

DIG

When I first came to New York from India, I was looking for healthy food options. My roommate introduced me to Dig Inn, at the time and I found the food to be really satisfying and delicious.

Upon futher research, I found out more about what the company stands for and that cemented my loyalty to the brand. I personally, hate food being wasted and this company addresses that issue and many more regarding the welfare of the planet.

That is why I think it is so important to rebrand this company to showcase the values and ideas the company is built around.

**TABLE OF CONTENTS**

<b>BRAND IDENTITY</b>	<b>3</b>
Research and Strategy	4-7
Pressure Points	8
Rebranding Strategy	9
<b>DESIGN ELEMENTS</b>	<b>10</b>
Logo Re-design (before/after)	11-13
Do's and Don'ts	14
Image/ Illustration Guide	15-16
Color Guide	17-18
Patterns	19
Typography Guide	21
<b>PHYSICAL APPLICATION</b>	<b>22</b>
Manifesto	23
Bag Mockup	24-25
Poster and Billboard Mockups	26-34
<b>DIGITAL APPLICATION</b>	<b>35</b>
Manifesto	36-37
Website Mockups	38

# BRAND IDENTITY

## BACKGROUND ON DIG

A New York-based fast-casual chain of locally farm sourced restaurants.

Founded by Adam Eskin in 2011.

As of January 2019, the chain has 26 restaurants in New York City, Rye Brook and Boston.

As of July 2019 has become, simply, Dig. Founder Adam Eskin wrote about the decision here, calling it “bittersweet” and also highlighting the brand’s previously announced expansion plans which includes having 35 locations in three cities by the end of the year.

Generated **\$32.2M** in 2018.

Total Funding **\$60M**

Audience: Millenials, GenZ, working demographic, health concious people

*“Every decision we make at Dig Inn starts with a deep respect for our ingredients and where they come from. We work one-on-one with 102 farmers and partners to bring those recipes to life, planning crops specifically for our menus. Mindful sourcing is our bread and butter.”*

## PRODUCT/SERVICE OVERVIEW

Dig is a restaurant/catering service that serves produce that would otherwise end up in landfill. They believe in zero-waste and cook and serve only 'ugly vegetables,'(vegetables that have blemished and are under/over grown) and the weird, wasted cuts of meat, at an affordable price.

All the food is locally grown and sourced from a 12-acre farm in Orange County, New York.



## VISUAL RESEARCH ON COMPETITORS- SWEETGREEN



## VISUAL RESEARCH ON COMPETITORS- CHOPT



## PRESSURE POINTS

1. Lack of branding  
Dig's current branding is not very identifiable amongst its' competitors.

2. Uniqueness  
No one knows what makes Dig unique or stand out amongst its' competitors.

3. Lack of identity  
Dig doesn't highlight it's assets- seasonal branding, sustainability goals etc.

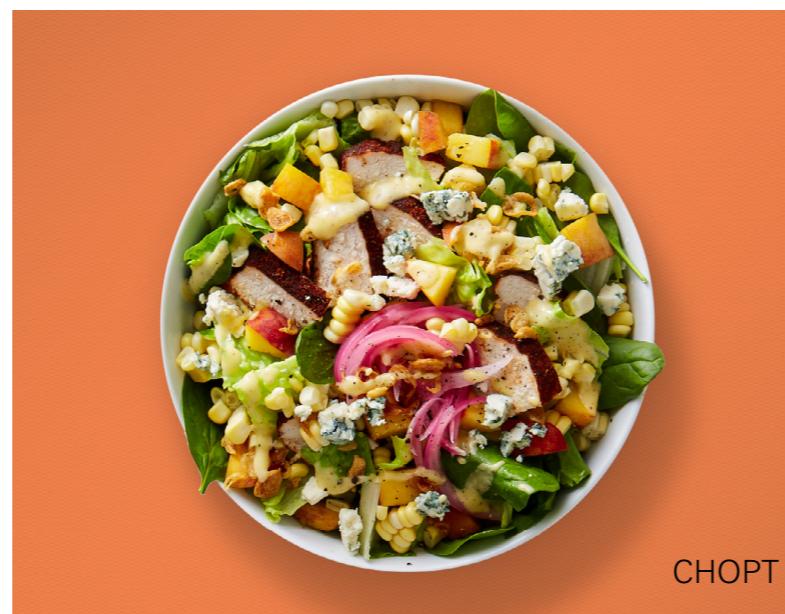


## REBRANDING STRATEGY

With the rebrand, my goal is to make the branding more specific and unique and to stand out from the competition. Take what Dig has working for it and create my branding around highlighting those principles. For example, the seasonal menus.

