

# Building

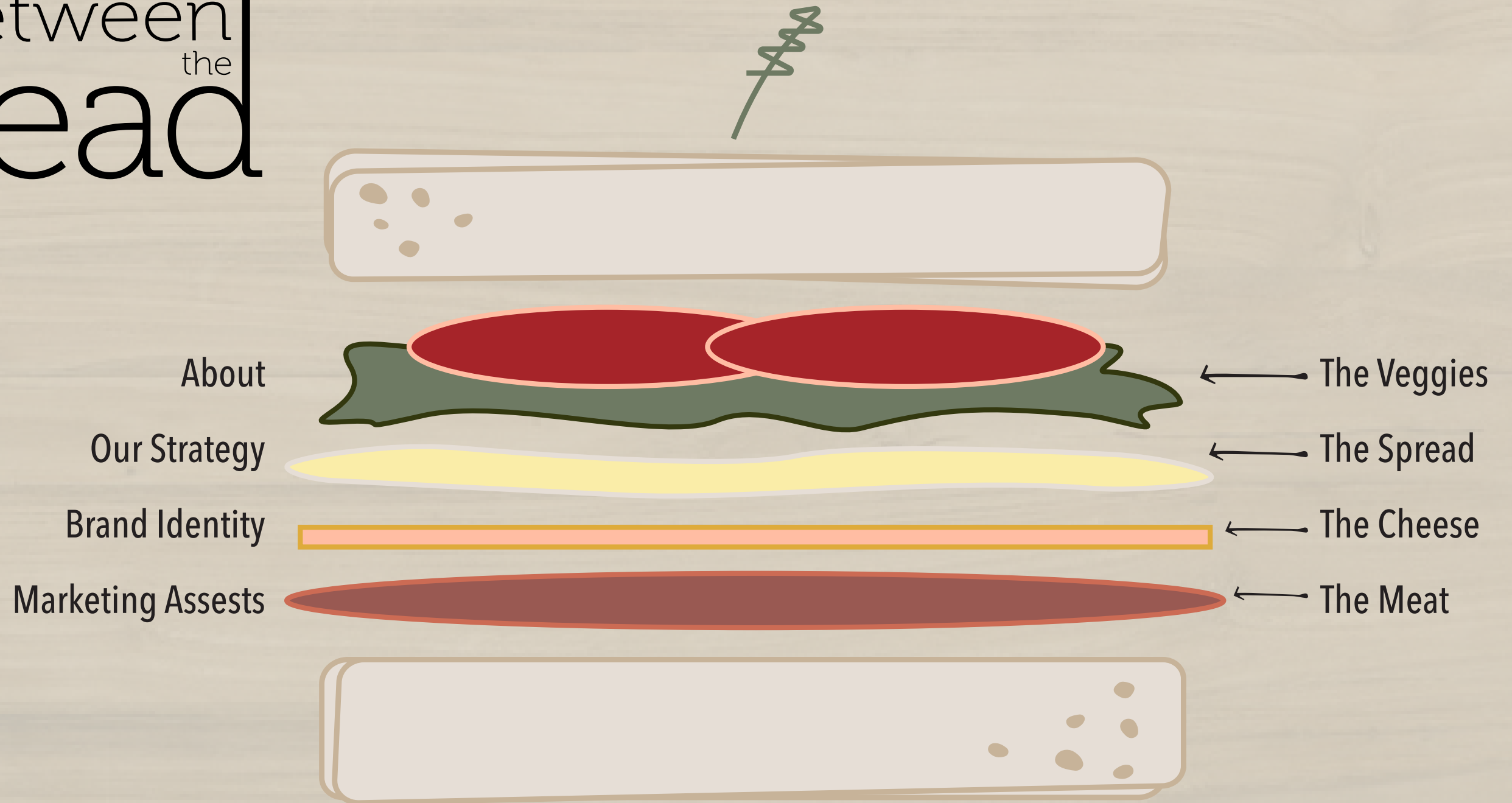


Branding and Cross Media Plan  
by Julia Pruitt



Let's break this up and see what's

# Between the Bread

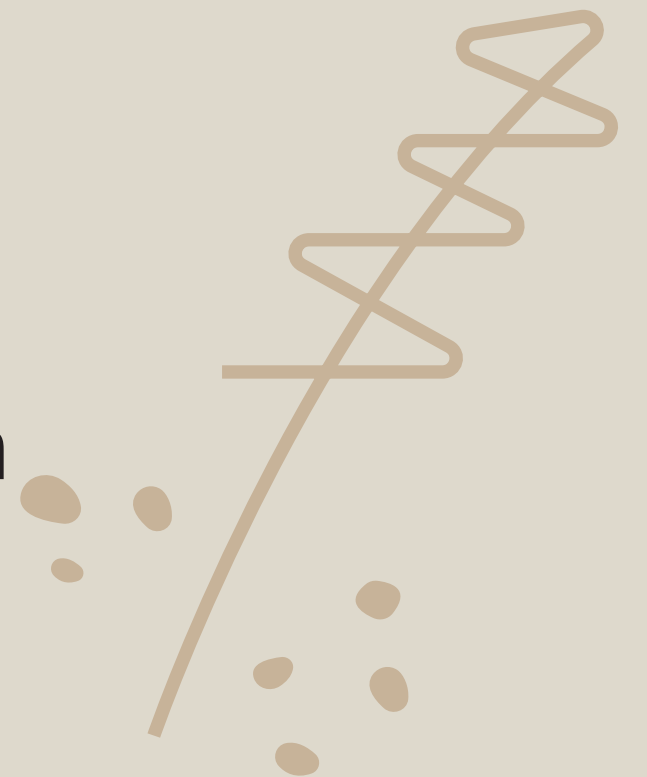


# About

Between the Bread is a sandwich café that customizes sandwiches to the customer's pleasure while providing only the most **quality, healthy, and delicious** choices.

