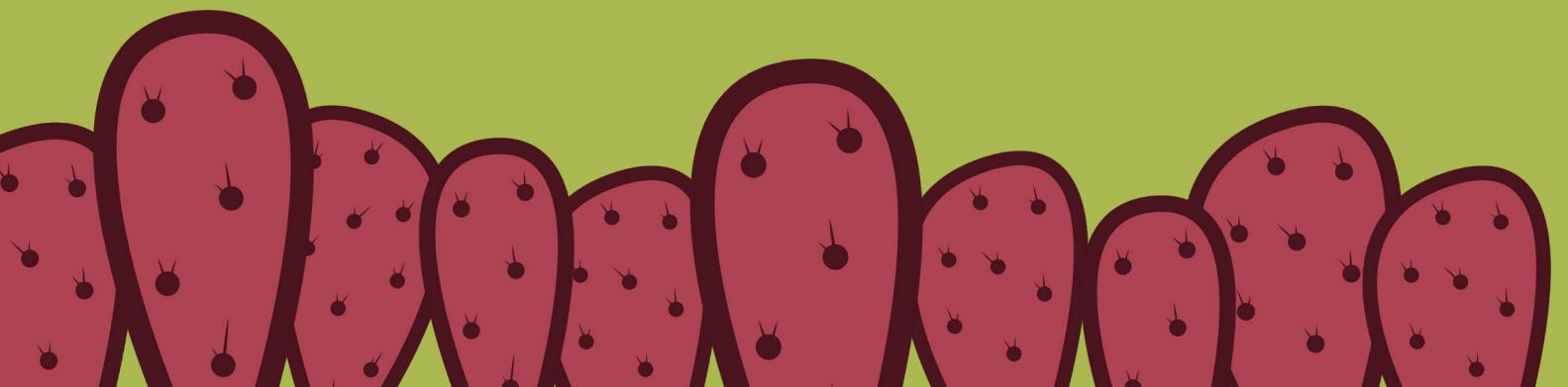


# **PROJECT 1: FOOD TRUCK BRAND IDENTITY**

**SAVANNAH CHAPPUS**

**VC 261 - SECTION 2  
SPRING 2021**



# PROJECT BRIEF

## What is Prickly Pete's?

We serve classic diner food with a Southwestern twist: prickly pear cactus and prickly pear fruit. Why? Because cactus is great and native to the Sonoran Desert, which is in the Southwestern United States.

## Location:

We were originally located in Flagstaff, Arizona to bring the desert food into the adventurous mountain town. We also have locations around the rest of Arizona, New Mexico, and Southern California.

## Who We're Up Against:

In Flagstaff specifically, there isn't much for permanent competition (a few trucks come around for festivals), and from those, there's a few burger trucks, and some Mexican fusion trucks. There also aren't a bunch of diners and greasy spoon restaurants, and as such, our diner twist is a stark contrast to these competitors and we're the only one of our kind.

## What Makes Us Special?

Every item on our menu has either nopales, green chiles, prickly pear, or agave. We also serve most of our menu options as vegetarian or vegan.