To make the brand unique I am staying away from what Dig and its competitors are currently doing with their branding. (images of bowls of food, landscape scenery)

Partnering with companies like NYCParks and Food Bank to promote health and sustainability apart from the food.



# DESIGN ELEMENTS

ORIGINAL LOGO (2011-2019, 2019)



REDESIGNED LOGO (BLACK AND WHITE)



**REDESIGNED LOGO (SEASONAL COLOR)**

On the top row:  
Fall and Winter  
On the bottom row:  
Spring and Summer

The seasonal color scheme  
will be used for physical  
application.

DIG DIG

DIG DIG

65517a

## DO'S AND DON'TS

### DO

- Keep the tracking for logo at 60pts.
- Keep the default logo as black or white.

### DON'T

- Reduce or increase tracking.
- Change color codes for seasonal logos.
- Use gradient for logos.

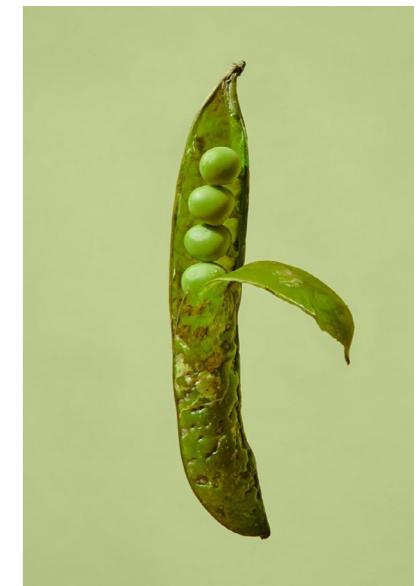
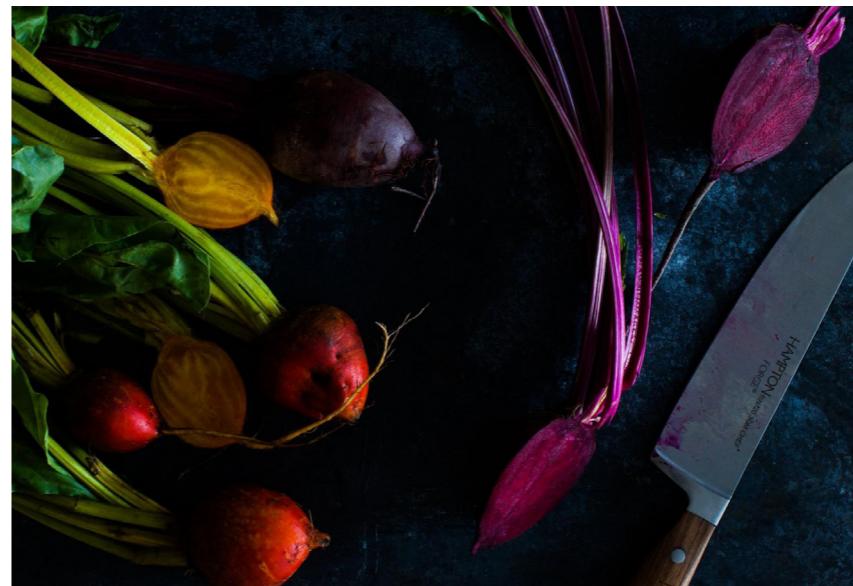


## PHOTOGRAPHY - FOR PHYSICAL AND DIGITAL APPLICATION

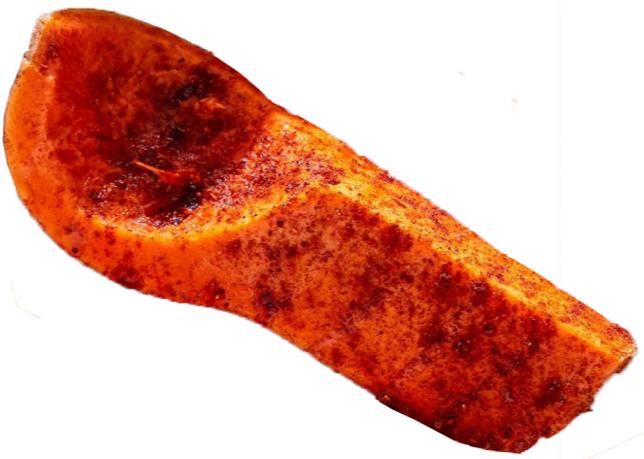
To declutter the image the background has been removed.

