

Rev Foods - Website

Redesign | Design Rd 4b - FINAL | 07.01.13

Homepage

The screenshot shows the homepage of revolutionfoods.com. It features a large banner at the top with a boy in a red vest cheering, overlaid with placeholder text "Lorem ipsum dolores sit amet consulteur" and a "watch video" button. Below this is a section titled "real food for all™" with a sub-section "real food in schools". This section includes a green circular graphic with the text "BETTER FOOD BETTER STUDENTS" and a photo of two pizzas. A link "learn more about our school meals program >" is shown. To the right is a section titled "real food in stores" featuring a product image of meal kits and the text "healthy meal kits". Below this is a "real press" section with logos for Fast Company, The Economist, and TIME, each with a "read article >" link. The footer contains links for "quick links", "help", "special offers & updates", "social media", and "FOLLOW US".

Utility Nav:

Background Bar: #4d4d4d4d

Font: Gotham Medium, 11pt, a2a4a6

Top Navigation

Font: Futura Demi, 17pt, a2a4a6

Hover State: Black

On State: Black

Jump Link Navigation:

Font: Futura Demi, 14pt, a2a4a6

Hover State: Black

On State: Black

For launch this will just be one big graphic.

After launch we will want to have a graphic here that loads a video and has the share links to share the video

Jump links correspond to these page titles

Not every row has a title or jump link - see example on about us page > leadership

In each row, we discussed the image being a background image of the row and the headline, copy and link being text that lives on top of the background image. The background image, headline, text and link need to be updateable from the backend

Headlines:

All the headlines are Futura Bold, kearing -25, but the size and color changes. We'd like to be able assign the font size and enter a hex value for the headlines on the backend. Would also ideally be able to control the line spacing somehow

All body copy:

Font: Gotham Book, 13pt, #333333

Links with arrow:

Font: Futura Demi, 17pt, #333333 (in the files they are black but client has requested #333333 for all these links)

This link takes you to the "about" page

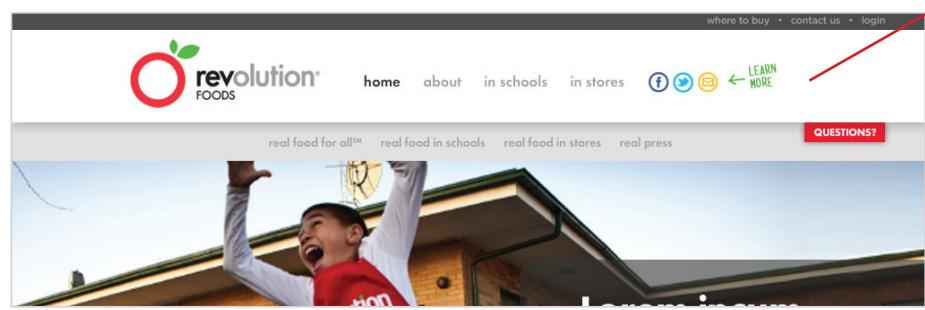
This link takes you to the "in schools" page

This link takes you to the "in stores" page

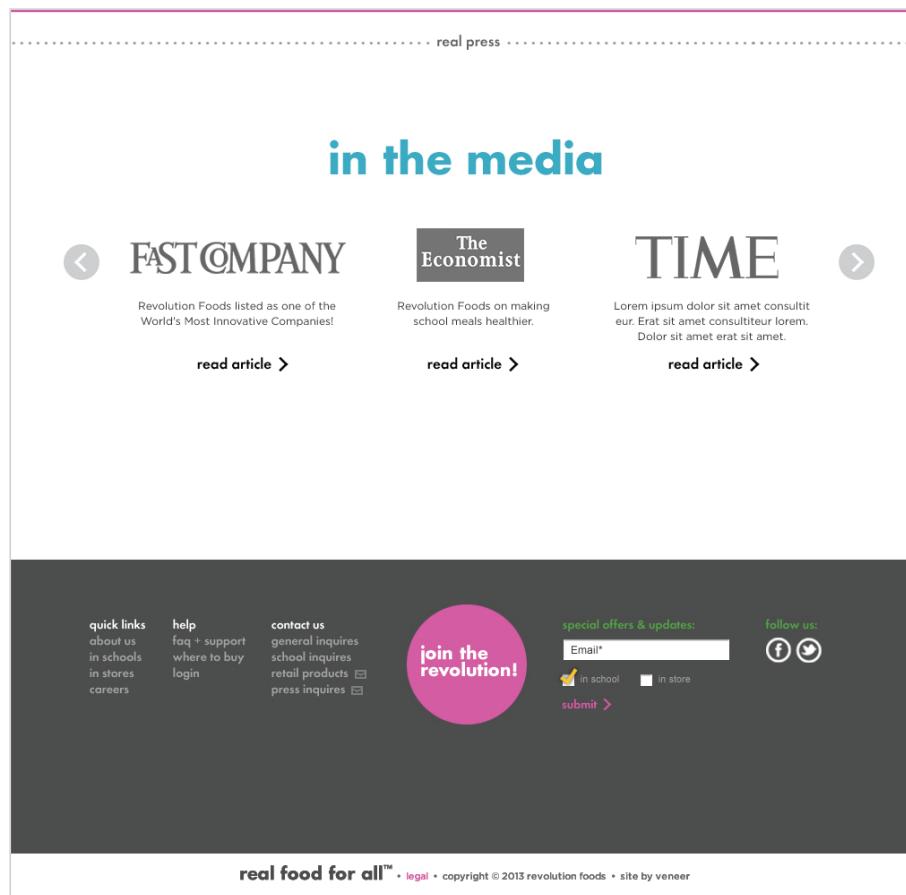
If possible in this area and in the "where to buy" section on the "in stores" page we would like to be able to have the logos grey - but have the hover state with their full color. We can upload the two different logo images onto the backend.

