

Namada KITCHEN

PROCESS BOOK



Part 1

DISCOVERY



DISCOVERY

The Client

Project Goals

RESEARCH

Imagery

Color

Typography

IDEATION

Sketches

Color & Type

DEVELOPMENT

Final Logo

Print Materials

Digital Materials



THE CLIENT

BRAND NAME:

Nomad Kitchen

BRAND OVERVIEW:

Nomad Kitchen is a gourmet food truck owned and operated by Chef Leo Martinez, a culinary adventurer with a passion for blending street food classics with high-end, globally inspired cuisine. After years of working in upscale restaurants, Chef Leo decided to take his innovative dishes on the road, offering a rotating menu of fusion creations that blend traditional street food with gourmet techniques. From kimchi tacos to truffle-infused fries and bao buns stuffed with slow-cooked brisket, Nomad Kitchen brings bold, worldly flavors to every corner of the city. The truck's philosophy is simple: fine dining should be adventurous, accessible, and full of surprises.

BRAND VOICE:

Bold / Adventurous

TARGET AUDIENCE:

Urban food lovers aged 20-45 who are always on the lookout for new, exciting, and high-quality food experiences. They are adventurous eaters, foodies, and travelers who value both gourmet food and the fun, dynamic nature of street food culture.

CLIENT REQUESTS/IDEAS:

- *Color palettes:* rich earth tones like terracotta and deep greens, with metallic accents (bronze or gold) to symbolize both the worldly nature of the food and its gourmet edge
- *Typography:* clean, modern fonts paired with a touch of rugged or rustic design to reflect the nomadic, adventurous spirit
- *Logo ideas:* a food truck with a globe or compass to reflect global exploration and discovery, or incorporating elements like a chef's knife crossed with a fork or spoon
- Imagery should evoke a sense of travel, discovery, and vibrant global flavors while maintaining a polished, sophisticated feel
- The brand should feel like a blend of wanderlust and fine dining, bringing together the energy of street food with the elegance of high-end cuisine

DISCOVERY

The Client

Project Goals

RESEARCH

Imagery

Color

Typography

IDEATION

Sketches

Color & Type

DEVELOPMENT

Final Logo

Print Materials

Digital Materials



PROJECT GOALS

APPROACH:

Our approach for the rebrand of Nomad Kitchen was to focus on building the general aesthetic and drive home the ideas of wanderlust and travel to the entire product line. I felt it best to focus on the strongest tie to traveling and historical ties to the spice trade to really encapsulate the ideas portrayed. The new branding utilizes warm, earthy colors, exemplifies the rustic elegant style of Chef Leo's food and references the central travel theme with the use of the compass. The fresh look will attract a newer audience while polishing up the brand for the older fans who originally fell in love with Chef Leo's food.

COMPLETE RE-BRAND:

The task assigned was to do a complete rebrand for Chef Leo's brain child of a food truck. We really focused on his passion for traveling and food and tried to meld those two ideas together.

PRINT & DIGITAL MATERIALS:

The deliverable assets I was asked to provide was a branding book, website and mobile app for the company. In addition, we provided how the logo should look on the food truck itself along with menu boards, food wrapping sheets and business cards.



Part 2

RESEARCH



DISCOVERY

The Client
Project Goals

RESEARCH

Imagery
Color
Typography

IDEATION

Sketches
Color & Type

DEVELOPMENT

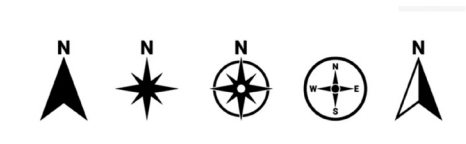
Final Logo
Print Materials
Digital Materials



IMAGERY

KEY WORDS:

traveler
compass
community
wordly
explore
adventure
north star
guide
share
cuisine/chef
rustic



