

The background of the entire image is a dense, textured field of orange carrots, viewed from a slightly elevated angle, creating a sense of depth and natural abundance. The carrots are uniformly colored and their roots are visible, adding to the organic feel of the design.

Trader Joe's

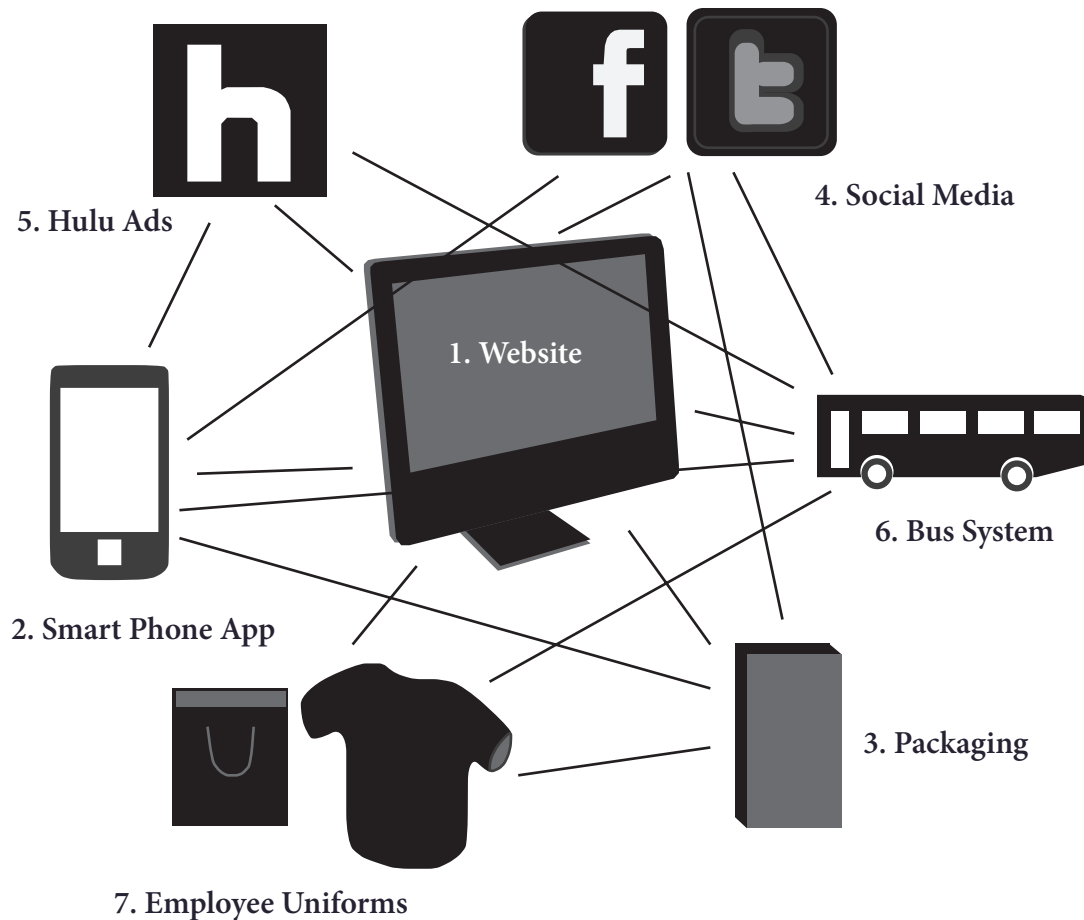
DESIGN PHASE



MARKETING STRATEGY

Marketing Strategy

Marketing Map



Marketing Introduction: Applications

Trader Joe's desires to connect with the younger generations, specifically college-age people like Lauren McCormick. They know this group of people likes to have parties, has a hard time getting to the store, and is very social media-oriented. So, the idea is to get them involved. This will be done through sample days, special taste-testing events, metro coordination, and advertising all over the internet.

They also have a new, fresh look for their identity. The hand-drawn type brings out their panache, one-of-a-kind style, and shows their faithfulness.

Applications

1. Website

The website is an important piece to all companies. For a grocery/specialty food store, it is a place customers can come to find the weekly newsletter in digital form, print coupons, see where store locations are, find out about our weekly featured events, and get recipe ideas. The website for Trader Joe's will link to its other interactive pieces such as social networks and an option to download the app.



2. An App



The smart phone/iPad app will feature a list maker for products you can buy at our stores, coupons, and recipes. A tech-y customer like Lauren likes to make lists, especially since she needs to keep on budget. She can create a list, save it, add to it continuously, and then when shopping, cross off what she buys. The coupon feature is in sync with the weekly newsletter coupons and web coupons. All Lauren has to do is pull out her phone at the register and the clerk will scan it. The recipe feature gives Lauren ideas about what to make from her grocery lists. She can also click on different reasons for food: snacks, party food, dinner menu, etc and it will give her suggestions.

3. Packaging

Trader Joe's packages a large percentage of their products to keep their producers secret. This keeps the prices of their products down. Due to their new identity, it is very important to redesign their packaging. It all has the same aesthetic, but different for the different products.



4. Social Media: Facebook & Twitter

Lauren loves social media. She spends so much of her spare time, as well as time at work on Facebook, Twitter, Pinterest, and LinkedIn. Trader Joe's will have links from their website to their Facebook page and Twitter account. On these sites, they will advertise deals, coupons, and store events. They will also Tweet about fun things their employees are doing, as well as good customer reviews.



