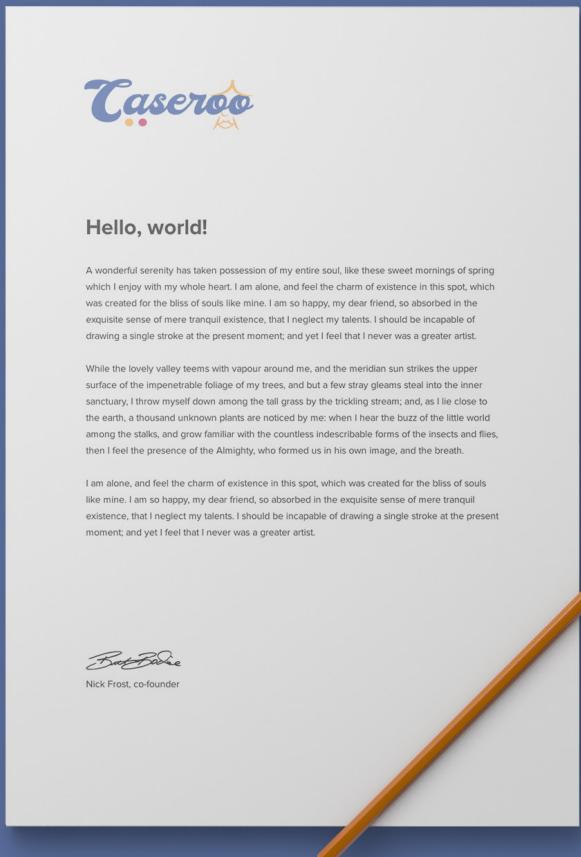
## Business cards

Caseroo's business cards are simple and straight to the point. They include our contact details and website, as well as our pattern and logo on the back.



# Merchandising

## Stationery



# Merchandising

T-shirts



# *Merchandising*

Tote and drawstring bag



*Advertising  
Campaign*

# Concept

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## Target

The target audience is adults ages 18-50 who have to make their own meals. Ideally immigrants living away from home and family.

## USP – Promise

Our promise is to deliver quality food and cuisine that is curated to the user. Although many food delivery services exist, there are none that personalize their menu to the customer and deliver the values of family and tradition like Caseroo does. We don't just prepare and deliver food, we try to understand what you like and cook it as accurately as possible. It's not just about putting ingredients together, it's about creating a dish that will make you feel like home.

## Reason Why – Supporting Evidence

There's a reason that so many people from different cultures say their grandma's cooking is the best, because it's true. Why? It's not just because of the love grandma puts into her cooking, it's the years and years of tradition being carried down. Making a good dish takes a lot of research and trial and error, and the discoveries from it are passed down from generation to generation. Grandmas usually have more experience in this field, this is why they are our inspiration. Caseroo prides itself on the research we do to perfect a dish.

Apart from that, the user also has the option to personalize their meal by writing ingredients and instructions, this way our experienced chefs are almost guaranteed to cook something they'll love.

## The Campaign

We will be sharing posts on social media, and setting up a series of posters around the city that all share one message, but in different languages. This message will be:

“Welcome home”

The posters will include pictures of families enjoying delicious meals and include the message above in the language of the respective cultural cuisine.

The body copy included is:

Missing grandma's cooking? We're here to help! Caseroo specializes in traditional homemade cooking. Just pick a dish or personalized recipe and we'll cook it and deliver it to you! We know we can't cook better than any granny, but we can be second best.



# Visuals









# Attachments

Want to use our logo, icons, or pattern? You can find all of the assets listed on the right under their specific folders, just follow the link below:

[LINK TO GOOGLE DRIVE](#)

## Logo and Variants

Full-colour logo  
Blue logo  
Red logo  
Yellow logo  
Black logo  
White logo  
Logo grid  
Logo lockup

## Icons

Blueberry Muffin  
Apple Pie  
Strawberry Jam

## Pattern

Pattern small  
Pattern large

# Contact us

Have any questions?  
We'd be happy to help  
you! Don't hesitate to  
contact us using any  
of the methods below:



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