



The Northwood logo captures **direction**, **growth** and **renewal**, aligning closely with correction's foundational roots (like a tree) in safety and quality, leading to dependable and accountable partnerships built on **trust**, that strengthens as it grows (like the truck of a tree). The upward tree and fork symbol represent both guidance and the vast geographical locations we serve ("north"), and nourishment ("wood"), merging **culinary excellence** with a sense of purpose and progress.

The structured green palette and vertical form convey **stability**, **safety** and **trust**, showing strength within an environment of control and order. Northwood communicates the brand's forward-looking ambition; to be a trusted leader in correctional culinary services — by combining humanity and structure in a simple, confident visual identity.



+saturation



+saturation & brightness



+saturation -brightness

