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(RE) FRESH

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# personas:



**Brooke** is a young adult living in Brooklyn who enjoys her demanding job at a startup design consultancy. In her free time, she enjoys watching *Mad Men* and *Downton Abbey*. Most of her clothes are found at thrift stores or ModCloth, and she's addicted to Instagram.

After a busy week of running errands and working late, Brooke wants to destress and enjoy a relaxing night with her friends. She decides to hold a small classy dinner party for her friends at her apartment. Although she remembers her family hosting several dinner parties while she was growing up in an Ohio suburb, she does not know what kind of food to make to impress her new Brooklyn friends. During her daily commute on the subway, she pulls out her iPad to look for recipe ideas.

# personas:



**Grandma Josephine** is a sweet 72-year-old grandmother of five who has lived a full and happy life. She lives by herself in the same humble brick house that has been her home for the past forty years. Most of the furniture is still the same mid-century teak that she bought when she married her late husband, although some modern technology has crept in. Last Christmas, her children gave her an iPad to help her keep in touch with her grandchildren. Lately, her memory has been slipping, and she feels that her old age may be catching up with her.

Despite living by herself, she looks forward to every Friday night when her son and his family visit. She enjoys passing down many of the family recipes and traditions, but she has trouble getting her vegan granddaughter to try the traditional dishes she makes. She uses her iPad magazine subscription to remember some of the old recipe she's forgotten, as well as learn how to update them for modern diets. She loves that she can introduce these recipes to a new generation.

# summary of personas:



- independent young professional
- enjoys fashion and style
- sociable, entertains friends
- middle class background
- familiar with iPad

## Hobbies:

- Instagram
- Mad Men
- Downtown Abbey
- browsing Modcloth
- thrifting



- retired grandparent
- vintage-furnished home
- memory fading
- nostalgic for past times
- vegan granddaughter

## Hobbies:

- black & white movies
- cooking for family
- passing on traditions
- skyping with iPad

# justification for vintage recipes:

Vintage styles have been cropping up in fashion, photography, entertainment, and design. It only stands to reason that food could be next.



**Instagram** allows retro filters to be applied to cellphone photos, proving that technology and vintage style can be a winning combination.

- launched October 6, 2010
- 30 million users by April 2012



**Modcloth** is an online clothing retailer featuring vintage-inspired styles.

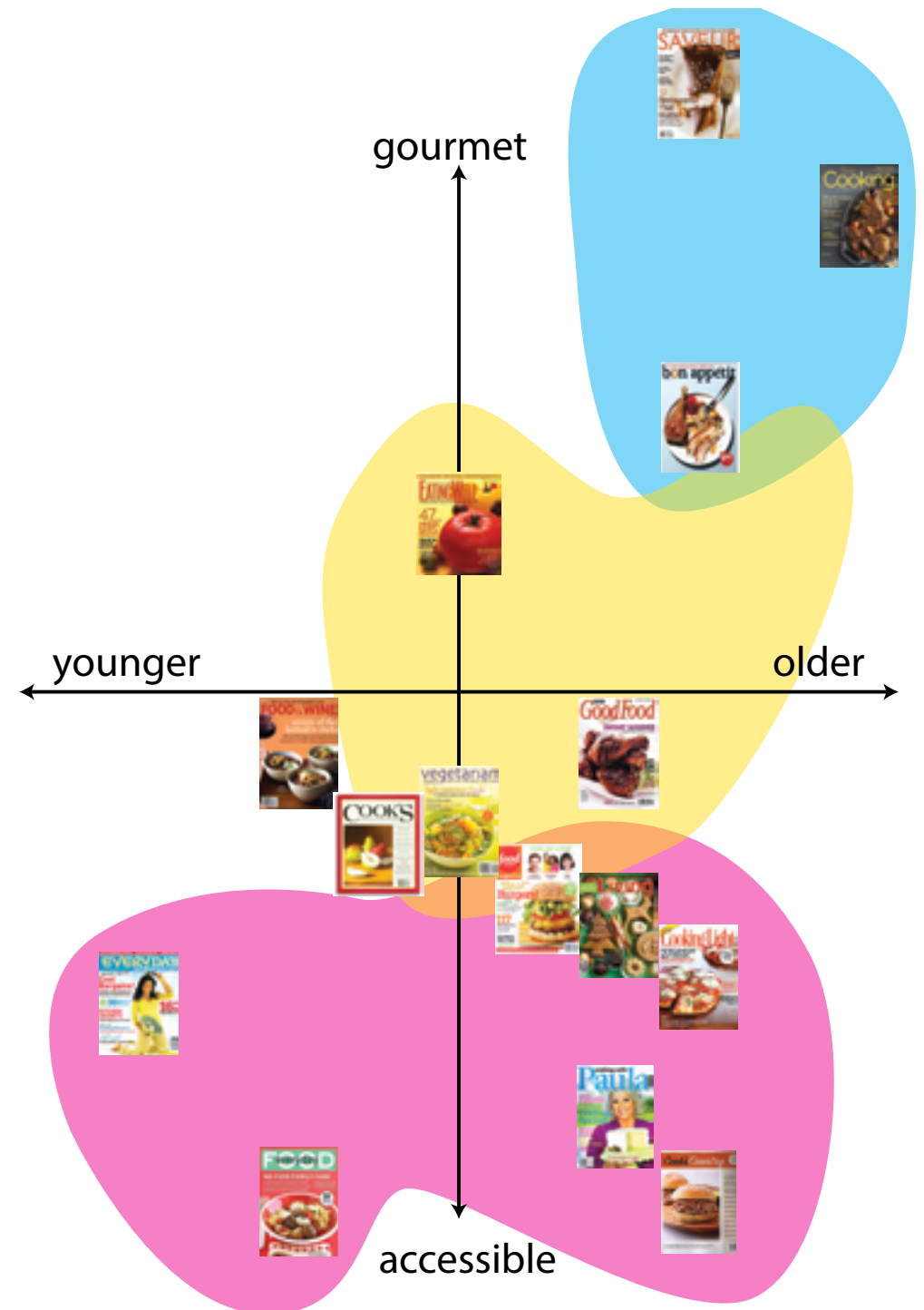
- launched in 2002
- \$15 million in revenue by 2009