## Who We Serve:

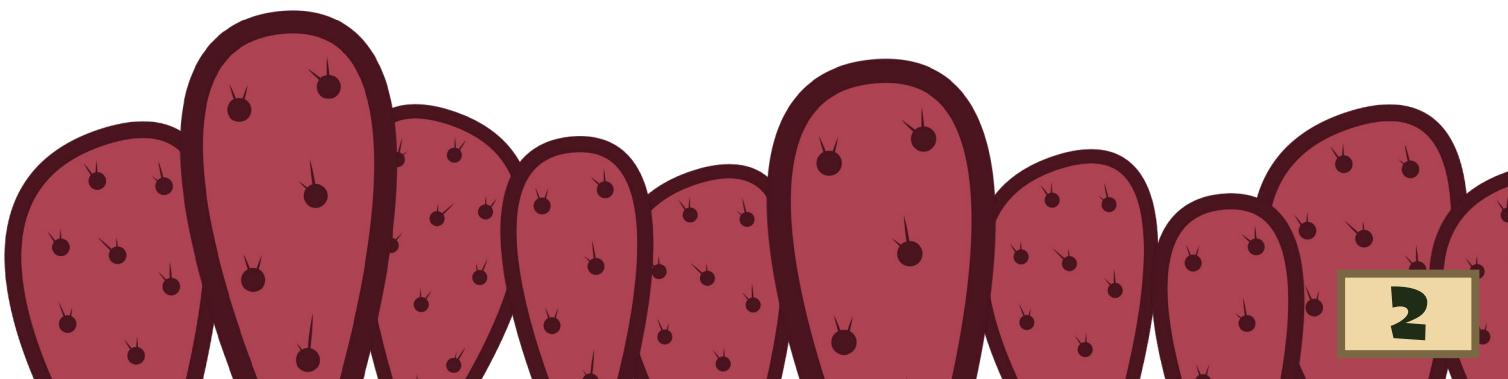
Our target audience is the adventurous, unique, desert-loving people of Flagstaff and more broadly of Arizona in general. This food truck works well all across Arizona, and even into New Mexico, and Southern California too, because of the Sonoran Desert. We also offer many vegetarian and vegan options to appeal to the Flagstaff culture. Our food also appeals to the thousands of tourists that pass through Flagstaff on their way to the many amazing sites around Arizona, such as the Grand Canyon.

## About Us:

Arizona is known for its cacti, but most people don't know what the cacti tastes like. We wanted to bring the lovely Sonoran Desert prickly pear fruit and cactus to the mouths of the people. We felt like Flagstaff didn't have enough "Arizona-ness" to it and so we brought it. And Pete? He's our lovely prickly pear mascot. He loves everything about the Southwest, but especially the wonderful food.

## Emotional Appeal:

The emotions we want to evoke in our customers are happiness and adventurousness. We also want to bring a sense of pride about the amazing Southwest to the people who live in it. Our regional spin on popular favorites appeals to locals and to tourists alike.

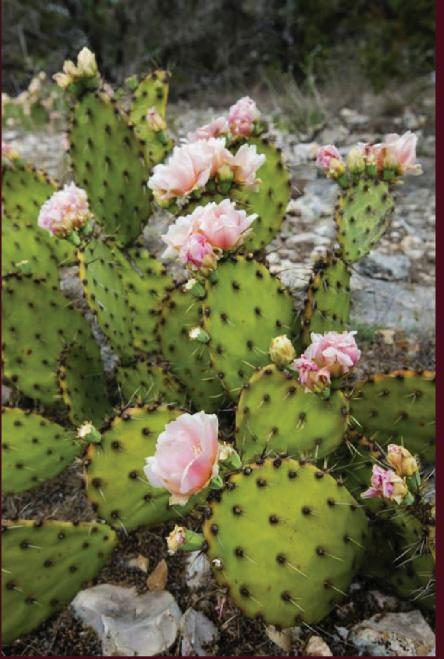
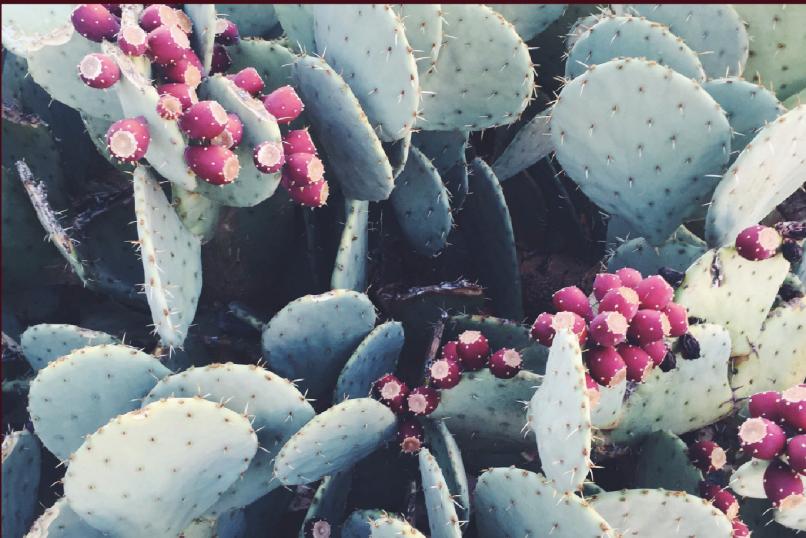