Highly stylised studio photographs, focusing on the vegetable/fruit.

Having an element of black in the background on the images to unify them.

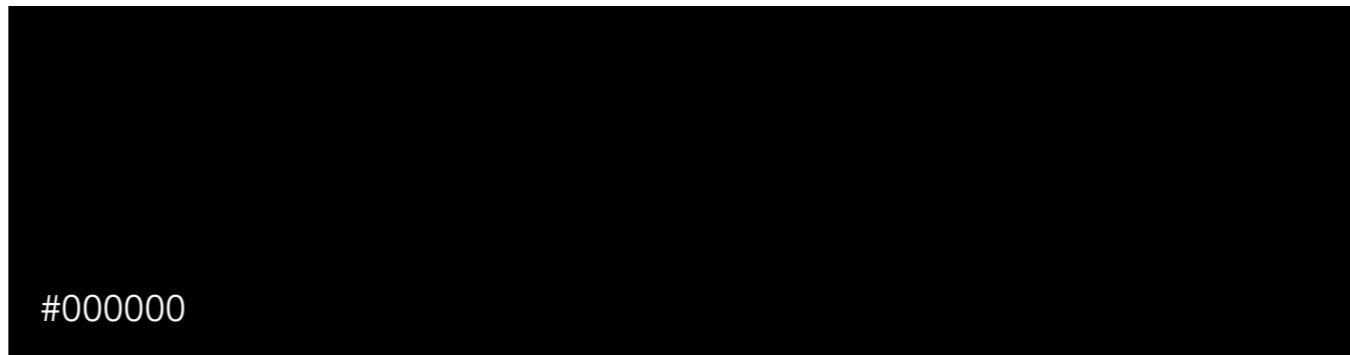


## PHOTOGRAPHY - BREAKDOWN OF IMPLEMENTATION



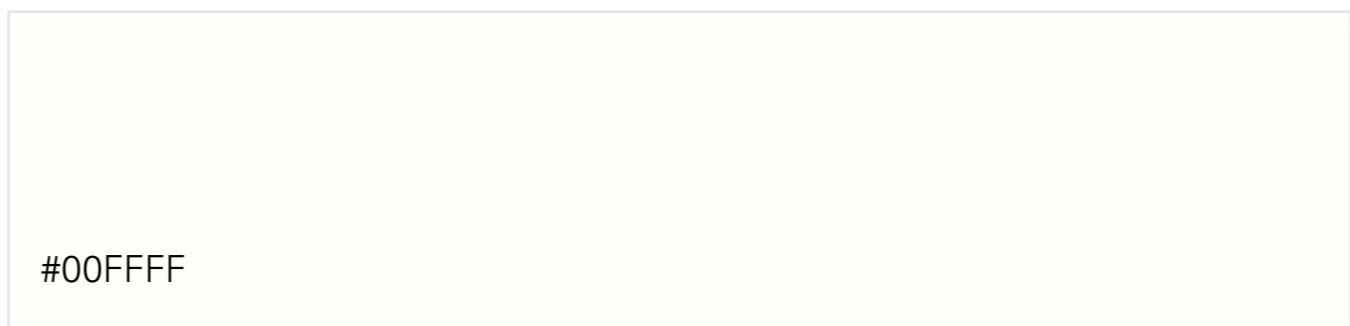
## COLOR PALETTE- FOR PHYSICAL AND DIGITAL APPLICATION

To be used for the logo as well as body copy and as background for images.



#000000

To be used for the logo as well as body copy in the digital application.



#00FFFF

To be used for the seasonal logos as well as body copy.



#FF992F

#BF354E

#A7AF25

#765F8F

## COLOR PALETTE- SEASONAL BREAKDOWN

A thorough breakdown of each season's color palette.