**Mad Men** is a critically-acclaimed television series set in the 1960s.

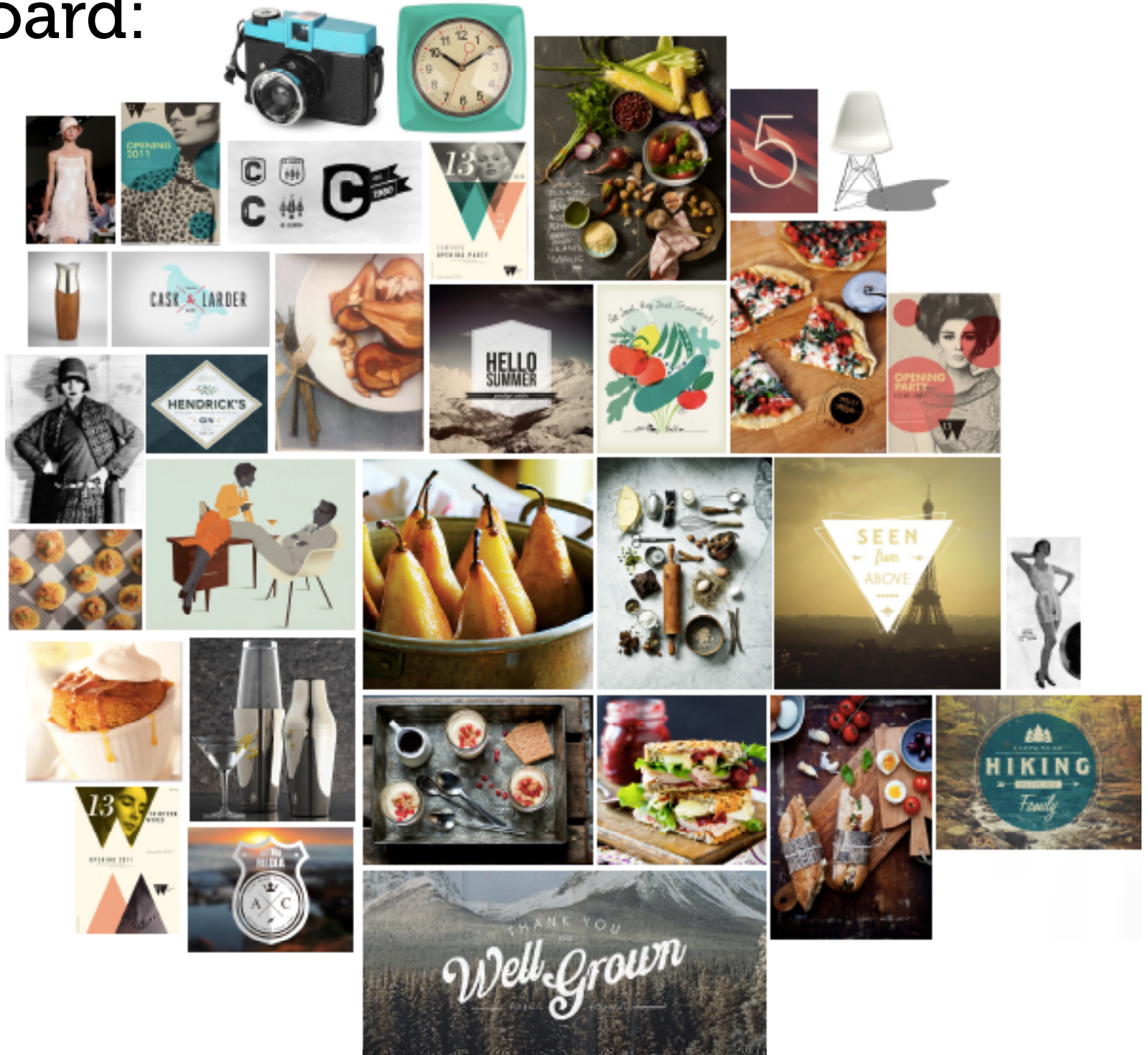
- premiered in 2007
- credited with reviving interest in the fashion and culture of the 1960s