5. Hulu Ads

Another site Lauren and many college students spend time on is Hulu so they can stay up-to-date with their TV shows. Hulu has 30 second commercials advertising all kinds of things. Instead of TV, Trader Joe's will use Hulu for their commercials. It will be less expensive than advertising on TV, and will be more appropriate to their audience. The commercials will have to be fun and entertaining to get the viewer's attention.

6. Bus System

One issue college students have with getting to grocery/specialty food stores is transportation to and from the store. Trader Joe's is going to advertise on buses and bus shelters. The buses that travel near the stores will have the most advertising on them, pointing the customer to the store. The shelters will have a map and information on how to get to TJ's.



7. Employee Uniforms and Bags

Currently, the employee uniforms consist of Hawaiian shirts. The bags have a similar design. This will change with the new design identity.

Marketing Messages

Marketing Message Ideas

- Making groceries fun since 1987
- We do fun groceries
- Food. Fun. Friends.
- Caribbean fun in the city.
- We know The Charles Shaw.
- Your party? Our specialty.
- Personable People Pleasers
- Fresh. Organic. Friendly.
- Fresh Food & Fun.
- Your next door neighbor
- Your friends at TJ's
- Where you like to gather
- Party easier with TJ
- Your grocery friends
- Come. Shop. Stay.
- Refreshing your view on groceries.
- Giving new life to Groceries.
- Where your groceries come alive.
- Reinvigorating. Refreshing. Reinvented.
- Innovative & Great-Tasting.
- Hard-to-find, Great-tasting food.
- Because every penny we save is a penny you save.
- Great food + Great Prices = Great Value.
- Focusing on what matters.
- 'Aye Mate!
- We don't believe in dull.
- Your need. Our Concern.
- We're going places.
- Knowledgeable. Fun. Friendly.
- We know the food. You eat it.
- Friendly. Always.

Top Messages

- > Focusing on what matters.
- > Reinvigorating. Refreshing. Reinvented.
- > Food. Fun. Friends.

The background of the slide is a close-up photograph of several clusters of ripe blueberries. The berries are a deep blue color with a slight white bloom on their surface. They are arranged in dense, rounded bunches, with some leaves visible in the background. The entire image is overlaid with a semi-transparent blue filter.

LOGO EXPLORATION

Type Exploration

TRADER JOES

TRADER JOE'S

TRADER JOES

TRADER JOE'S

Design Exploration

TRADER
JOE'S

TRADERJOE'S

TRADER
JOE'S

TRADER
JOE'S

Trader
Joe's

Trader Joes

Trader Joes

Final Logo



Trader Joe's

After much type and design exploration, this is the new & improved Trader Joe's logo. It is a mixture of two type faces with a lot of adjustments to both typefaces. The handwritten feel was used because TJ's desired image attributes are panache, faithful, and conscious. Handwriting is always unique, or panache, as well as faithful to a particular person. The connection between the tail of the 'J' and the 'e' and 'r' in Trader was made to signify the connection the company likes to make with its customers.

The added rotation of the logo keeps it similar to the old logo, which had rotated text inside of a circle

The background of the slide is a dense, repeating pattern of red apples. The apples are shown from a top-down perspective, with their stems and cores visible. The color is a vibrant, slightly dark red, and the lighting creates subtle gradients across the surface of each apple, giving them a three-dimensional appearance.

POINT OF VIEW

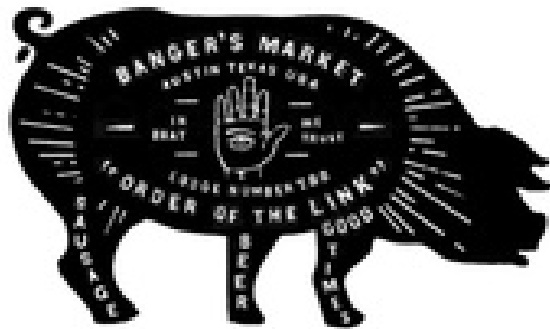
Imagery



The photography of Trader Joe's will be focused on their products, in use. For example, the avocado has been cut open. There will also be images with a layer of text over them. These will have some icons included.

The images of real food/products will have a lot of texture, whether on the product, or on the features behind the product.

Illustration



The icons will be a large part of the identity's imagery. They will feature different hand-drawn type to bring a friendly, faithful, panache style to the brand.



VISUAL SYSTEM

Color Palette

Primary Colors



Secondary Colors



Trader Joe's is trying to stay close to their old identity, therefore, they are keeping the red color, but changing it to be more red-orange. A large number of their competition have orange as their main color, which is why they wanted to change it a little. Their secondary colors add blue, because this is a color in which none of their competition uses.

Typefaces

Body Text

Minion Pro

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

Cupcake ipsum dolor sit amet
toffee icing faworki. Tiramisu
gummi bears gingerbread wypas.
I love macaroon muffin muffin
pastry candy I love ice cream.

Wypas icing sesame snaps danish
chocolate cake. Dragée fruitcake
I love apple pie donut gummi
bears. Brownie sesame snaps jelly-
o I love chocolate bar bonbon
cupcake. Candy canes topping
lollipop danish caramels toffee
macaroon.

Headers

Rockwell

A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z

a b c d e f g h i j k l
m n o p q r s t u v w
x y z

Fruit

MEAT

cereal

Frozen

Other Text

Marketing Script

Curly J œ

aka Dora

Graphic Elements



The graphic elements of the logo include the double lines, the angle, and the connected nature of the 'J' to the 'er'.

The double lines were included to add emphasis to the name, calling it out. The angle was added to keep an element from the old logo. The connected nature of the 'J' was included to emphasize their connectedness to their customers in a visual manner.