These will be links to external websites and should open in new browser window

Top Nav - Rollovers



This is what the rollover on the social links will look like. Each icon rolling over to different color before click. The facebook icon turns dark blue and links to facebook.com/revolutionfoods. The twitter icon turns light blue and links to twitter.com/revolutionfoods. The email icon turns yellow on rollover and clicks to “join revolution” page. And “Join Revolution” text rolls over to “Learn more” before click which will also take you to the “Join Revolution” page



Final Footer

This is the final footer design. Please refer to the homepage file for the footer - it has not been updated on all the pages.

footer bkgrd color: 4d4d4d

The white headers “quick links, help, contact us” are not links

The grey links below them are and the hover state for those should be the pink

link guide:

faq & support - goes to external site, should launch in new browser window

where to buy - can it link to the “where to buy” spot on the “in stores” page?

login - goes to external site, should launch in new browser window

general inquiries - goes to external site, should launch in new browser window

school inquiries - goes to form page (see pg 11 of this PDF)

retail products - launches mail to: realfood@revolutionfoods.com

press inquiries - launches mail to: media@revolutionfoods.com

The email form is a mail chimp form - please coordinate with Natale to get mail chimp account info and set up this form (natale@veneerstudio.com)

facebook icon should launch their facebook page in new browser window:facebook.com/RevolutionFoods
twitter icon should launch their facebook page in new browser window:twitter.com/RevolutionFoods

In the very bottom line of the footer, the words “legal” and “veneer” are links. The off state for both these links is the grey - the hover state for both these links is the pink

About

The screenshot shows the 'about' section of the Revolution Foods website. At the top, there's a masthead with utility links like 'where to buy', 'contact us', and 'login'. Below that is a navigation bar with links for 'home', 'about', 'in schools', 'in stores', social media icons, and a 'JOIN THE REVOLUTION' button. A 'QUESTIONS?' tab is also present.

our mission:
to build lifelong healthy eaters by making kid-inspired, chef-crafted food accessible to all.

[join the revolution >](#)

our story

ONE MILLION MEALS
served fresh weekly

Revolution Foods was founded by two moms to transform the way America eats by providing access to healthy, affordable meals to schools. We believe that proper nutrition is a cornerstone of providing our youth the nourishment they need to lead successful, healthy lives.

Today we serve over one million freshly prepared, meals every week to K-12 schools across the country.

food philosophy

We say "Real Food for All" because we believe everyone should have access to real foods. Foods that are whole. Foods made with carefully-considered ingredients that promote healthy growth and development. Our meals are made from all natural ingredients. Nothing fake. Nothing artificial. Because you deserve nothing less.

[learn more about our stance >](#)

nutritional education

To us, the front line of education is the lunch line. It's not just about serving healthy meals, it's about nurturing healthier habits. That's why we partner with our schools to deliver a wide range of nutrition education programs aimed at empowering students to make smarter eating decisions.

