



PLAiTO

THE BRAND GUIDE

DIM 6303-2 - Digital Media Capstone Project

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POSITIONING

“Smart meals for smart students.”

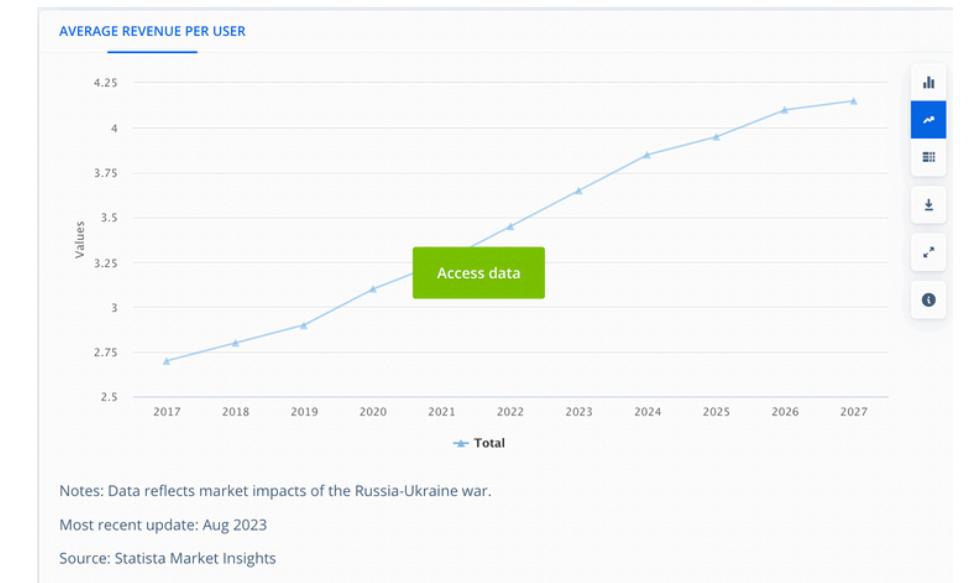
SEGMENTATION

1. Demographics: students in Toronto with mid to high-income levels, emphasizing financial capacity and location as key factors.
2. Behavior: individuals who are either interested in or have already subscribed to meal planning services, highlighting their proactivity in seeking convenient meal solutions.
3. Psychographics: those who value time-saving options, crave food variety, prefer pre-measured ingredients, and aim to reduce food wastage.



TARGET AUDIENCE

1. University and College Students studying at the 40+ colleges and universities located in Downtown Toronto.
2. Students who have jobs and living in downtown Toronto.
3. Tech Savvy iPhone users studying in downtown Toronto.



Ref: The biggest users of meal kits are GenZ at 14.5% followed by millennials at 12.1%. (Statista, 2023)

BRAND ELEMENTS

BRAND VISION, MISSION, AND VALUES

VISION

To be your ultimate meal planning companion.

MISSION

To nourish you with smart and convenient meals. Always.

VALUES

Innovative

Plaito leverages innovation in its app-based meal planning service to offer cutting-edge solutions ensuring accessible, balanced meals for busy schedules.

Reliable

Plaito ensures that our users can count on us to meet their dietary needs and preferences with consistency and excellence.

Creative

Plaito tailors plans to each user's unique dietary needs and preferences transforming meal planning into an engaging and enjoyable experience.



BRAND ELEMENTS

Name and Logo



PLAⁱTO



ICON + LOGO:

The Plaito logo is a harmonious blend of ancient wisdom and modern tech.

LOGO:

The brand name "Plaito" is presented in a modern font, mirroring the app's tech and AI-based approach to personalized meal planning for students.

The name pays tribute to the Greek philosopher Plato, associating the brand to intelligence and wisdom. Also, it is suggestive of both the Filipino and Spanish words "plato" for "plate," which encapsulates the essence of food. This fusion of meanings in the name "Plaito" reflects a brand that values both nourishment and knowledge.

ICON:

Within this profile, the tech icon symbolizes the modern student's power to customize their meals. "Plaito" is your go-to meal-planning buddy, a smart companion for students, much like Alexa or Google for meals. This virtual culinary assistant is specifically designed to address the unique challenges students encounter in managing their nutrition and dietary preferences.

BRAND ELEMENTS

Logo Variants



Primary (Horizontal): use in digital or printed materials when Plaito wordmark is easily legible



Logo + Tagline: Use when dimensions are large enough for the tagline to be easily legible, and when the logo has a lot of white space around it



Logo : stand alone icon can only be used for packaging, social media profiles and promotional materials

What NOT to do!



X
Do not use icon and name if the space is too small.



X
Do not place icon below the logo/brand.



X
Do not stretch or distort logo and icon.



X
Do not crop the icon's antenna or beard.

