

# **Gen Zed Deli Branding Assessment**

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**Due Date: Monday, December 11th**

**Goal: To rebrand Compass Group's current artisanal deli brand to appeal to Gen Z.**

Major competitors are Subway and Firehouse Subs.  
Appeal to Gen Z without alienating Millennials or Gen X  
The brand is named "The Stacks".

## **Assets Required**

- 1 x Logo
- 1 x social media asset - Show us best practices, can include animation.
- 1 x Digital screen asset 1080 x 1980, landscape - Show us your animation skills.
- 1 x Print asset 22 x 28, portrait - Show us how to appeal to mass market.



the  
stacks

## The Logo

The logo for The Stacks features a bespoke font based on "All Round Gothic". This is a sans serif font that evokes confidence yet playfulness.

The words "The Stacks" are stacked and nestled together to align with the concept of the brand name.

The logo and branding as a whole features a monochromatic colour pallet that provides a cohesive feeling of warmth and familiarity while still remaining fresh and contemporary.

To go along with the logo there is a secondary element of the branding as seen in the three stacked lines that represent an abstract sandwich. These serve as another element to further the concept and tie any artwork together.

ONLY FOR A LIMITED TIME

# THE Roman Holiday

Prosciutto - Turkey - Sun Dried Tomatoes - Swiss Cheese



**8.79**  
sandwich

**12.79**  
Combo

stack the flavour.

the  
**stacks**

## Large Print Asset: 22x28 LTO

The name chosen for this LTO concept was named after a classic movie from the 50s by the same name and ties well into the theme of the sandwich based on the ingredients. Gen Z has a interest and fascination with nostalgia, even for a time that they were not around for and this is leveraged via the retro inspired aesthetics seen here.

The main font New Kansas is a bold and inviting font with ties to retro aesthetics that are becoming increasingly trendy.

Photography is key to the branding. Products should be professionally shot and then isolated for use on graphical backgrounds.

"Stack the flavour" was the tagline chosen to further align with the brand name and highlight flavour as a central selling point behind the brand's products.

Digital Screen

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Animated version included

**Who's the  
new kid?**



stack the flavour.

the stacks

## **THE Roman Holiday**

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stack the flavour.

the stacks

**stack the flavour.  
stack the flavour.**



## **Social Posts**

Social media allows for a looser style of advertising, allowing brands to have more fun with their marketing content especially when targeting Gen Z.

These social posts outline a few options for how the brand would carry itself on social platforms.

**the  
stacks**