

BRANDING PLAN

created for

the Simple Sandwich Shop



Contact Info

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Project Overview

Bojorquez Brands Design Studio will partner with The Simple Sandwich Shop to design a brand, logo and website that target the clients goals while keeping true to the company's mission/vision.

MISSION - The Simple Sandwich Shop provides a CHILL environment in a CLEAN & SAFE sandwich shop where our "preps" build sandwiches with PRIDE and honor customers with GRATITUDE.

Client Questionnaire

Questionnaire Link:

<https://forms.gle/1yD5kU2DLFQoco4XA>

Questionnaire Results Link:

<https://docs.google.com/spreadsheets/d/13s3M8kRoGfKG5vJLR2brY2MSSnd6DNRuvkruQMgJ4PM/edit?usp=sharing>

Project Goals

- Create a simple brand and logo that goes with our ideas stated in our vision.
- A website that is simple and user friendly.
- Neutral tones

Target Audience Profile

College students & staff, local business and public school employees. Customers may be swinging by in a hurry or staying for hours as they study.

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- Half Ham & Cheese
Backgro
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- Seating - Photo by [Sincerely Media](#) on [Unsplash](#)
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THE Simple Sandwich Shop

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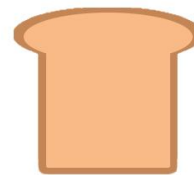
Branding Plan

COLORS



LOGO

the Simple Sandwich Shop



TYPOGRAPHY

<https://fonts.google.com/share?selection.family=Montserrat%7CPacifico>

Montserrat

- Light 300
- Medium 500
- **Bold 700**

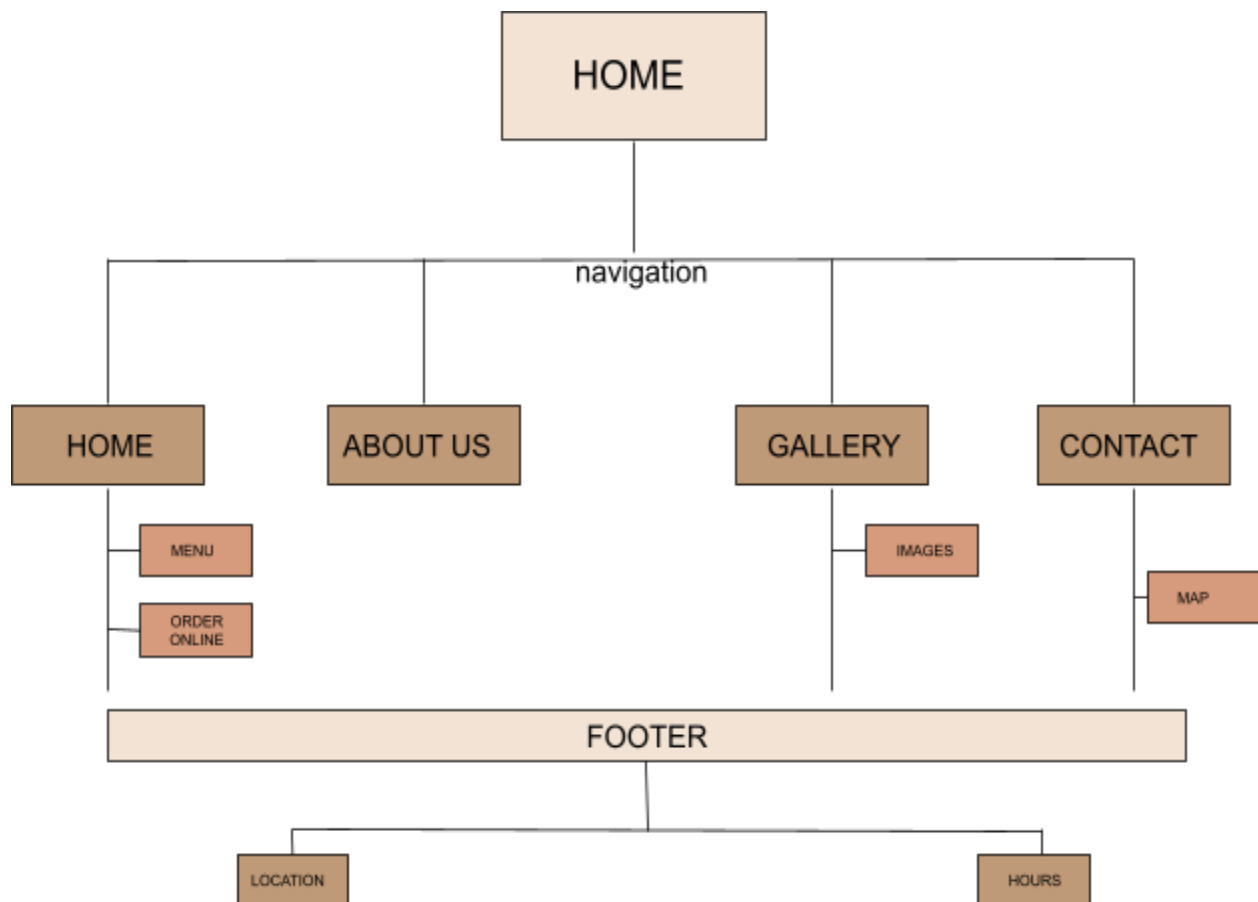
Pacifico

- **Regular 400**

Website Research

1. [Schmaltz's Sandwich Shoppe](#) (local) - Great mouth watering pictures of menu items.
2. [Simple Fare Catering](#) - Love its simplicity!
3. [Chipotle Mexican Grill](#) - Simple way to build your order with visual ingredients.

Site Map



Wireframe/Prototyping

XD link: <https://xd.adobe.com/view/eac26b44-4f48-4fa2-9db4-035608062586-bf91/>