# PRICKLY PETE'S

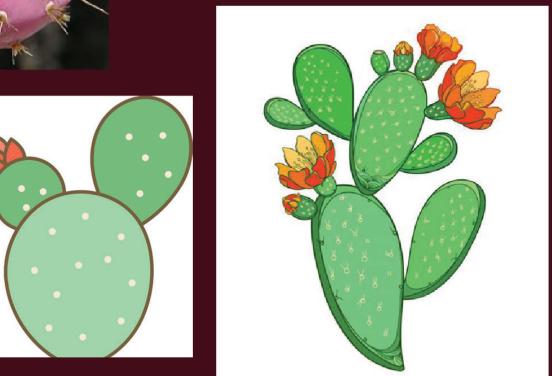
# THE CACTUS BUS

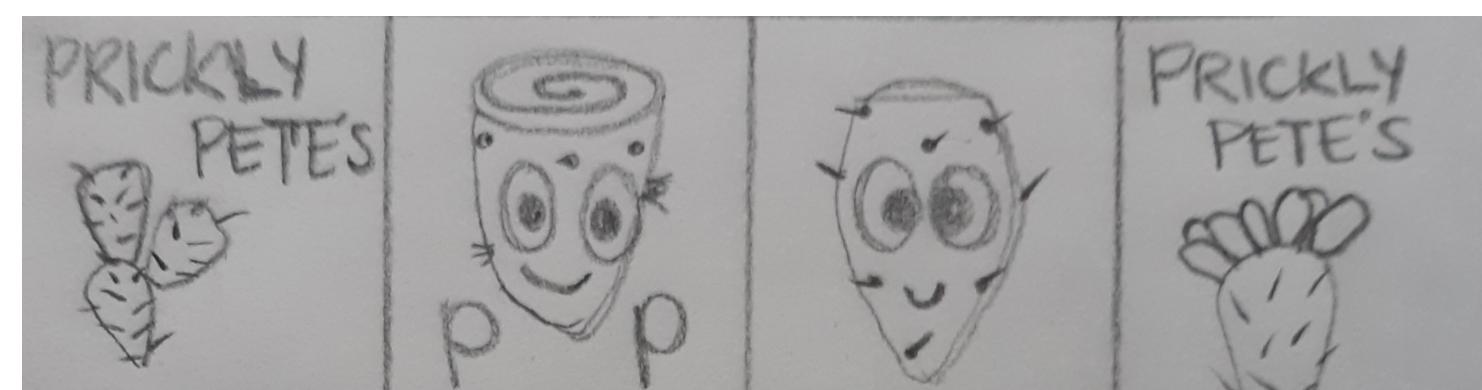
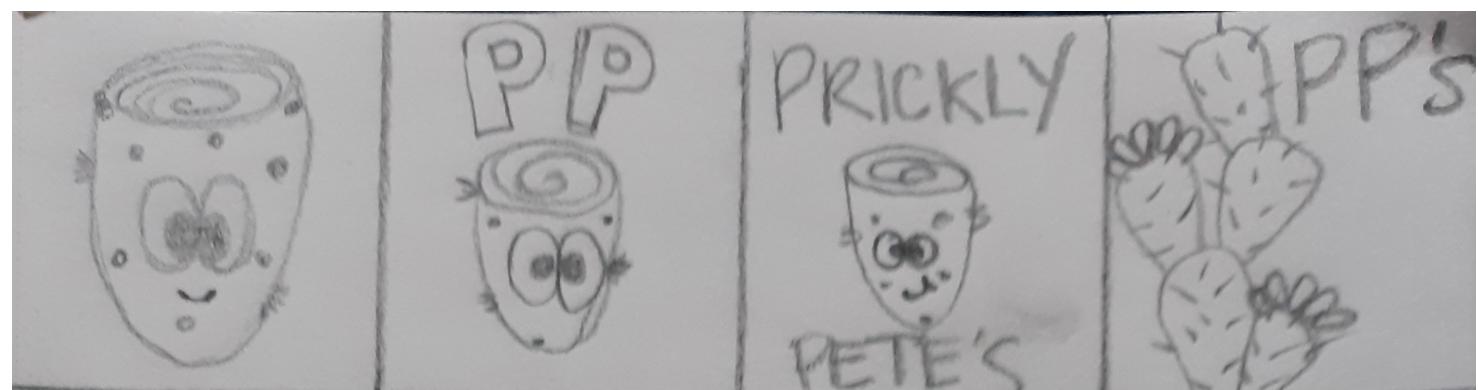
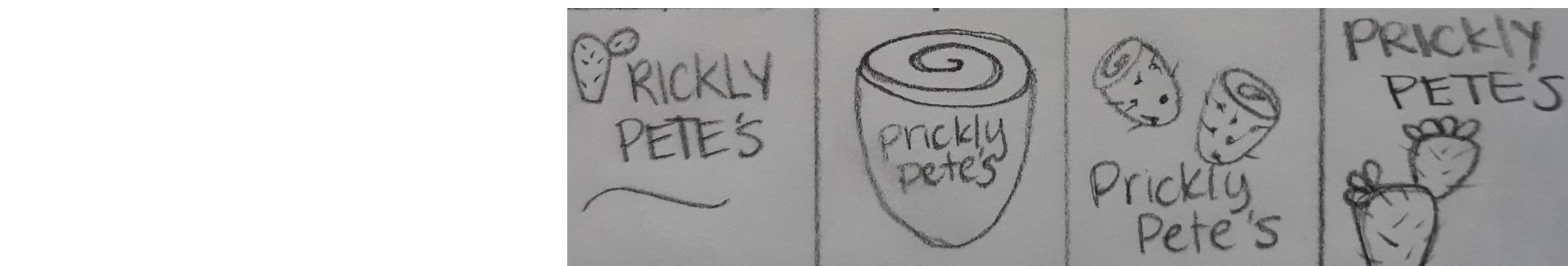
## THE PRICKLED CACTUS