DISCOVERY

The Client
Project Goals

RESEARCH

Imagery
Color
Typography

IDEATION

Sketches
Color & Type

DEVELOPMENT

Final Logo
Print Materials
Digital Materials



COLOR

HEX DCCDC1
RGB 220, 205, 193
CMYK 13, 17, 19, 0



HEX 77818A
RGB 119, 159, 138
CMYK 57, 43, 37, 6



HEX F99A26
RGB 249, 154, 38
CMYK 0, 47, 95, 0



HEX A15711
RGB 161, 87, 17
CMYK 27, 69, 100, 18



HEX 152E50
RGB 21, 46, 80
CMYK 98, 83, 41, 37



HEX 0F2620
RGB 0, 51, 51
CMYK 91, 58, 64, 59



HEX 0F4B3B
RGB 15, 75, 59
CMYK 88, 45, 75, 45



HEX 045F47
RGB 3, 95, 72
CMYK 89, 38, 76, 31



HEX #BD6A4A
RGB 189, 106, 74
CMYK 21, 66, 76, 6



HEX #GOLD
RGB
CMYK



HEX #GLITTER
RGB
CMYK



HEX F9F4EA
RGB 249, 244, 234
CMYK 1, 2, 7, 0



HEX CDAD85
RGB 205, 173, 133
CMYK 20, 31, 51, 0



HEX C47457
RGB 196, 116, 87
CMYK 20, 62, 69, 4



HEX #9C9E80
RGB 156, 158, 128
CMYK 41, 30, 54, 2



HEX #605E4B
RGB 96, 94, 75
CMYK 57, 50, 68, 0



HEX #B68036
RGB 182, 0128, 54
CMYK 26, 50, 93, 7



HEX 4B5459
RGB 75, 84, 89
CMYK 70, 56, 52, 30



HEX 989C9B
RGB 152, 156, 155
CMYK 43, 33, 35, 1



HEX D78150
RGB 215, 129, 80
CMYK 13, 57, 76, 1



HEX #E2B789
RGB 22, 6, 183, 141
CMYK 11, 29, 47, 0



HEX #975A3D
RGB 151, 90, 61
CMYK 31, 67, 79, 20



DISCOVERY

The Client
Project Goals

RESEARCH

Imagery
Color
Typography

IDEATION

Sketches
Color & Type

DEVELOPMENT

Final Logo
Print Materials
Digital Materials



TYPOGRAPHY

Anchorage Script Press

OLD PINES PRESS

Example Dip Narrow Regular

MILK BAR

Anchorage Script Press

ASAP Condensed Medium

TROIKA

Kingbirds Stamp

ASAP Condensed Medium

PERSPECTIVE SANS

Anchorage Script Press

ASAP Condensed Medium

RAILROAD GOTHIC

Hearty Morning

Barlow Condensed Reg.

GREAT LAKES

Harvey Monoline

Harvey Rough

ASAP Condensed Medium

MATIZ

Anchorage Script Press

ASAP Condensed Medium

UMBRAGE

Anchorage Script Press

ASAP Condensed Medium

Puerto Bold

NOMAD KITCHEN

Avenir

Cannes Cannes

NOMAD KITCHEN

Avenir

Nomad Regular

NOMAD KITCHEN

ASAP Condensed Medium

Part 3

IDEATION



DISCOVERY

The Client
Project Goals

RESEARCH

Imagery
Color
Typography

IDEATION

Sketches
Color & Type

DEVELOPMENT

Final Logo
Print Materials
Digital Materials



SKETCHES

traveler
compass
community
wild life
explore
adventure
nomadic/guide
share
cuisine/ chef
rustic

CREATIVE MARKET
OLD PRIES
ANIMAPACE
NOMAD
FOODS
CANNES
TOM SAWYER
TPOKA
Prospective Cans
Sulphur Grove
Bread Wines
MAHE
Hunking

Taylor Peyton
Link box

12 75, 16, 74, 19, 0
56, 12, 42, 31, 57, 51, 55, 4
0, 46, 63, 95, 97, 0
27, 54, 64, 13, 100, 18
73, 51, 33, 77, 40, 4, 37, 75
91, 50, 64, 59
15, 75, 59 / 55, 45, 75, 45
5, 95, 72 / 59, 23, 76, 31
119, 106, 74 / 21, 166, 76, 6
249, 244, 294 / 15, 7, 0
205, 173, 133 / 20, 31, 50, 0
196, 116, 37 / 20, 62, 10, 4
156, 153, 124, 4 / 1, 36, 54, 5
94, 184, 75 / 57, 50, 64, 50

455457 / 75, 54, 59 / 70, 56, 52, 30
45006 / 52, 56, 55 / 43, 23, 201
078180 / 213, 124, 20 / 13, 57, 761
528789 / 246, 10, 11 / 11, 124, 47, 0
075A30 / 131, 90, 61 / 31, 67, 79, 20



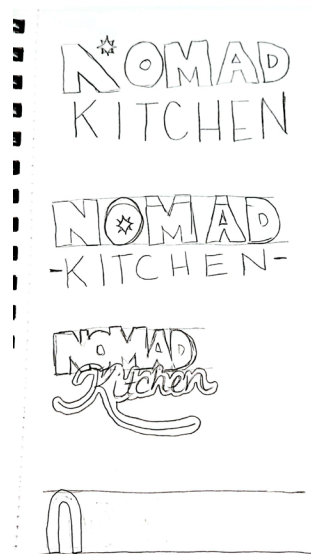
Scanned with CamScanner



Scanned with CamScanner



Scanned with CamScanner



Scanned with CamScanner

DISCOVERY

The Client
Project Goals

RESEARCH

Imagery
Color
Typography

IDEATION

Sketches
Color & Type

DEVELOPMENT

Final Logo
Print Materials
Digital Materials



COLOR & TYPE

The fonts used, with some customization, were Anchorage Press Script and Old Pines Press to emphasize the rustic elegant nature of the the truck.