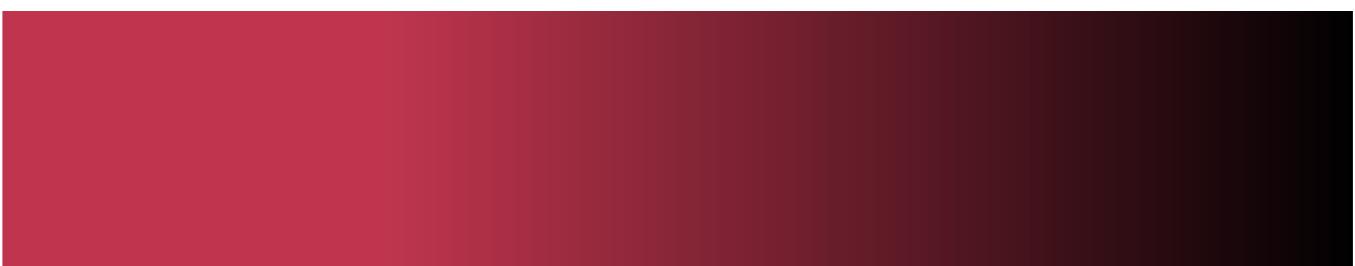
From left to right:  
Fall, Spring, Summer  
and Winter.



## SEASONAL COLOR GRADIENT

From top to bottom:  
Summer, Fall, Spring and  
Winter.

To be used as backgrounds  
for imagery and text  
in physical and digital  
applications.



## SEASONAL PATTERNS

From top to bottom:  
Spring, Summer, Fall  
and Winter.

To be used for  
merchandising, like takeout  
bags etc.



**UNIVERS 49 LIGHT ULTRA CONDENSED**

Used for the Logo.

Tracking is 60 pts.

# LOREM IPSUM

**UNIVERS 65 BOLD**

Used for Headline.

## LOREM IPSUM DOLOR

**UNIVERS LIGHT**

Used for body copy.

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

# PHYSICAL APPLICATION

## **MANIFESTO**

The aim for the physical applications is to highlight the aspects of Dig that make it unique.

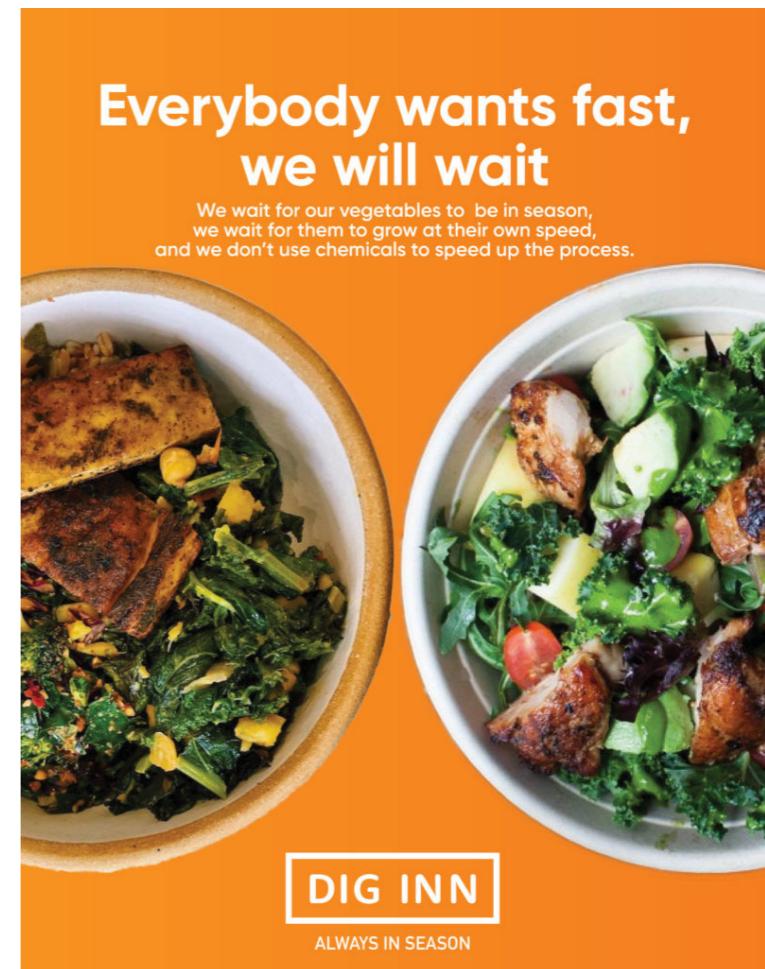
For example, the seasonal menus should be advertised more clearly. Showing the prospective customers what Dig is doing for the environment and how eating there can help contribute to reducing food waste.

## ORIGINAL PHYSICAL APPLICATIONS

The original physical application is not very memorable.