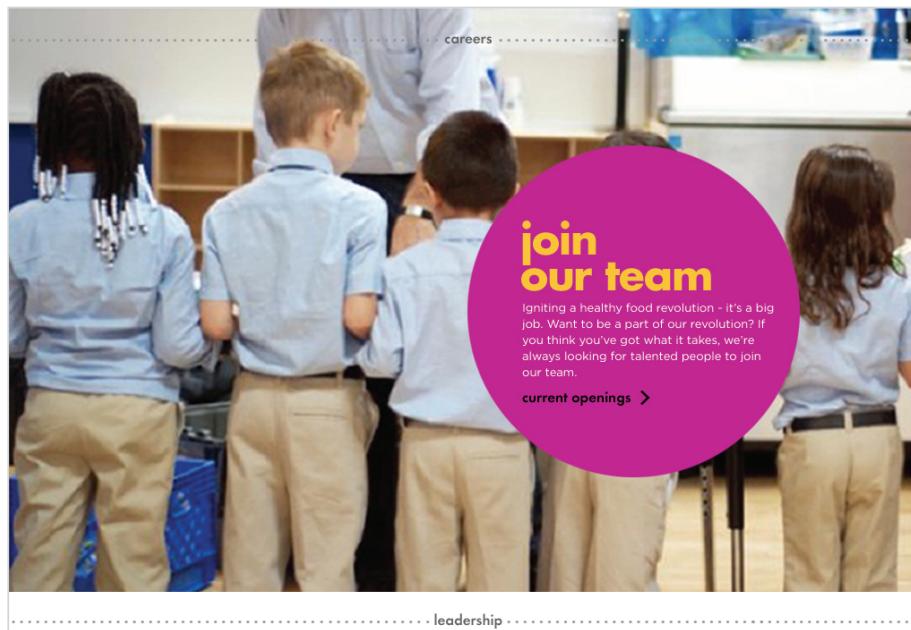
Masthead with utility, main navigation, jump link bar and the “questions” tab should persistent and stay fixed to the top of your browser window as the content area scrolls

“join the revolution” link goes to “join revolution” page

When jump link brings you down to a panel like “our story” the page will slide up so you do not see the “our story” dotted line title (refer to click through jpg link provided)

The “learn more about our stance” link will launch an overlay with copy in it - we will provide layout for this overlay soon (it is the one thing missing in these files)

About us - cont'd



our team

kristin groos richmond
co-founder & ceo

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras fringilla scelerisque tincidunt. Fusce in dapibus libero. Maecenas rhoncus augue id purus dictum, at dictum sem adipiscing. Pellentesque varius dolor nec bibendum ultricies. Etiam faucibus urna est, ac semper quam feugiat eu. Proin eu tortor suscipit, placerat ligula in, venenatis libero. Nulla elit ipsum, elementum id leo ut, lacinia aliquet elit. Ut sagittis id erat non tincidunt. In ut nibh mi. Phasellus eu ipsum sit amet lacus aliquet commodo vel vitae dui. Nullam tellus ipsum, facilisis lobortis dignissim at, dapibus eu sem.

kirsten saenz toteb
co-founder & chief innovation officer

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras fringilla scelerisque tincidunt. Fusce in dapibus libero. Maecenas rhoncus augue id purus dictum, at dictum sem adipiscing. Pellentesque varius dolor nec bibendum ultricies. Etiam faucibus urna est, ac semper quam feugiat eu. Proin eu tortor suscipit, placerat ligula in, venenatis libero. Nulla elit ipsum, elementum id leo ut, lacinia aliquet elit. Ut sagittis id erat non tincidunt. In ut nibh mi. Phasellus eu ipsum sit amet lacus aliquet commodo vel vitae dui. Nullam tellus ipsum, facilisis lobortis dignissim at, dapibus eu sem.

board of directors

richard schnieders
board observer

Former CEO, Sysco Corporation. Holds community board positions at Save the Children, Stone Barns, UNFI and Revolution Foods. He founded mobile grocery, MoGro, to provide healthy affordable food to underserved communities.

mike dorsey
board observer

Westly Group, Managing Partner. Has served on the company's board since the inception of Revolution Foods. Currently serves on the Board of Directors of United Way of the Bay Area and several advisory boards of Stanford University.

jerry gallagher
board observer

Oak Investment Partners, General Partner. Sponsored over 40 retail and restaurant investments including Baja Fresh, Chamate, Cheddar's Casual Cafe, Dick's Sporting Goods, Jamba Juice, Lucy Activewear, Office Depot, One Medical Group, PETSMART, P.F. Chang's....

quick links: about us, in schools, in stores, careers, help, help/feedback, contact us, school inquiry, where to buy, login

join the revolution!

special offers & updates: Email* send me information about rev foods... in school in store submit >

social media: follow us

real food for all™ • legal • copyright © 2013 revolution foods • site by veneer

copy blocks should be left and right justified if possible with the header and subheader centered.

scrolling right or left will take you to the next 2 bios

headers: Futura bold, 20pt (-25 kearning)
copy: Gotham Book, 13pt

board of directors does not have a jump link, users will just have to scroll to it under team. In other words, the "leadership" title covers "our team" and "board of directors"

In Schools

The page features a header with the Revolution Foods logo, navigation links (home, about, in schools, in stores), social media icons, and a 'JOIN THE REVOLUTION' button. A red banner at the top right says 'QUESTIONS?'. Below the main image, a statement reads: 'Kid-inspired, chef-crafted. We're committed to nourishing students with healthy and affordable breakfast, lunch, snacks and supper that provide students the brainpower they need to excel through-out their day. After all, growing healthy minds begins with fueling healthy bodies.' A 'meal program' section follows. The central focus is a large orange text 'healthy. fresh. real.' above a bowl of pasta. To the left is a 'sample our offering >' link. The 'our difference' section includes three columns: 'education partners' (about dedicated staff), 'compliant' (about meal planning), and 'record keeping + documentation' (about record-keeping). The bottom section features a black and white photo of children on horses and a purple text 'our kind of partners'.

