



Impossible Pumpkin Pie
3/4 cup sugar
1/2 " 8oz quick
2 tablespoons butter
1 can 13 ozs evaporated milk
3 eggs
1 can 16 oz pumpkin
2 1/2 tsp pumpkin pie spice
Heat oven to 350°
3 cups
1/2 cup
1 Tablesp.
1 teaspoon
1/4 cup vinegar
1/4 cup water
2 tablespoons salt
Mix the sugar, oil
Add vinegar and water
smells, cook for 5 min.

ZEST

BRAND STORY GUIDE

prepared by **CHAR co.**



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THE HEART

Zest is a specialty cooking boutique in Lititz, PA offering the best accouterments for your tabletop and kitchen. Nestled among eclectic shops in the heart of Lititz's historic downtown, Zest features gourmet foods, premium herbs and spices, kitchen gadgets, cookware, knives, home goods and so much more. With a unique collection of cocktail mixes and wine accessories, Zest has everything its customer needs for flawless cooking and entertaining. And perhaps you are not the most confident cook? Zest welcomes all levels of experience to its many cooking classes.

Zest makes impressing friends and expressing creativity through food an obtainable experience. They create a space that caters to the "foodie in all of us." Zest's quality and culture resonate with the part of its audience's hearts that want an authentic and higher-end culinary experience. From the most experienced cook to simply a lover of good food, Zest seeks to connect with the part of its customer's heart that craves culture, the feelings that accompany good food and the community that happen around a beautiful dish.

THE CULTURE

Zest's customers want culture, they want local, they want the little extra something for their cooking experience and they want to feel like they can step into the lifestyle they crave. Zest makes this "going the extra mile" experience easy and provides a unique sensory experience.

Zest's culture is friendly and vibrant. They create a space that celebrates heritage, community and the flavors of life. They bring lots of enthusiasm to the table and are excited to invite others to that table, as well. They are a knowledgeable and trustworthy source. Because of this, both veterans and amateurs to the kitchen feel welcome. The warmth and richness of Zest's culture resonates with employees and customers alike and, because of this, people enjoy stepping foot into the store and taking part in cooking classes.



VOICE & EMOTION

Zest's voice, both visually and written, is knowledgeable and confident, yet encouraging and friendly. Their images alone speak volumes, as these images trigger strong emotional reactions from the audience. Their written communication is a tool to complement their images and products. They focus on illustrating the delight found in food and cooking. In communicating through a rich blend of words and visuals, they build an irresistible atmosphere.

When customers purchase from Zest, they are not just buying a new kitchen product or investing in a cooking class, but are purchasing satisfaction in the ability to provide their friends and family with a one-of-a-kind culinary experience. They are filled with enthusiasm. They feel empowered in being able to create the type of dishes they've always wanted to try or once felt were not possible.

TARGET MARKET

Zest's target market is primarily females aged 25-55. They are active, either have or have had children, value family, are making a house a home, are trying new restaurants, enjoy a good glass of wine, and love to travel. They desire to entertain their friends and family. Zest's target market is local to Lititz and the surrounding area.



KEY BRAND WORDS

Brand words define the brand at large. Although the brand may possess other qualities and characteristics, brand words help to define the brand simply and concisely. Brand words give us the ability to create a strong brand story because they narrow the brand's overall focus. This produces the ability to create higher quality content that is cohesive and consistent across all messaging platforms.

When standing alone, each chosen word cannot quite define *Zest*, but when together, these words paint a clear picture of the heart and personality of the *Zest* brand.