They also stand as an alternative to **unhealthy, overpriced, and impersonal** chain sandwich restaurants.

Between the Bread sources all of their ingredients from **local suppliers** for the  **freshest sandwich** on the block.



Nothing brings people  
together like good food.

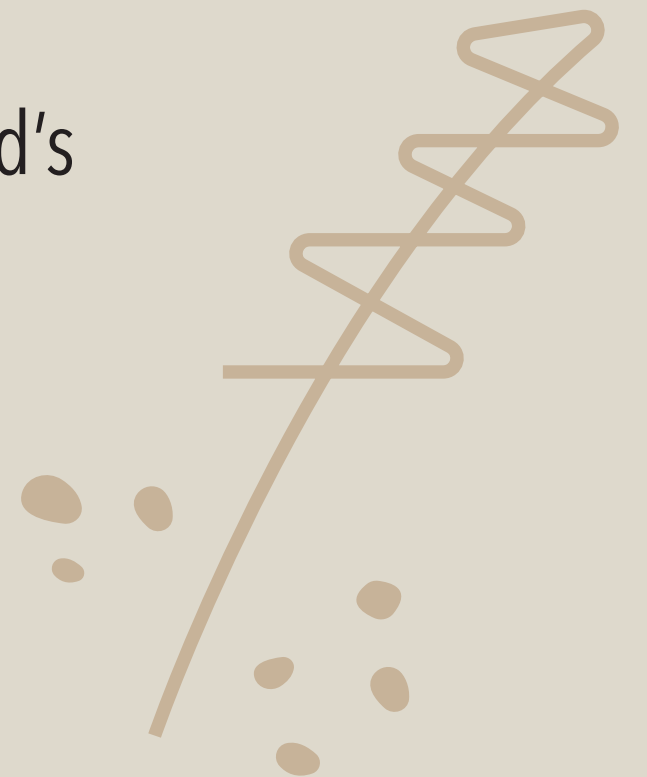
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# Our Strategy