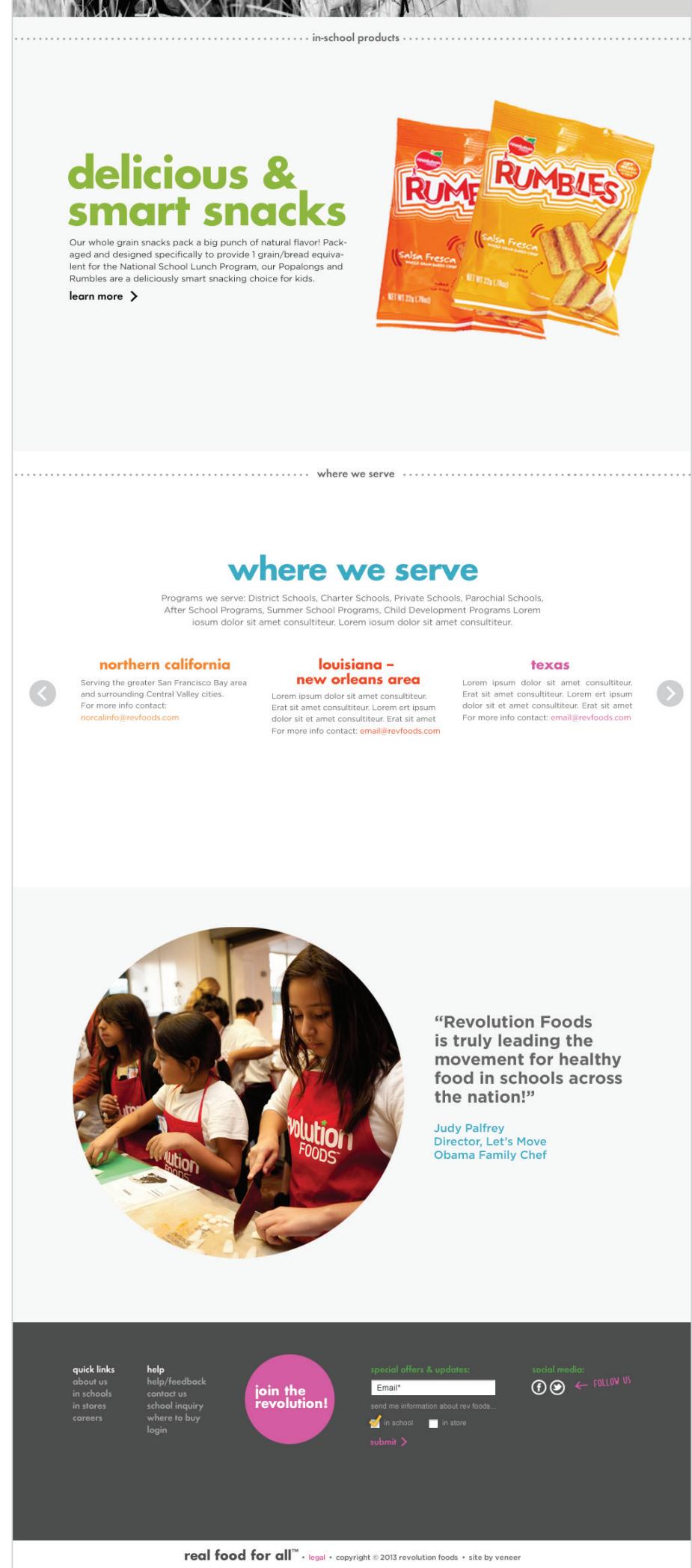
copy blocks should be left and right justified if possible with the header and subheader centered.

scrolling right or left will take you to the next 3 copy blurbs

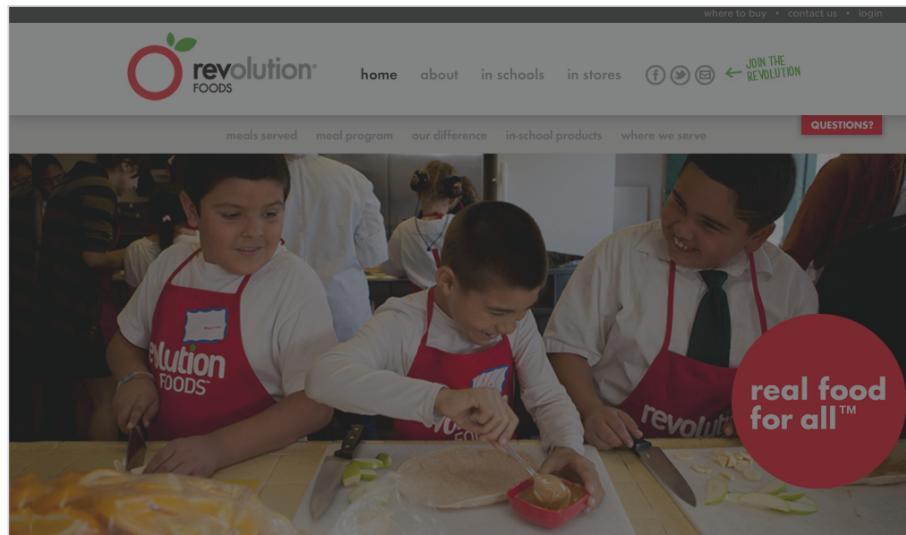
headers: Futura bold, 20pt (-25 kearning)

