

Seattle Sutton's

Identity Redesign

1. Organizational Research

Brand Positioning & Background
Affinity Logos
Current Identity & Applications
Name Change

2. Trademark Design

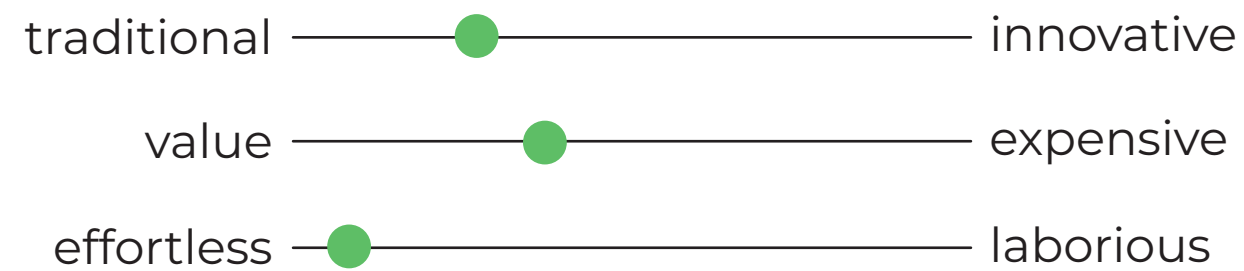
Directions
Final Mark
Configurations
Type System
Color Palette

3. Applications

Packaging
Social Media
Menu Landing Page

1. Organizational Research

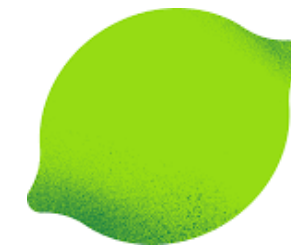
Brand Positioning



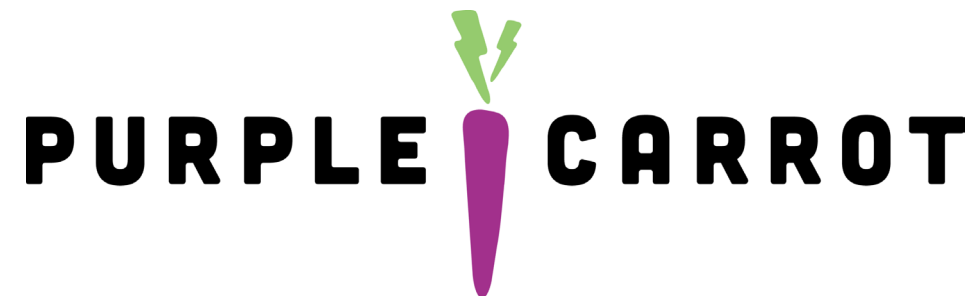
Seattle Sutton's Healthy Eating

Founded in 1985, Seattle Sutton's is one of the first prepared meal delivery services. The company's mission statement emphasizes their wholesome approach to health and the importance of fresh, clean ingredients to promote a nutritionist-recommended lifestyle.

Affinity Logos



**HELLO
FRESH**



Sutton's Healthy Eating

Seattle Sutton's Healthy Eating got its name from its founder. By shortening the name to Sutton's, the brand becomes more digestible, memorable, and contemporary. Additionally, this would allow the company to shed any potential association with the city of Seattle.



2. Trademark Design

Sleek, Elegant, Contemporary



Nostalgic, Wholesome, Established



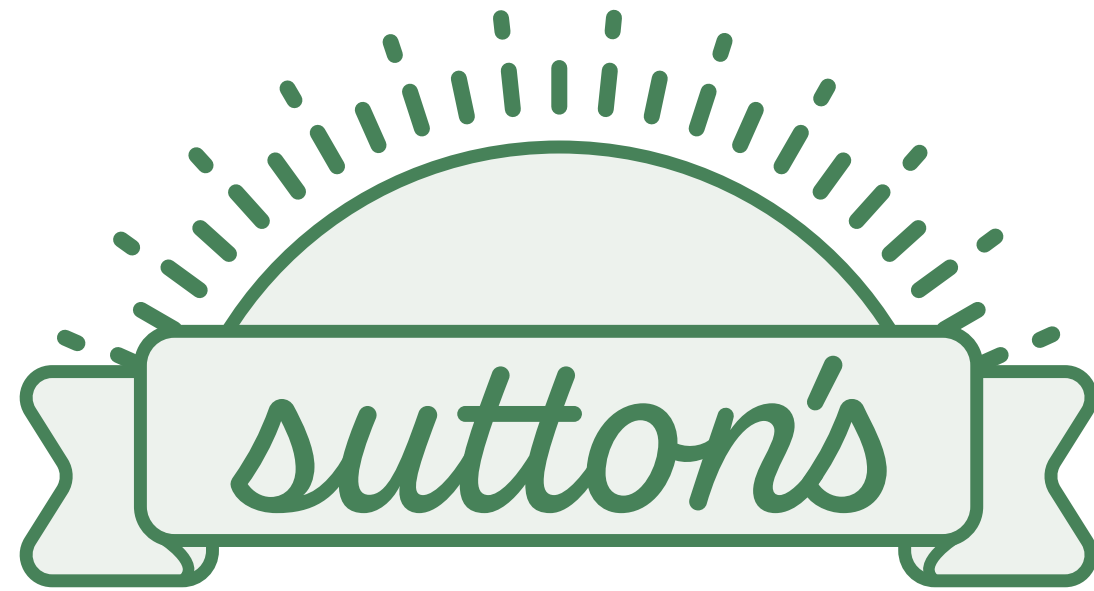
Approachable, Youthful, Inviting



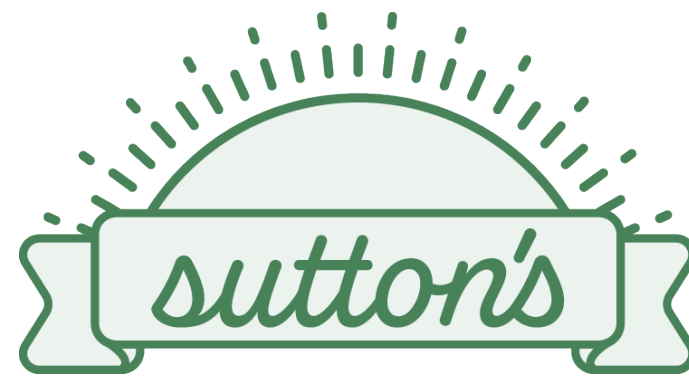
Seattle Sutton's

Trademark Design

Final Mark



Configurations



Primary version



Secondary version – for use with minimal context

Seattle Sutton's

Trademark Design

Type System

Montserrat Bold

Montserrat Medium

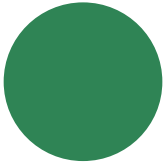
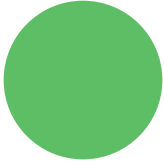


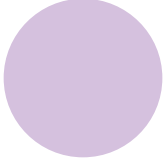
Montserrat Light

Primary typeface

Alkaline Medium

Secondary typeface – used sparingly for accents

Color Palette

	#2F8455 r47 g132 b85 c82 m26 y82 k11
	#5EBE66 r94 g190 b102 c64 m0 y80 k0
	#EBF6F1 r235 g246 b241 c7 M0 y5 k0
	#EDE4F4 r237 g228 b244 c5 m10 y0 k0
	#D5C1DE r213 g193 b222 c14 m24 y0 k0
	#823E91 r130 g62 b145 c58 m90 y5 k0

3. Applications