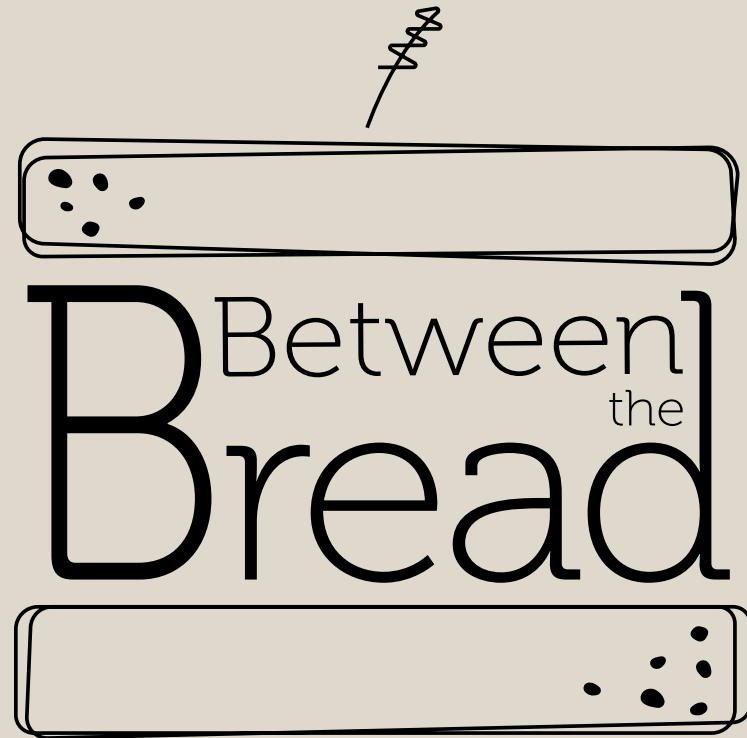
The goal of this campaign is to brand Between the Bread with the personality of being **healthy**, **quality**, and **relational** that is different from the rest and to spread awareness of the business .

Our strategy to achieve this goal is to create Between the Bread's strong brand identity and multi-platform marketing assets targeted at their intended audience.



