



The Rootstone logo presents a strong image of **safety** and **trust**, directly supporting the brand's mission to deliver secure, quality culinary services. The bold, geometric wordmark communicates **leadership** and operational security; while the grounded visual form symbolizes a dependable foundation for consistent, dignified **service**.

Rootstone aligns with the brand's emphasis on **quality** and **leadership**, representing food as both sustenance and structure within a secure environment. Its solid design language reinforces **reliability under pressure**, while the name itself; merging "root" and "stone" embodies the steady, enduring character of a team that feeds with integrity and precision.



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 trunk 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.