INVITING

FLAVORFUL

CULTURED

FRESH

QUALITY

inviting

:kindly requesting participation in an
alluring and attractive way





flavorful

:pleasing to the sense of taste, appetizing

cultured

:refined, a concern for what is
regarded as excellent





fresh
:original, crisp, and untouched

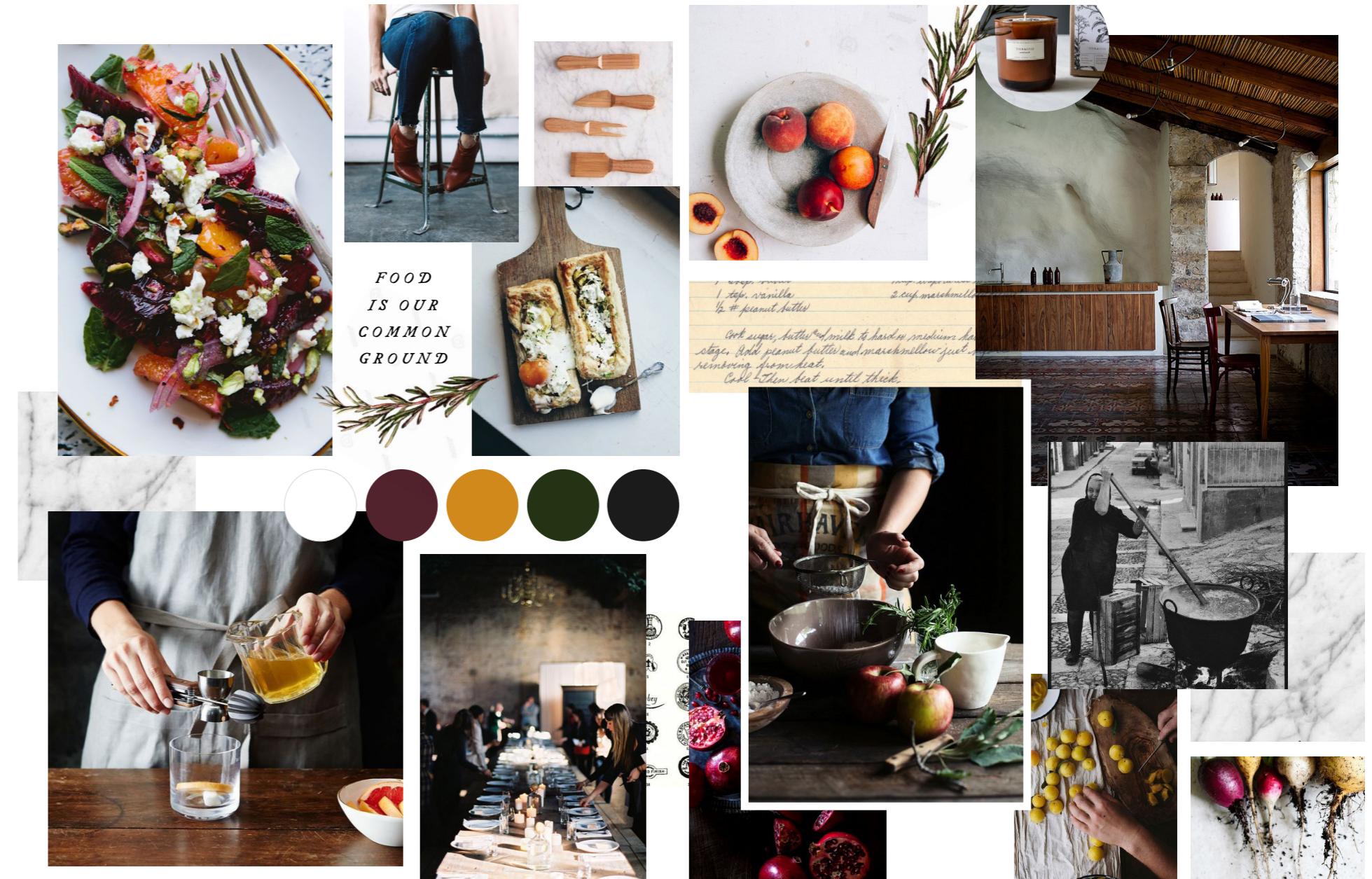
quality

:superior, having a high-grade nature of excellence



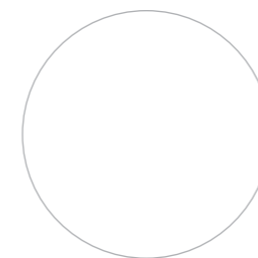
BRAND INSPIRATION

Zest's visual aesthetic nods to European heritage and cooking sensibilities but with the flavor and authenticity of local produce and craftsmanship. Careful attention is given to the details of ingredients. But the overall texture found in brand visuals is muted and quiet.