Color Palette



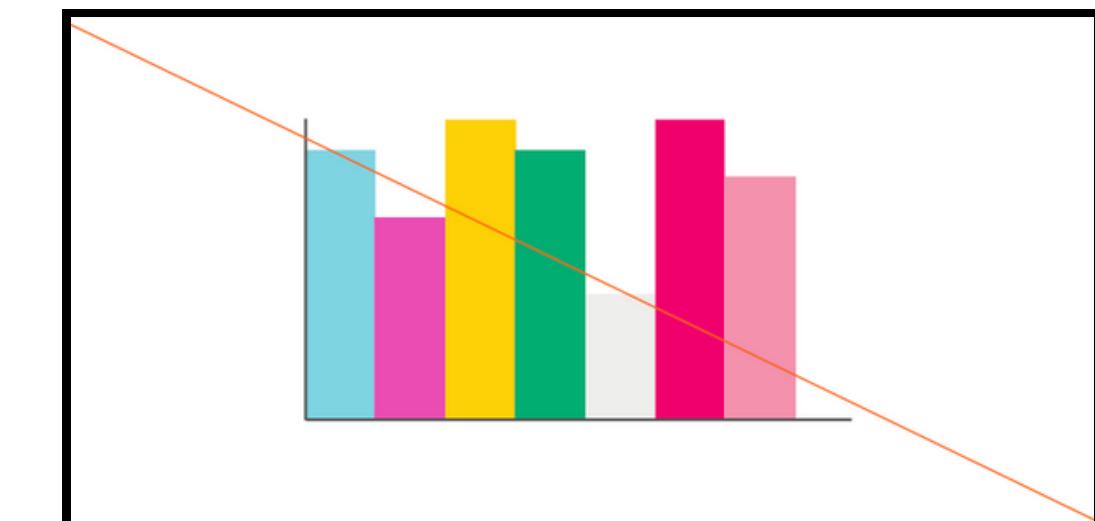
PRIMARY COLORS

Princeton Orange - Associated with food and evoking feelings of hunger and appetite. It also conveys joy, warmth and youthful aura.

SECONDARY COLORS

White and Gray - Gray symbolize wisdom and philosophical depth, reflecting a customer's intellect and white as the brand's efficiency.

The colors are inherent part of the brand, don't use colors that are not in the color palette of Plaito.



BRAND ELEMENTS

Typography

Font 1: Blogger (Bold and Regular) - Headlines

Plaito uses "Blogger" for headings, which imparts a modern and appealing appearance

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 (!@#\$%&.,?;:)

Font 2: Roboto Bold and Regular - Body

"Roboto" for the body text, known for its versatility and legibility on various screens.

The combination of these fonts enhances the Plaitos's visual appeal and readability.

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BRAND ELEMENTS

Iconography

Icons and widgets to be used in the app and communication medium.



BRAND ELEMENTS

Tagline and Brand Voice



TAGLINE
"Out of the Box"

The tagline "Out of the Box" implies a creative and intelligent concept, drawing a parallel to the clever and convenient meal options you enjoy straight from the box.



Values	Voice	Tone & Messaging
Innovative	Smart and Energetic	Plaito conveys enthusiasm, excitement, and passion. We connect with our audience and motivate them to take action. We use positive and powerful words, such as amazing, awesome, fantastic, incredible.
Reliable	Authentic & Welcoming	Plaito conveys honesty, sincerity, and trustworthiness to build rapport and establish credibility. We use simple and clear language, avoiding jargon, buzzwords, and exaggerations.
Creative	Witty	Plaito is clever and humorous which embodies a joyful and vibrant spirit that resonates with our customers. We use wordplay, puns, jokes, irony, and other rhetorical devices to create amusing and surprising effects.



BRAND ELEMENTS

Visual Photo Guide



Use top down shots for food photos to get everything in the frame and make it appealing for customers.

For unboxing photos, use prominent shots of Plaito to connect the brand to its customers.



Photography: Food

Photography breathes life into our brand, building a powerful connection with people and exuding vibrant energy through the vivid colors of food and the genuine smiles it captures.



Photography: People



BRAND ELEMENTS

Packaging

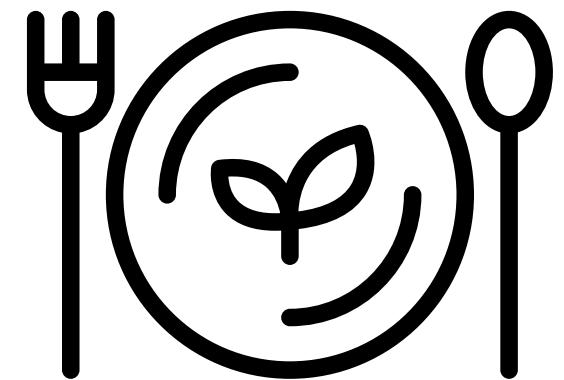


Logo: Front

Icon: Round sticker and sleeves

Nutrition Facts and Ingredients: Back

Material: Biodegradable inner packaging and reusable carry bags.



Nutrition Facts

Serving Size 100 g

Amount Per Serving

Calories 250 Calories from fat 10

% Daily Value*

Total Fat 4% 4%

Saturated Fat 1.5% 4%

Trans Fat

Cholesterol 50mg 28%

Sodium 150mg 15%

Total Carbohydrate 10g 3%

Dietary Fiber 5g

Sugars 3g

Protein 16%

Vitamin A 1% - Vitamin C 3%

Calcium 2% - Iron 2%

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

"I'm not arguing; I'm just explaining why I'm right."-
"I may be wrong, but I doubt it."



Thank you.