The posters are not unique and blend in, stylistically, with similar health food chains like Sweetgreen and Chopt.

Nothing from the current branding tells the customer anything about what makes Dig special or stand out.



## SEASONAL TAKE-OUT BAGS

From left to right:  
Spring and Summer



## SEASONAL TAKE-OUT BAGS

From left to right:  
Fall and Winter.



## SEASONAL ADVERTISING MOCKUPS – FALL





## SEASONAL ADVERTISING MOCKUPS – SPRING





## SEASONAL ADVERTISING MOCKUPS – SUMMER





## SEASONAL ADVERTISING MOCKUPS – WINTER





DIGITAL  
APPLICATION

## DIGITAL APPLICATION- MANIFESTO

The aim for the website redesign is to bridge the divide between the physical applications and the digital applications.

The website is meant to change seasonally. This will be done by a change in gradient colors, the seasonally highlighted partnerships and the menu.

## ORIGINAL DIGITAL APPLICATION - WEBSITE

No consistency between the website and the in-store merchandise.

The website is not very unique to the Dig's mission, nor does it well represent the current partnerships Dig has in place at the moment.

The screenshot shows the homepage of the original Dig Inn website. At the top, there is a navigation bar with links for "DIG INN" (which is highlighted), "MENU", "OUR STORY", "LOCATIONS", "CAREERS", "CATERING", "GIFT CARD", and "ORDER NOW". Below the navigation is a large image of a bowl of food with the text "Treat Yourself" and a subtext "To more lunchtime, less lunch line." with a "ORDER AHEAD" button. Further down, there is another image of food with the text "Now Serving Winter" and a subtext "Vegetable-forward food, grown by farmers, cooked by chefs.". The bottom section features a large image of a person cooking, with the text "Fall Menu" above it. To the left of the cooking image is a sidebar with links for "DIG FEATURES", "MARKETBOWLS", "BASES", "MARKET SIDES", "SAUCES", "COLD SIDES", "HOT SIDES", "WHOLE GRAINS", and "DRINKS & SNACKS". To the right of the cooking image is another sidebar with "DIG FEATURES", "Classic Dig" (described as Charred Chicken (thigh), Charred Broccoli with Lemon, Roasted Sweet Potatoes, Brown Rice with Parsley, and Garlic Aioli dressing, with a "CONTAINS: SOY" note), and "MARKETBOWLS" (described as "Farmer's Favorite Marketbowl").