# Brand Identity

Main Logo



Logo/Headers: Museo 100, 300, 500  
Subtext: Avenir Next Condensed variations



C= 18.4 M= 21.7 Y= 28.17 K= 4  
R= 199 G= 178 B= 153



C= 41 M= 21.55 Y= 87.07 K= 66  
R= 51 G= 55 B= 14

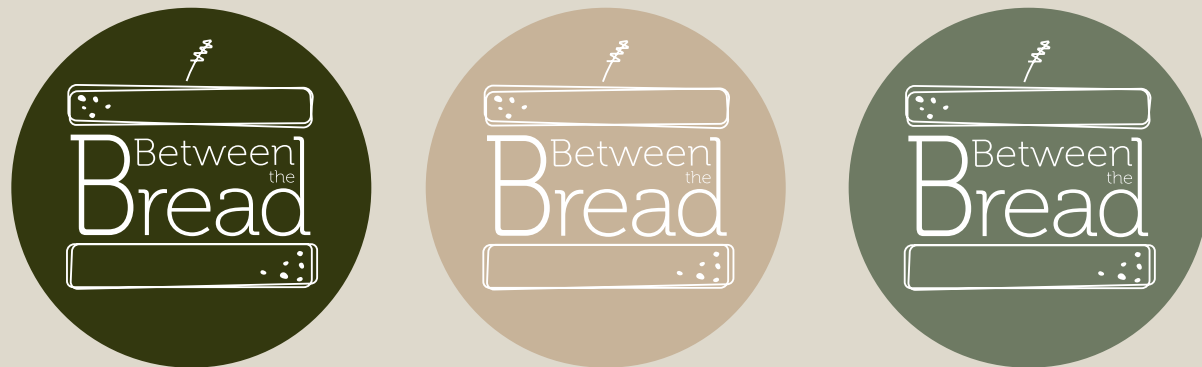


C= 40 M= 19 Y= 37 K=29  
R= 109 G= 123 B=99

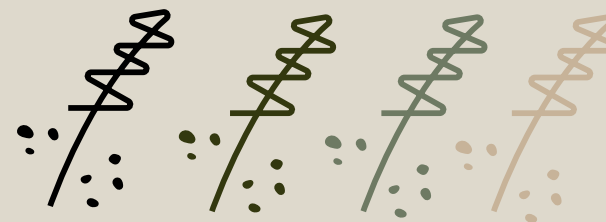
The brand is the main communication element of who Between the Bread is to the first time viewer or returning customer. The logo has the name literally "between the bread" to pull the concept together with the hand-drawn vector of the bread to convey a sense of personality and wholesomeness.

The natural green and tan colors are used to represent healthy, natural foods and good quality bread, two things that make the best sandwiches, with a calming aesthetic in the restaurant as a whole.

Logo Variations

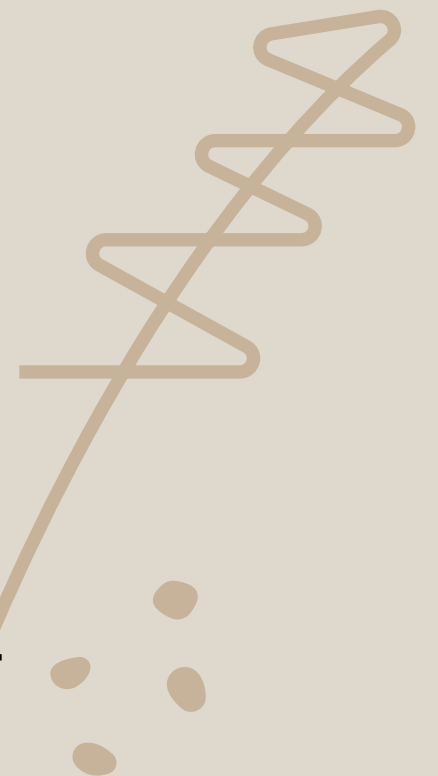


Supporting Icons



Stand Alone Text

Between  
the  
Bread





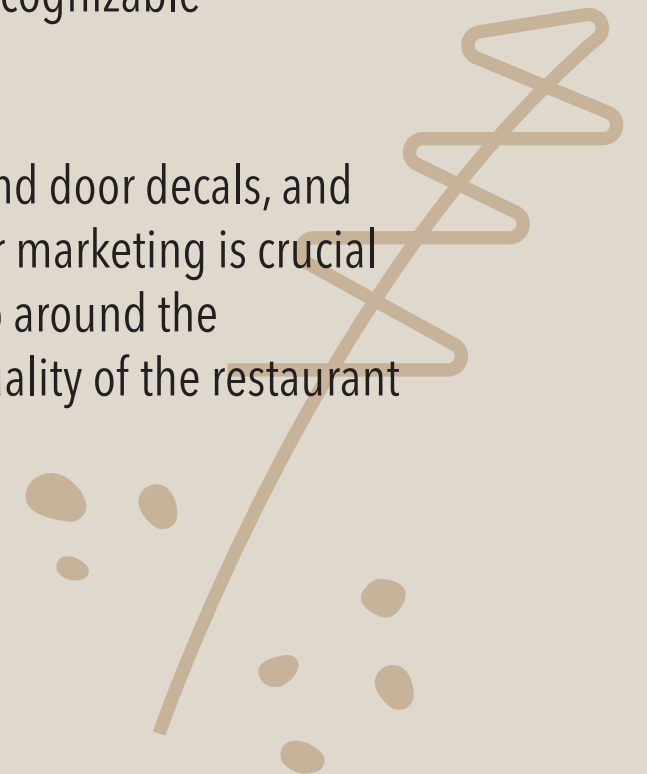
# The Signage



The keys to the signage are consistency and style.