# taxonomy of existing food magazines:





# moodboard:



# summary of moodboard elements:

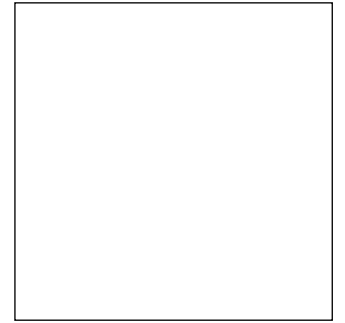
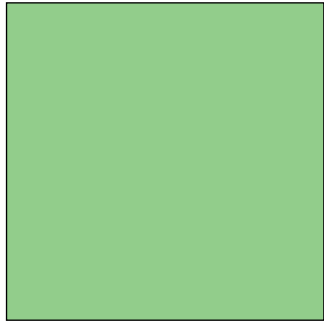
- mix of typography and image
- texture
- clean lines + geometric shapes
- neutral colors





# design language:

## color palette



design language:  
logo choice



# design language: font choices

HEADING FONT: OSTRICH SANS  
*Heading Accent: Lobster*

**Body Text: Avenir**

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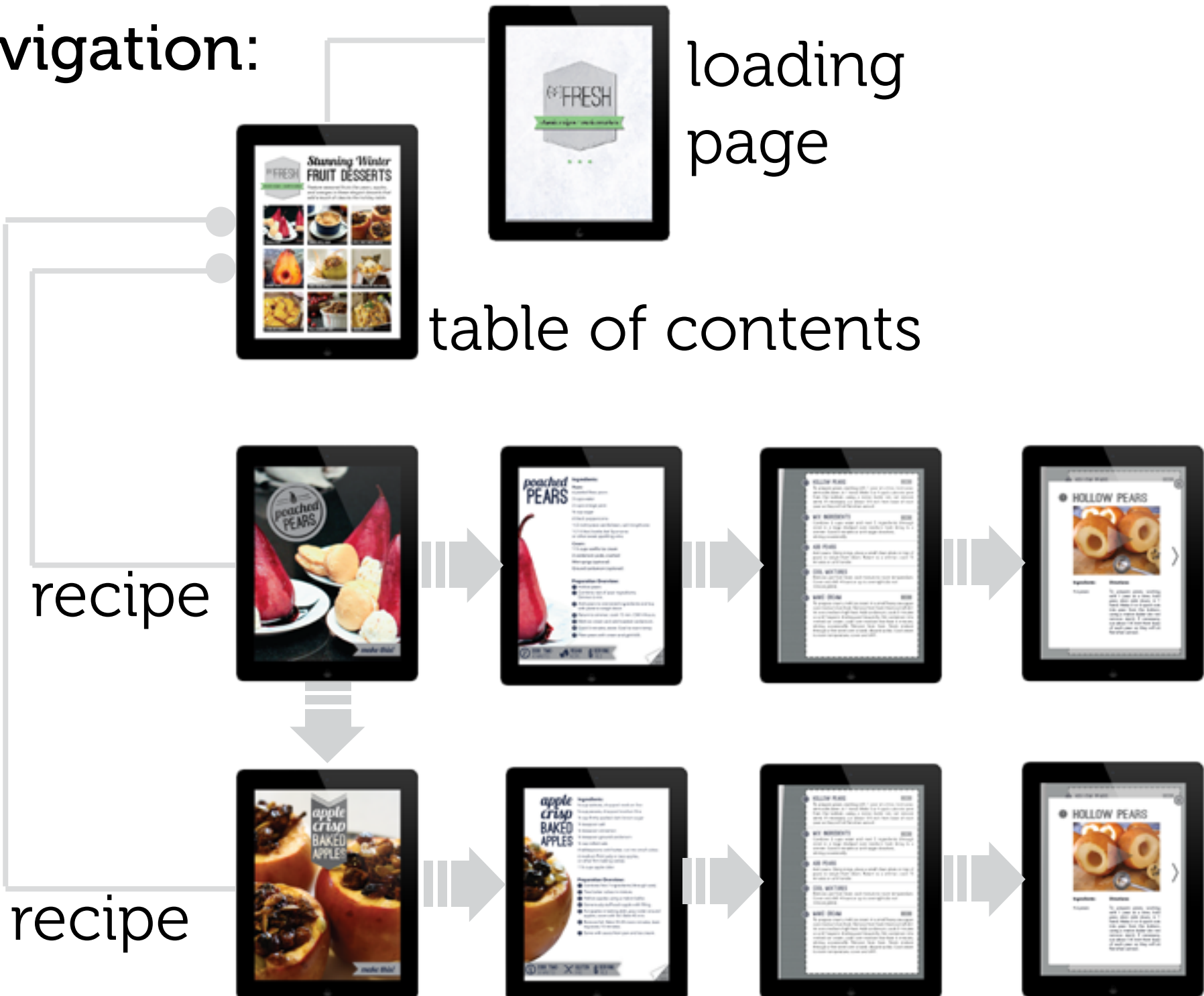
navigation:

loading  
page

table of contents

recipe

recipe

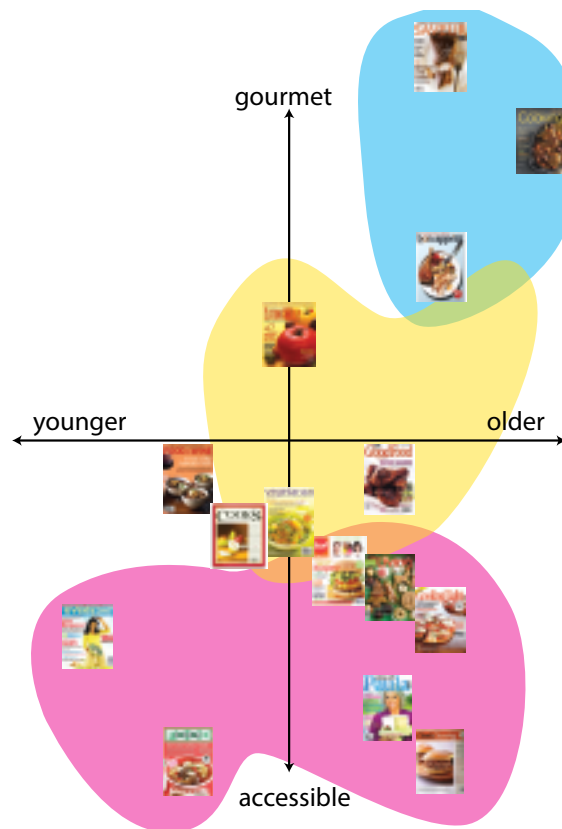


# Appendix



high-end,  
expensive,  
gourmet:

targets an older, more  
affluent audience.