copy: Gotham Book, 13pt

Please make sure that if a header wraps onto two lines that the first line is horizontally aligned with the other headers - so the second line drops below (it isn't exactly like that in this layout but that is our request)



In Schools



Kid-inspired, chef-crafted. We're committed to nourishing students with healthy and affordable breakfast, lunch, snacks and supper that provide students the brainpower they need to excel throughout their day. After all, growing healthy minds begins with fueling healthy bodies.

sample lunch and supper options

We have over 100 entree options. Here are just a few.

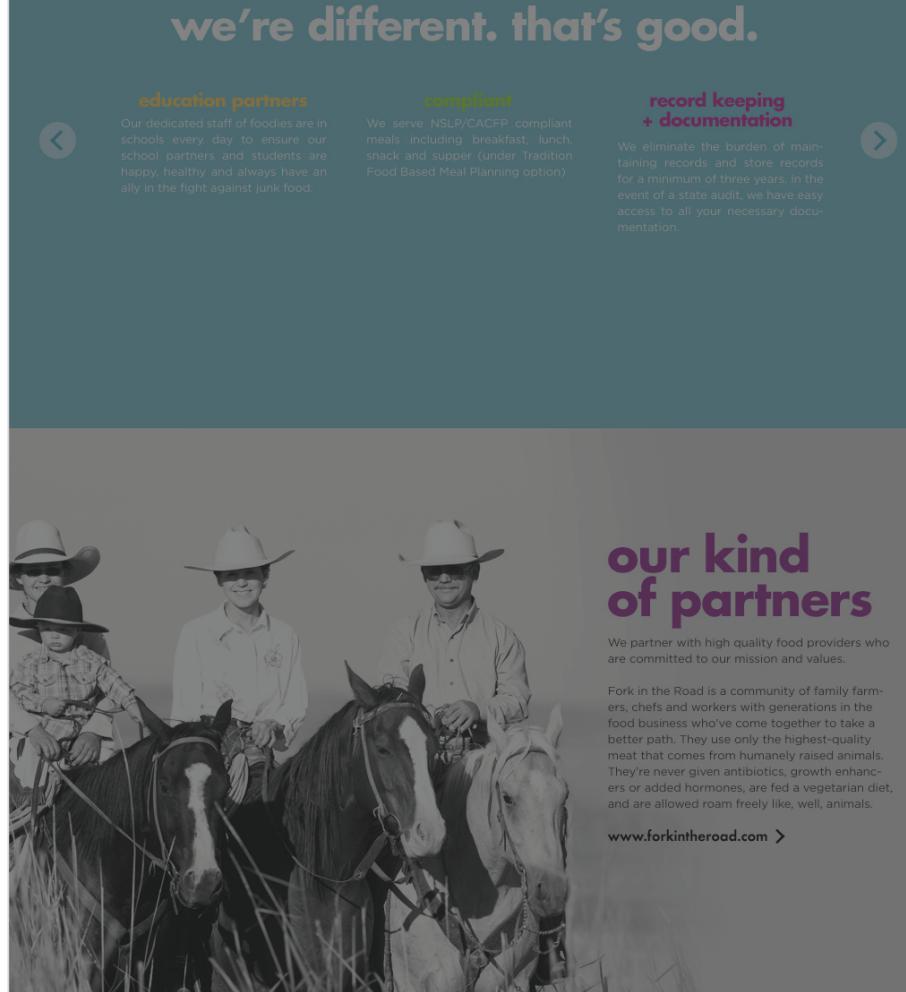
Spaghetti and meatballs with whole wheat dinner roll, steamed carrots and fruit.	Vegetarian chili and cheese enchilada with Spanish rice, steamed corn and fruit.
Sloppy joe on a whole grain bun with baby carrots and fruit.	Fiesta bowl with cheese and brown rice, steamed corn, sea salt pita chips and fruit.
Vegetarian macaroni and cheese with whole wheat dinner roll, sunflower seeds, steamed carrots and fruit.	Chicken caesar salad with Romaine lettuce with Caesar dressing, whole grain cheddar Goldfish crackers and fruit.
Turkey and cheese sandwich on a fresh baked roll with green leaf lettuce, mayonnaise on the side, sea salt pita chips and fruit.	Cheeseburger on a fresh baked bun with organic ketchup, baby carrots and fruit.
Chicken noodle and vegetable soup with sunflower seeds, whole wheat dinner roll and fruit.	Ham and cheese sandwich on a fresh baked roll with green leaf lettuce, mayonnaise, honey soy nuts and fruit.
Buffalo chicken sandwich with baby carrots, honey roasted soy nuts and fruit.	Chicken chow mein with broccoli stir fry, whole wheat dinner roll and fruit.
Beef and cheese lasagna with tomato marinara, whole wheat dinner roll and fruit.	Vegetarian bean and cheese quesadilla with hot sauce, baby carrots and fruit.
BBQ chicken wings with cheesy rice, steamed corn, whole grain cheddar Goldfish crackers and fruit.	Sesame chicken salad with sesame vinaigrette, sesame sticks, whole wheat dinner roll and fruit.
Vegetarian pasta alfredo with white beans, fresh butternut squash and fruit.	Vegetarian bean and cheese quesadilla with hot sauce, baby carrots and fruit.