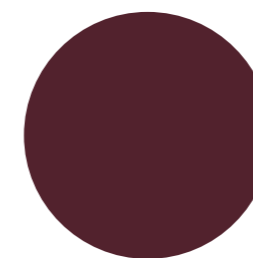


COLOR PALETTE

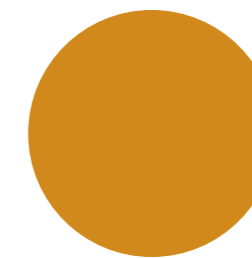
The Zest color palette is a reflection of the brand at large. The brand color palette is deep and rich, yet vibrant. Brand colors are found naturally in the food, in fare such as beets, plums, spinach and egg yolks.



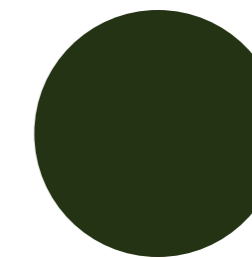
PAPER WHITE



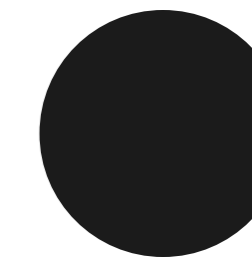
BEET



EGG YOLK



SPINACH



DARK GRAY



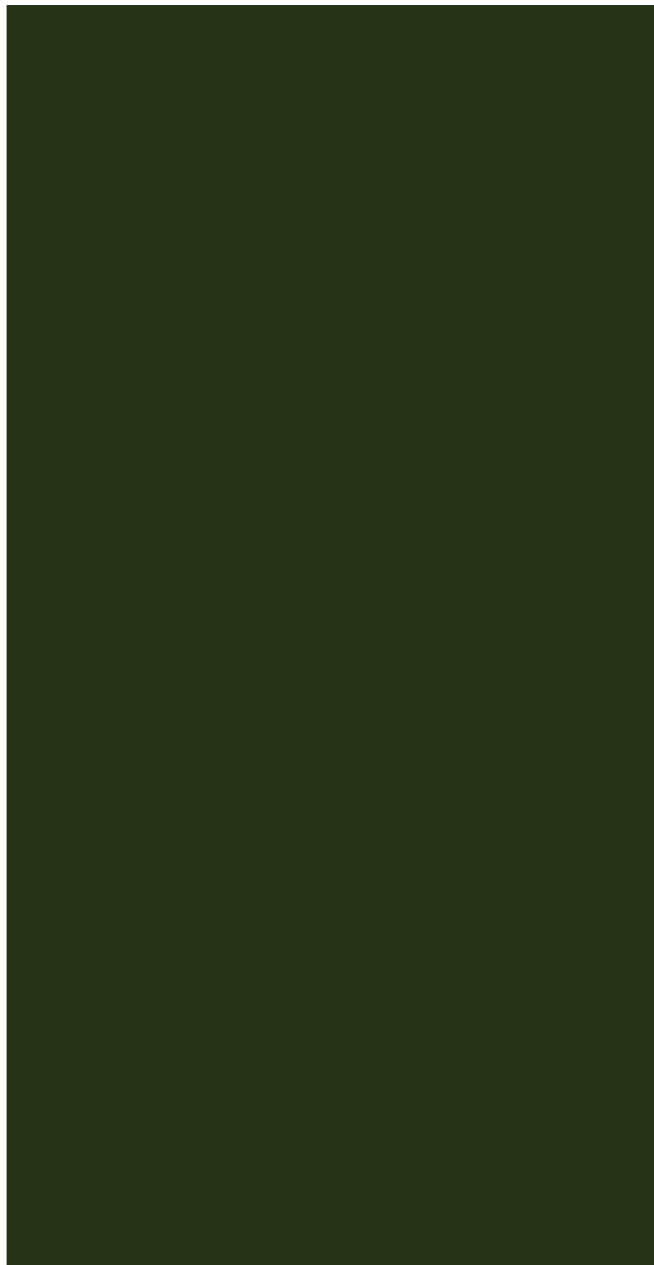
C=0 M=0 Y=0 K=0



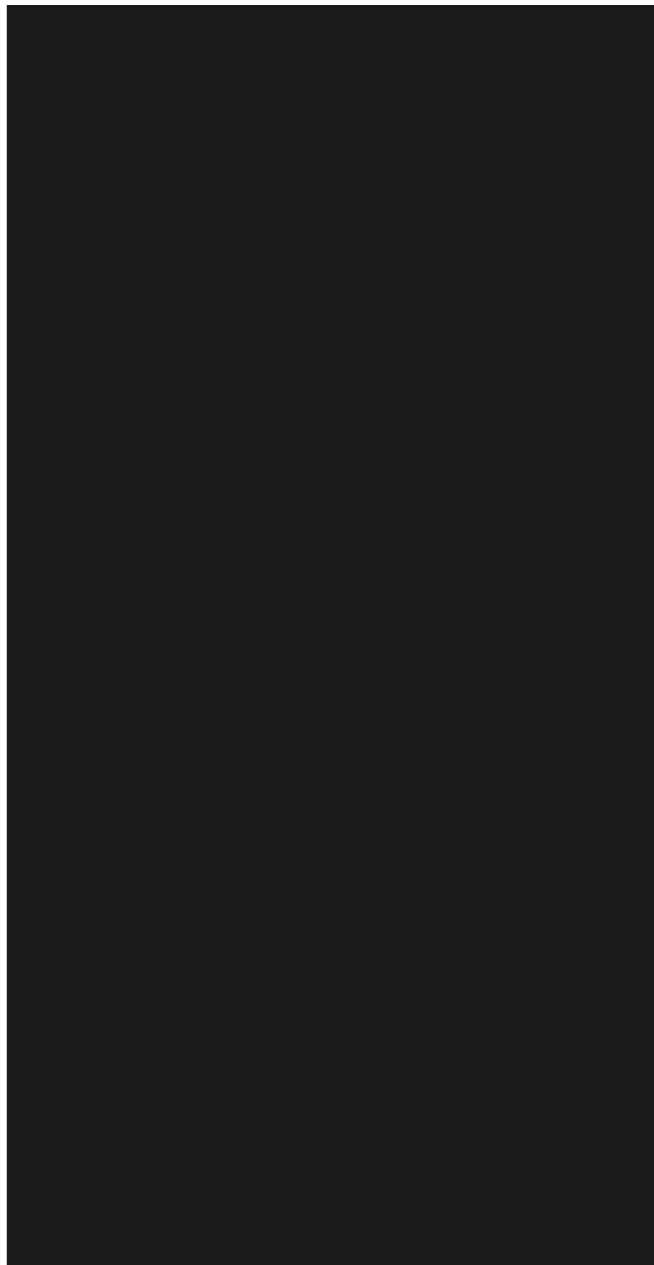
C=45 M=83 Y=61 K=56



C=16 M=50 Y=100 K=1.6



C=72 M=52 Y=88 K=65



C=72 M=66 Y=65 K=77

BRAND FONTS

These brand fonts can be used to extend the identity system for Zest.
Montserrat must only be used for headlines and display uses, while Garamond can be used for copy blocks as well as headlines.

Montserrat

Clean
Simple
Bold

Garamond

Timeless
Classic
Sophisticated

MONTERRAT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Garamond *Garamond Italic*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



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