MOOD  
BOARD

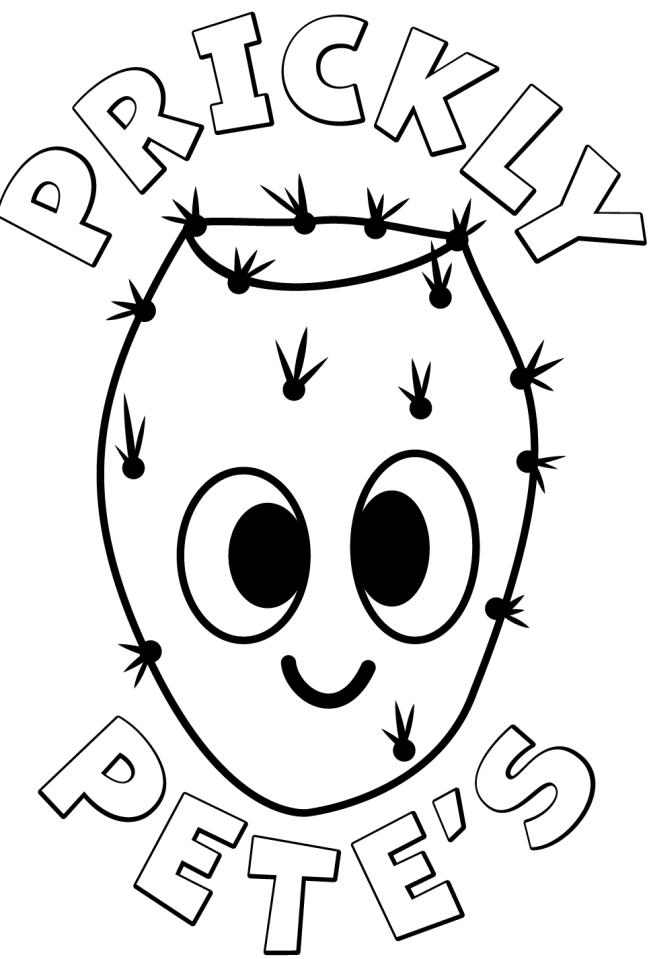


Traditional  
ADVENTUROUS  
Modern  
unique  
SLEEK



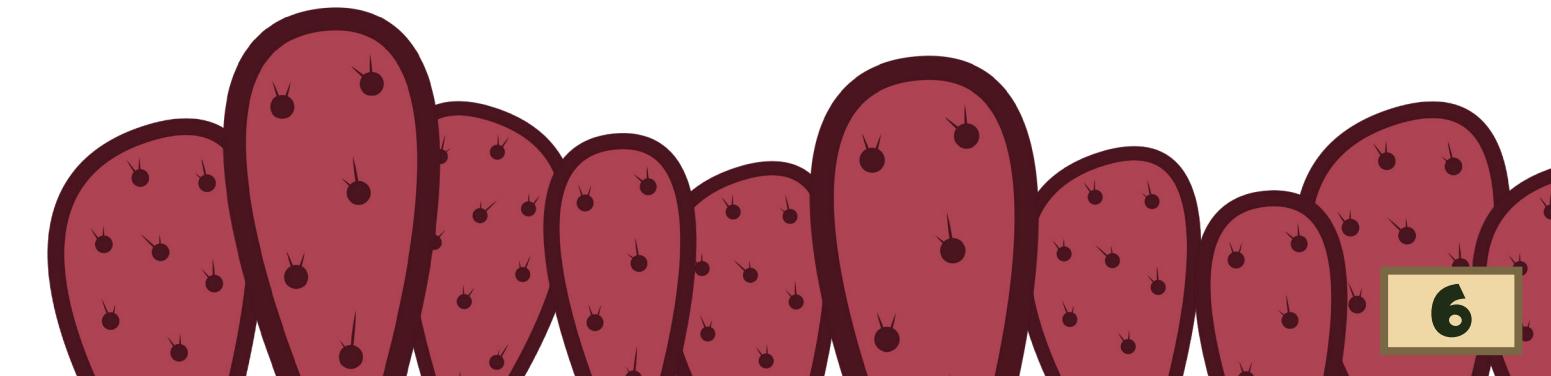


# SKETCHES



# FIRST DIGITAL