For Between the Bread to successfully establish themselves among competitors and eventually franchise, you need to build a recognizable restaurant.

With the marquee, the window and door decals, and the specials boards, this outdoor marketing is crucial to the ideas that people develop around the atmosphere, personality, and quality of the restaurant before they even step inside.



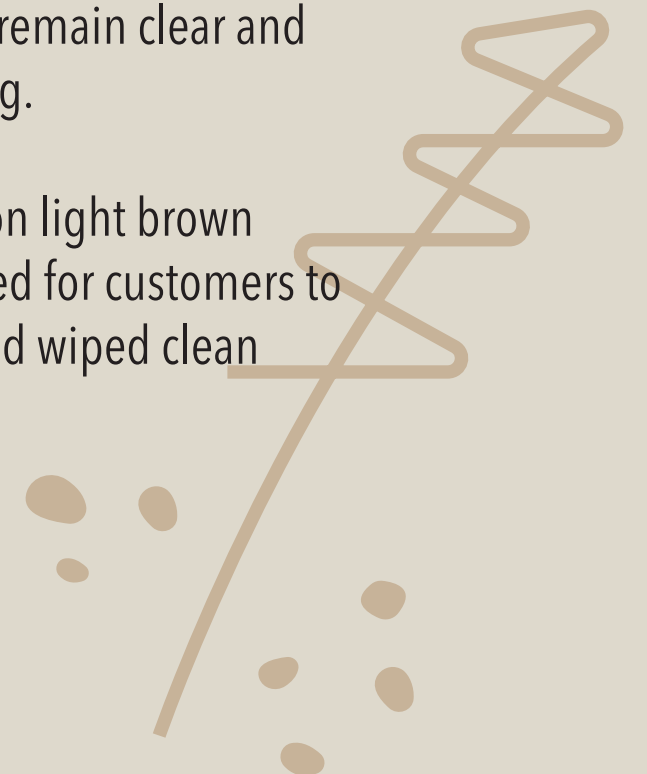
# The Menu



The menu is the customer's first experience with the actual product of Between the Bread.

It must stay within the brand identity to not distract from the menu items themselves, and it should remain clear and honest to what a person will be ordering.

It should be digitally printed in CMYK on light brown mulberry paper (8.5 x 11) and laminated for customers to use dry erase markers for their order and wiped clean for reuse.