sample breakfast options

Honey S'wheat Rev-O's cereal , fruit and milk	Cinnamon raisin bagel , cream cheese, fruit and milk
Freshly baked banana muffin , fruit and milk	Turkey and cheese english muffin , fruit and milk
Apple Cinna-Grins cereal , fruit and milk	

X

Sample Menu Overlay



we're different. that's good.

education partners
Our dedicated staff of foodies are in schools every day to ensure our school partners and students are happy, healthy and always have an ally in the fight against junk food.

compliant
We serve NSLP/CACFP compliant meals including breakfast, lunch, snack and supper (under Tradition Food Based Meal Planning option)

record keeping + documentation
We eliminate the burden of maintaining records and store records for a minimum of three years. In the event of a state audit, we have easy access to all your necessary documentation.

our kind of partners
We partner with high quality food providers who are committed to our mission and values.

Fork in the Road is a community of family farmers, chefs and workers with generations in the food business who've come together to take a better path. They use only the highest-quality meat that comes from humanely raised animals. They're never given antibiotics, growth enhancers or added hormones, are fed a vegetarian diet, and are allowed roam freely like, well, animals.

www.forkintheroad.com

In Stores

The screenshot shows the 'In Stores' section of the Revolution Foods website. At the top, there's a navigation bar with links for 'where to buy', 'contact us', 'login', 'home', 'about', 'in schools', 'in stores', social media icons, and a 'JOIN THE REVOLUTION' button. Below the navigation is a banner featuring a photo of people shopping in a grocery store. A green circular overlay on the right side of the banner contains the text 'NEW! FROM REV FOODS' with a curved arrow pointing towards the banner. The main content area has a header 'meal kits' and features a large image of a meal kit box labeled 'HAM & CHEDDAR MEAL KIT'. To its left is a stack of various food items including ham, cheese, crackers, and fruit. A green circular badge with 'NEW!' is placed over the stack. Below this is a section titled 'all natural, on-the-go meal kits' with a bulleted list of ingredients: 'Humanely raised meat without antibiotics', 'Whole grains', '1 serving of fresh fruit', and 'No artificial anything'. A note says it's 'Perfect for a lunchbox, after-school snack, or an on-the-go energy boost.' Further down, there's a section titled 'four tasty combinations' showing four different meal kit boxes: Ham & Cheddar, Turkey & Cheddar, Cheese Pizza, and Peanut Butter & Jelly. Each box has a small circular icon with a number (15, 16, 10, 7) and some text. Below this is a 'where to buy' section with links for Safeway, Whole Foods, and Target, each with a 'store locator' link. At the bottom right is a 'join the revolution!' button.

each product box is a link to launch the relevant overlay panel (see next page)

the “learn more” link under the copy would also launch the overlay with the first product

The screenshot shows the 'testimonials' section of the website. It features a header 'testimonials' and three testimonial cards. Each card contains a quote in orange text, a person's name in smaller orange text, and a 'Person's Name' link. Navigation arrows are present on either side of the cards. At the bottom of the section is a dark footer bar with links for 'help', 'about', 'in schools', 'in stores', and 'join the revolution!'. The footer also includes social media links, an email sign-up form, and a 'submit' button. A red line from the previous screenshot points to the first testimonial card.

we may not have this testimonials row for launch, but we would like to build it. But you could build it after launch if timing is tight

The screenshot shows a product overlay for a 'peanut butter & jelly' meal kit. At the top left is a small image of the product box. To the right is the title 'peanut butter & jelly' in purple, followed by a subtext 'spread the love with this kid favorite combination.' Below this is a bulleted list of product features: 'Creamy peanut butter', 'All natural grape jelly', 'Crunchy honey wheat crackers', 'Strawberry 100% fruit snack', 'All natural', 'No high fructose corn syrup', '1 serving of 100% fruit', and 'No artificial anything'. At the bottom are 'nutrition info' and 'ingredients' links, and social sharing buttons for Facebook, Twitter, and Pinterest.