Anchorage Script Press
(with Customization)

OLD PINES PRESS
(with Customization)

ASAP Condensed

The idea of the spice traders influenced the selections of the color scheme as they're reminiscent of the spices of the world.

MAIN COLORS



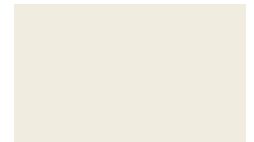
Bay Leaf
RGB: 96, 94, 75
CMYK: 57, 50, 68, 0
Hex: #605E4B



Sage
RGB: 156, 158, 128
CMYK: 41, 30, 54, 2
Hex: #9C9E80



Nutmeg
RGB: 205, 173, 133
CMYK: 20, 31, 51, 0
Hex: #CDAD85



Garlic
RGB: 249, 244, 234
CMYK: 1, 2, 7, 0
Hex: #F9F4EA

ACCENT COLOR



Terracotta
RGB: 196, 116, 87
CMYK: 20, 62, 69, 4
Hex: #C47457

AUXILIARY COLOR



Tumeric
RGB: 182, 128, 54
CMYK: 26, 50, 93, 7
Hex: #B68036

Part 4

DEVELOPMENT



DISCOVERY

The Client
Project Goals

RESEARCH

Imagery
Color
Typography

IDEATION

Sketches
Color & Type

DEVELOPMENT

Final Logo
Print Materials
Digital Materials

FINAL LOGO



Encompassing hands, sharing, togetherness



Compass, guiding, traveller

The idea behind the Nomad Kitchen logo and logo mark was born with the thoughts of the old world spice traders and those adventurers that brought luxury items around the world. Giving particular attention to the words traveler, compass, community, worldly, adventure, guide and North Star, the overall feel of the logo needed to have a rustic elegance aesthetic. Chef Leo's desire to share with the masses the travel experience through the diversity of the world by taste inspired the use of the North Star and the illusion of a compass in the design as he is the ultimate guide for his followers.



DISCOVERY

The Client
Project Goals

RESEARCH

Imagery
Color
Typography

IDEATION

Sketches
Color & Type

DEVELOPMENT

Final Logo
Print Materials
Digital Materials



FINAL LOGO VARIATIONS

2 Color - Black & Terracotta



1 Color - Black



3 Color - Sage, Bay Leaf & Terracotta



1 Color - White on Black



3 Color - Nutmeg, Garlic & Terracotta on Dark Background



The basic logo is black with an accent color of copper which is reminiscent of the old pots utilized by the nomadic cultures of the middle east. However, the variations of the logo utilize other organic colors picked from the coloration of those spices used in creating the dishes served by the food truck.

DISCOVERY

The Client
Project Goals

RESEARCH

Imagery
Color
Typography

IDEATION

Sketches
Color & Type

DEVELOPMENT

Final Logo
Print Materials
Digital Materials



PRINT MATERIALS

In order to streamline the look and feel of the company logo suite and colorization, I developed a full branding book to help with consistency.

To view the complete branding book, click here:

[BOOK MOCK-UP](#)