# The Mobile Application

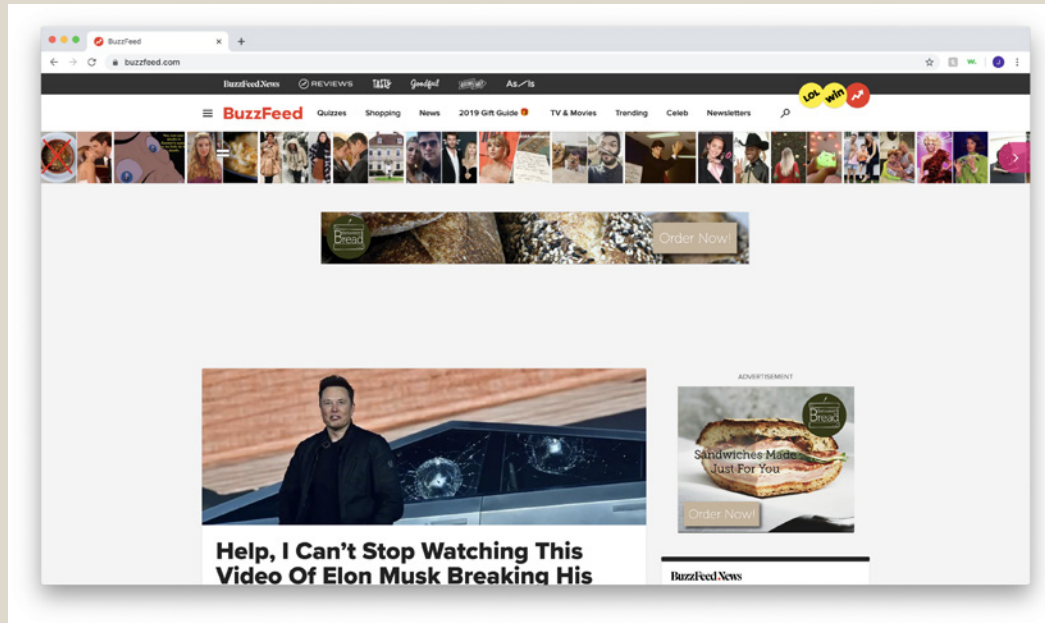


The app is Between the Bread's chance to cater to the customer's needs and stay relevant with competitors.

It will make their customers' ordering time quicker, allowing them to spend more time enjoying their lunch break and/or the person across the table from them instead of standing in line which supports Between the Bread's value in relationship and the well-being of their customers.

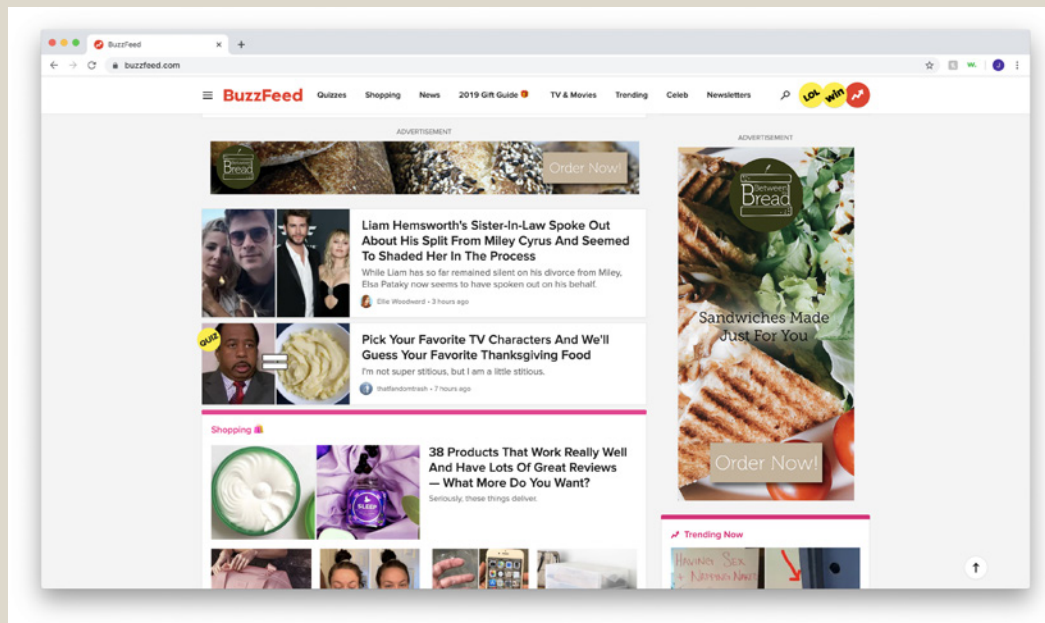
We will design the app to keep the brand identity consistent and will outsource the web development coding with Designli. It will run on all types of smartphones (iPhone, Android, Samsung) and tablets with WiFi and will be responsive to fit multiple screen display sizes.