arrows move you through the 4 products

share buttons share the product image and a link to the “in stores” page

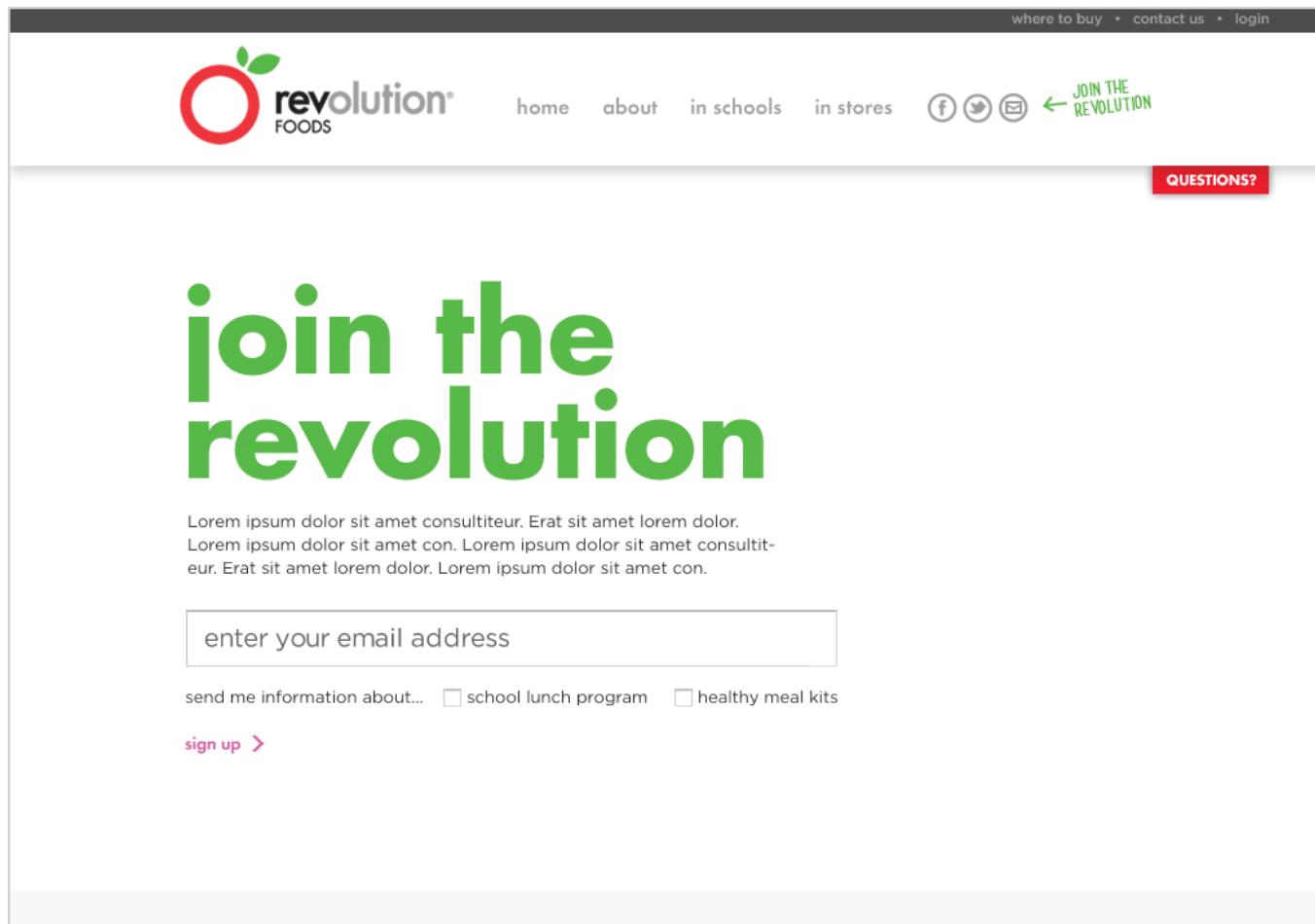
This screenshot shows the same product overlay as above, but it includes a large 'Nutrition Facts' table on the left. The table details the nutritional content per serving (2 oz., 56g) and percent daily value for various nutrients. The right side of the overlay contains the same 'peanut butter & jelly' title, subtext, feature list, and social sharing buttons as the first screenshot.

When you click on the “nutrition” facts link it should show new jpg to the right (this jpg can have the product box graphic in the background) or if you can have the two images on separate layers so we only need to upload the nutrition graphic that would be great.

