KARMA KITCHEN

VISUAL MARKET **RESEARCH**

These are some competitors in today's market. Some of the more well known brands have gone through some major rebranding throughout the years. When our target audience thinks of what they want to eat, these are some of the visual identities that will come to mind. The goal is to fall within this realm, and achieve a desired perception of quality and price point in comparison to our competitors. Some noticeable trends in comparison in both old and new renditions of logos are **hand crafted, minimal, warm,** and **fun**.

BRAND VALUES

Wholesome

What you put into your body affects your ever day activities. Wholesome ingredients, positive mindsets, and a healthy happy lifestyle are at the core of our beliefs.

Fresh

Knowing that it's fresh ingredients, that it's being made fresh, and that it fits into your right into your budget and lifestyle goes hand in hand with our wholesome mindset.

Transparency

You can't know that our ingredients and customizable meals are fresh without us being open and honest about where everything is coming from! You may even learn a thing or two along the way.

Flavor-Forward

Our incredible selection of spices and ingredients make for plenty of combinations that you'll be coming back to try a new taste every week.

Diet Friendly

Whether you are vegetarian, vegan, jain, gluten free, bacon free or taste for free, we've got you covered! Our menu is designed to be suited for everyone.

LOGO OPTION ONE

Karmic Circle

This variation is a take on the showcasing the Karma “K” with a minimalistic approach. The K circles around itself, with 4 accent marks shadowing a second K, but also representing the 4 family members behind the business. The font chosen for this is thin & minimal, with a bit of decoration to add an eastern touch.

keywords -

Transparent, Modern, Efficient, Crafted

LOGO OPTION ONE

KARMA
KITCHEN

KARMA
KITCHEN

KARMA
KITCHEN

KARMA
KITCHEN

KARMA
KITCHEN

LOGO OPTION ONE

LOGO OPTION ONE

LOGO OPTION TWO

Text Based

This variation is an elegant approach meant to make you feel good. The approachable script of Karma catches the eye and the forefront of this design is green to give that wholesome, fresh feeling. Keeping it simple and an eye for minimalism, the name speaks for the brand on this one.

Karma
kitchen

keywords -

Fresh, Wholesome, Growth

LOGO OPTION ONE

Karma kitchen

Karma kitchen

Karma kitchen

Karma kitchen

Karma kitchen

LOGO OPTION TWO

LOGO OPTION TWO

LOGO OPTION THREE

Graphic Icon

A new take on our original approach, this graphic icon shifts our bowl into a perspective of soil as well, with the green leaves growing out. Our K for Karma is still at the root of the logo,

keywords -

Wholesome, Balanced, Fresh, Simple

LOGO OPTION THREE

KARMA
KITCHEN

KARMA
KITCHEN

KARMA
KITCHEN

KARMA
KITCHEN

KARMA
KITCHEN

LOGO OPTION THREE

LOGO OPTION THREE

BRAND PERCEPTUAL MAP

Where does **Karma Kitchen** fit in the current market?