# The Google Ads

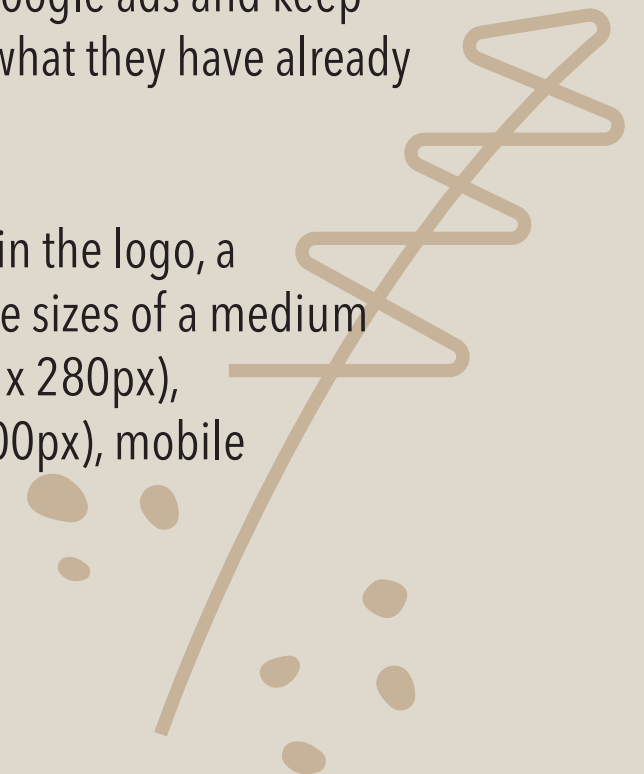


The Google Display Network Ads will be a great resource to get public exposure of the company across multiple websites, reaching approximately 90% of internet users.

Google ads are based on keywords that consumers search. Therefore, Between the Bread's target audience will see the Google ads and keep them in mind on participating websites based on what they have already viewed (including competitors' websites).

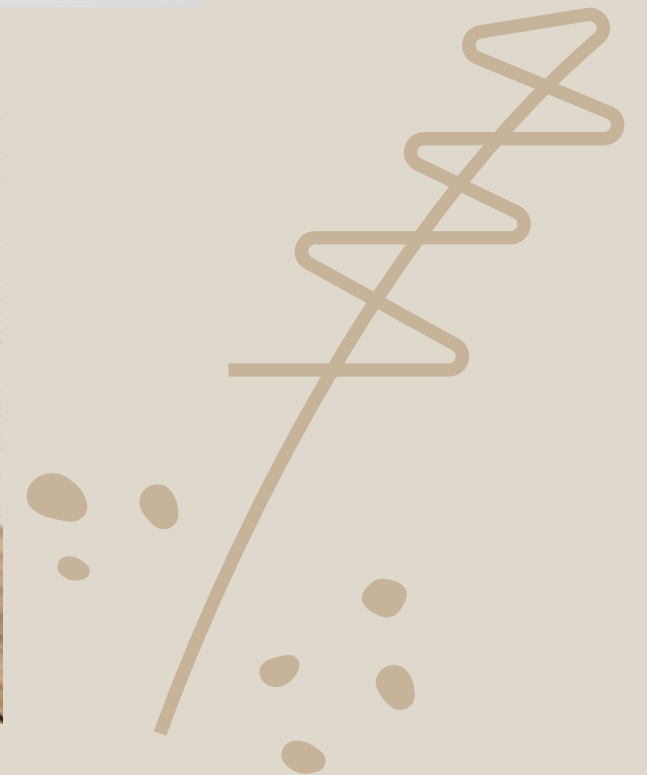


The ads will be on a pay-per-click model, will contain the logo, a headline, and a call to action button, and will be the sizes of a medium rectangle (300px x 250px), large rectangle (336px x 280px), leaderboard (728px x 90px), half page (300px x 600px), mobile leaderboard (320px x 50px).





# Other business tangibles to expand the brand:



# The Next Steps...

With the creation of this brand and the expansion of it by way of marketing materials and in-house tangible, Between the Bread can stand up against larger, more established competitors and transform the sandwich world and make a name for themselves.

If you chose to move forward, we would start with the physical restaurant materials (the signage and the menu) and move to the digital materials (the ads and the application).

I will be the main designer on your project, so please let me know if and when you would like to proceed with Between the Bread!







Be the answer to  
“where should  
we go for lunch?”