This screenshot shows the same product overlay again, but the left side now displays the full list of 'INGREDIENTS' for the meal kit. The right side remains consistent with the previous overlays, featuring the 'peanut butter & jelly' title, subtext, feature list, and social sharing buttons.

same as nutrition graphic

Join the Revolution - Email signup page



The screenshot shows the Revolution Foods website. In the top right corner of the masthead, there is a green link labeled "JOIN THE REVOLUTION" with a left-pointing arrow. On rollover, the text changes to "Learn more" and then links to this page.



The screenshot shows the same website after the "JOIN THE REVOLUTION" link has been rolled over. The text has changed to "Learn more" and is now a link.

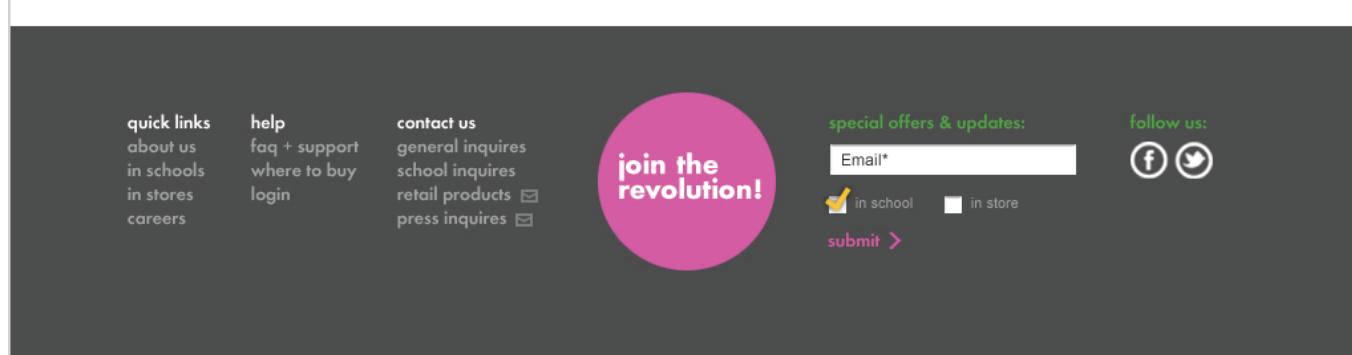


A screenshot of a Facebook post from Revolution Foods. The post features a video thumbnail of Kristin Richmond, the CEO, talking about changing what kids eat at school. The caption reads: "A Must Watch (and Like)! Co-Founder and CEO of Revolution Foods, Kristin Richmond, featured on the National News today in a segment titled: "Changing What Kids Eat at School." Like or Share if you believe in Real Food For All! <http://bit.ly/141hy0R>". The post has 81 likes and 22 comments.



A screenshot of the Revolution Foods Twitter feed. It shows four tweets from @RevolutionFoods:

- 17 Jun: happy eat all your #veggies day!
- 14 Jun: Proud to #B a @BCorporation with an above ave #BScore ! bcorp.org/community/revo... #BTheChange
- 14 Jun: #Infographic : Staying Cool In The #Summer Heat - a fun RT for all your Twitter followers (-have a great #weekend)! pic.twitter.com/obCndkvKKW
- 14 Jun: @noahlopez we love the smiles!



The screenshot shows the Revolution Foods footer. It includes links for quick links, help, contact us, special offers & updates, and follow us sections for Facebook and Twitter.

the “Join the Revolution” callout in the masthead is a link. On rollover that copy changes to “Learn more” and then links to this page

for launch we are thinking that can just have screenshots of the facebook and twitter feeds - then after launch we could change these to be live feeds - still waiting for final input on this from the clients. Assume static for now

School Inquiry Form

where to buy • contact us • login

 home about in schools in stores [f](#) [t](#) [e](#) JOIN THE REVOLUTION

school inquiry form

Thank you for your interest in Revolution Foods meal-service for your school. Please fill out as much of the following information as you can, and a Revolution Foods representative will get back to you as soon as possible.

School name

of Students

% of students on free/reduced lunch

Grades served

Address (street, city, state, zip)

Region *

Breakfast

Lunch

Snack

Faculty lunch

Time of daily lunch period

Contact name

Contact title

Email *

Phone number *

Anticipated meal service start date

Current or previous food provider

Other comments *

submit >

quick links
about us
in schools
in stores
careers

help
help/feedback
contact us
school inquiry
where to buy
login

join the revolution!

special offers & updates:

send me information about rev foods...
 in school in store
submit >

social media:
[f](#) [t](#) [e](#) FOLLOW US

real food for all™ • [legal](#) • copyright © 2013 revolution foods • site by veneer

We need to duplicate the form that is living on the current site: <http://rev-foods.com/contact/school-inquiry/>

This form is currently hooked up to sales force - we need to maintain this connection to sales force.

link to this page only from the “school inquiries” link in the footer

Would like to update the copy for this form to the gotham book 13pt