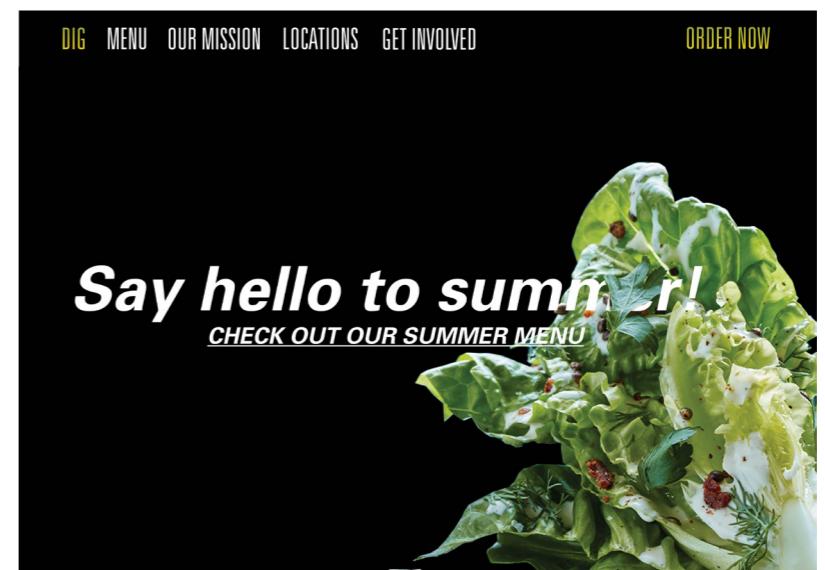
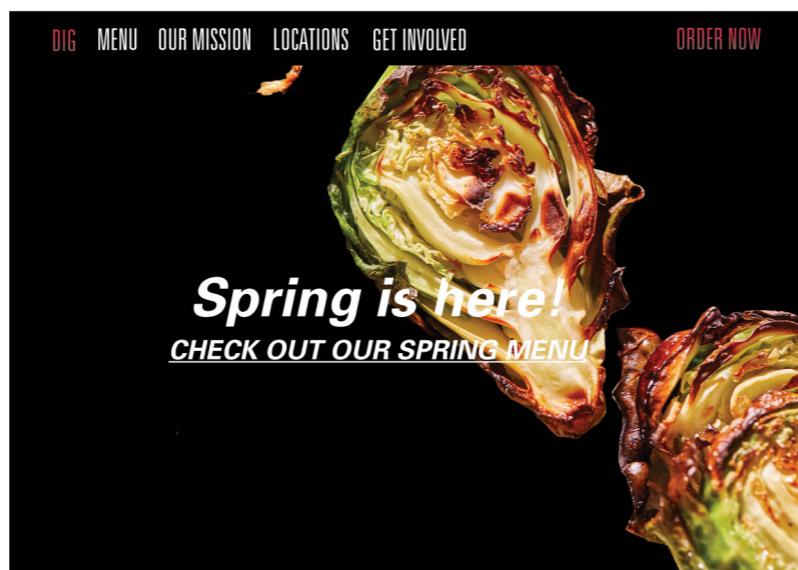
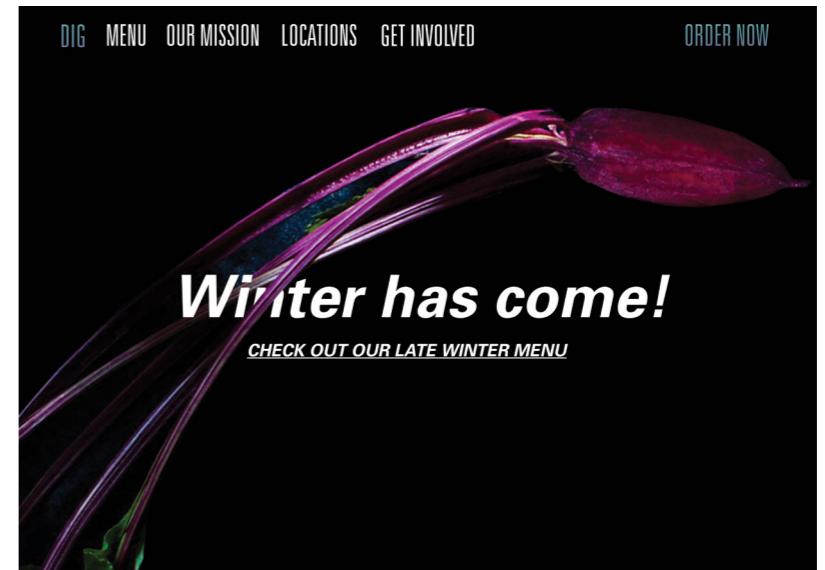
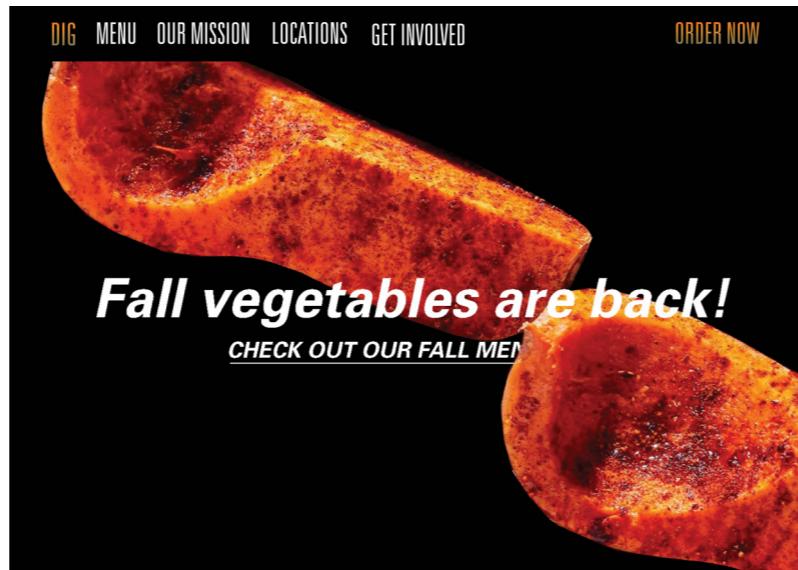
## SEASONAL DIGITAL APPLICATION - WEBSITE

From left to right (top):

Fall, Winter.

From left to right (bottom):

Spring, Summer.



**THANK YOU!**