DISCOVERY

The Client
Project Goals

RESEARCH

Imagery
Color
Typography

IDEATION

Sketches
Color & Type

DEVELOPMENT

Final Logo
Print Materials
Digital Materials



PRINT MATERIALS



FOOD TRUCK

DISCOVERY

The Client
Project Goals

RESEARCH

Imagery
Color
Typography

IDEATION

Sketches
Color & Type

DEVELOPMENT

Final Logo
Print Materials
Digital Materials



PRINT MATERIALS



MENU BOARD



BUSINESS CARDS & WRAP PAPER



DISCOVERY

The Client
Project Goals

RESEARCH

Imagery
Color
Typography

IDEATION

Sketches
Color & Type

DEVELOPMENT

Final Logo
Print Materials
Digital Materials



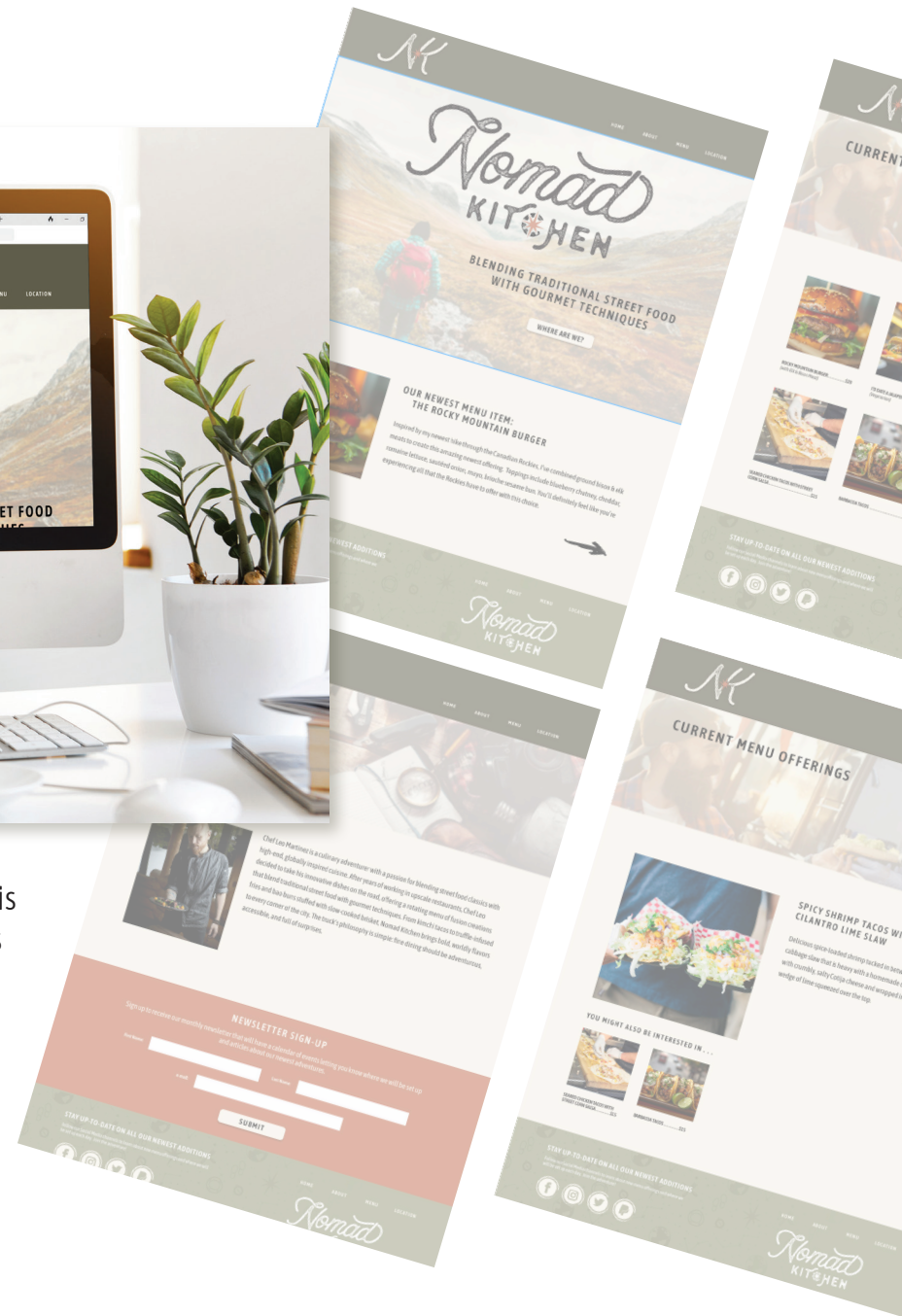
DIGITAL MATERIALS



The clients operate solely from a food truck and is mobile so a web presence is vital to his business in order to publish rotating menu items and updating an ever changing locale of where the truck will be located.

To view the complete Website Mockup, click here:

[WEBSITE MOCK-UP](#)



DISCOVERY

The Client
Project Goals

RESEARCH

Imagery
Color
Typography

IDEATION

Sketches
Color & Type

DEVELOPMENT

Final Logo
Print Materials
Digital Materials

DIGITAL MATERIALS



Because most people access the internet from their phone, I felt like having a fully functional mobile version of the website was imperative and a priority.

To view the complete Mobile Mockup,
click here:

MOBILE MOCK-UP



THANK
YOU