**Saveur:**

average age: 49

average income: \$161,347



**Fine Cooking:**

average age: 51

average income: \$133,510

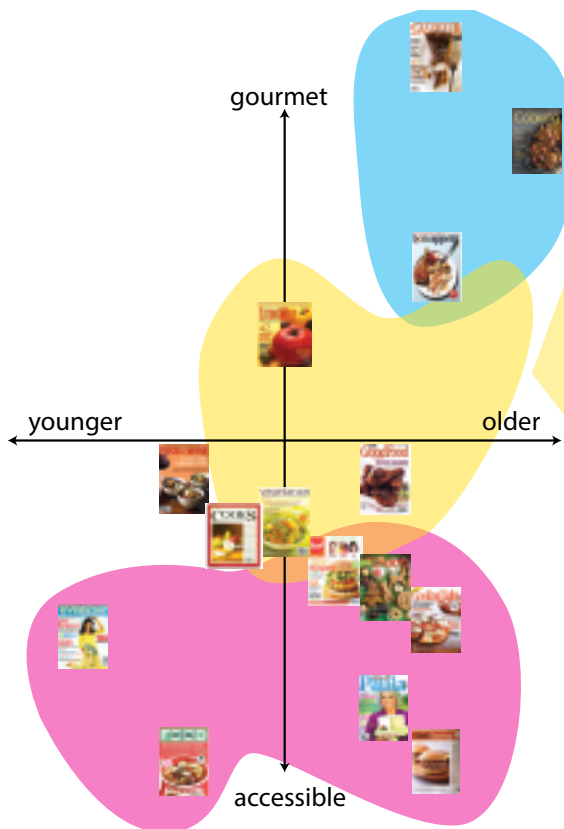


**Bon Appetit:**

average age: 49

average income: \$97,418

targets a particular audience or type of cooking.

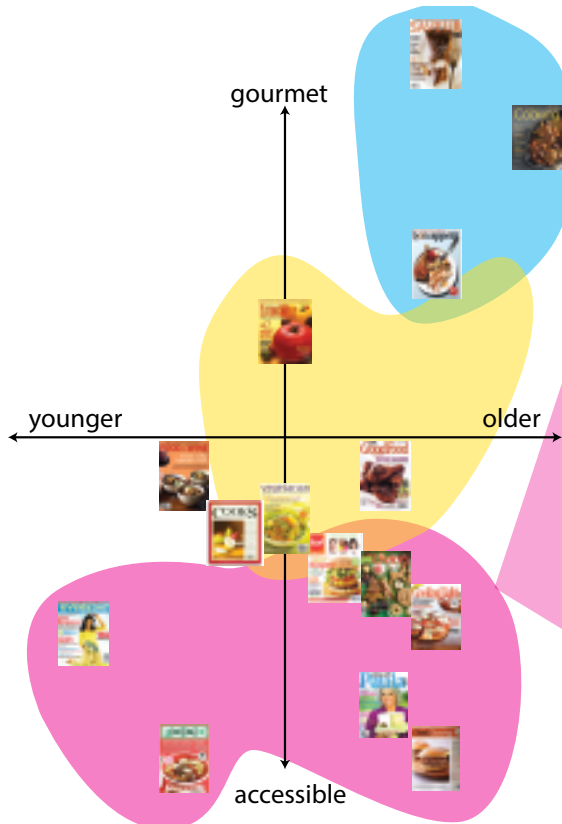


average age: 46  
average income: \$76,000

average age: 46  
average income: \$93,726

average age: 45  
average income: \$75,000

targets middle class,  
middle-aged women.



**cooking with**  
**Paula**  
**DEEN**

QUESS OF  
 SOUTHERN COOKING  
 & NOW ROGES

All you need to  
**Celebrate Spring!**

**SMOOTHIES**  
 THAT TASTE LIKE  
 MILKSHAKE

**SPINACH LEAF  
 S'ALAD**  
 WEEKEND MEALS

**LADIES  
 LUNCHBOX**

*Paula Deen's*  
**Coconut Cake**

**Cooking with Paula:**  
average age: 48  
average income: \$63,407



# elements of moodboard: mix of fonts and image



# elements of moodboard: texture





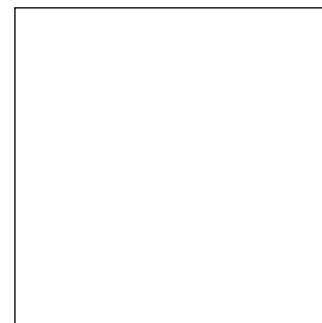
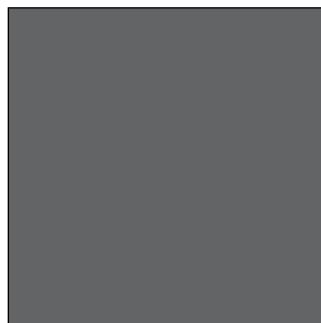
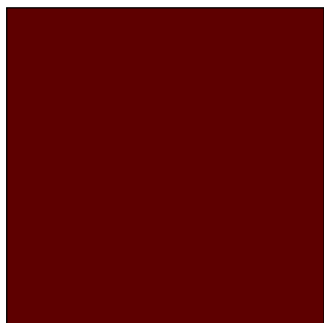
# elements of moodboard: clean lines + geometric



# elements of moodboard: neutral colors



design language:  
original color palette



# design language: logo concepts



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(RE)FRESH

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# design language: type + images