COMPOSITIONS

# COLOR LOGOS



# FINAL COLOR LOGOS



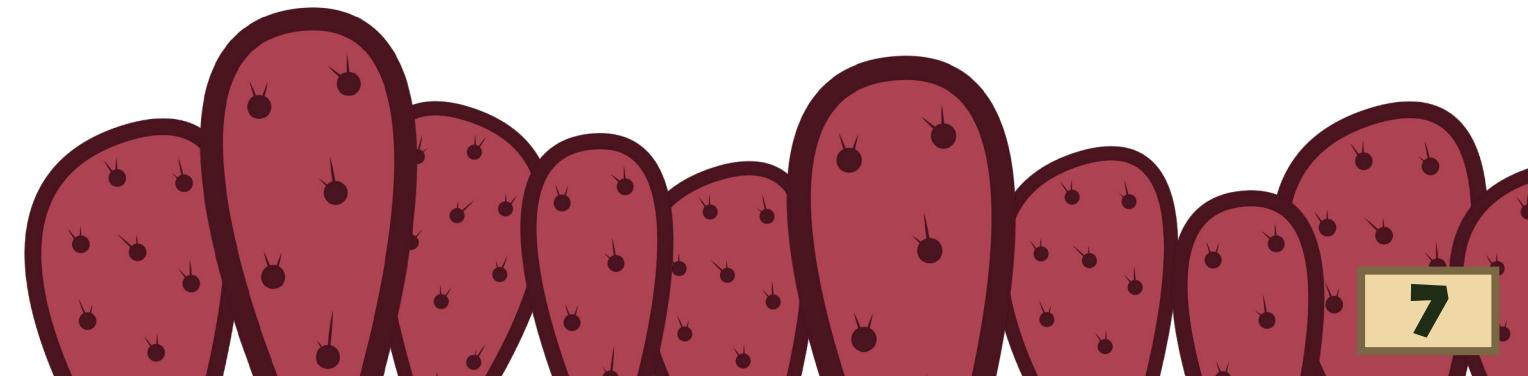
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FINAL LOGO

# FOOD TRUCK MOCK UP

