

Food Truck Business Idea

BRAND PROPOSAL
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Design a new food establishment in Vancouver's competitive downtown food truck industry.

Research food truck businesses in the downtown Vancouver area.

Research the existing customer base and potential customer base in downtown Vancouver.

Design the full brand package for the business...including brand, branding, and brand identity.

Target Audience

Primary audience

- working hipster
- 25-35
- like being unique
- live downtown
- foodies

Secondary audience

- downtown suits
- 30-60
- try to eat healthy
- cost is not a factor
- need something quick

Tertiary audience

- tourists
- all ages
- health-conscious
- tired of big vacation meals

Competitive Set Review and Findings

There is a lot of competition in the downtown Vancouver area.
However, there are a limited amount of local or vegan businesses.

Fresh|Local|Wild promotes local fish and poultry.

Loving Hut is a vegan business specializing in burgers and sandwiches.

This is a possibility to tap into the downtown market promoting healthy food choices.

Additional Findings

- Most food trucks have preset menu items
 - customers get a unique customized experience when ordering their own salads
- Customers feel like they are contributing to the community through the various avenues the business assists
- There are no frills. Everything is simplistic and transparent with the business.

Big Idea...be local

- support local food producers
- provide lo-calorie alternatives
- support local groups in the community

Name of business... local

-represents the Big Idea

(support local food producers, provide lo-calorie alternatives, support local groups in the community)

-simple

-clean

-fresh

-healthy





MOODBOARD



LOCAL

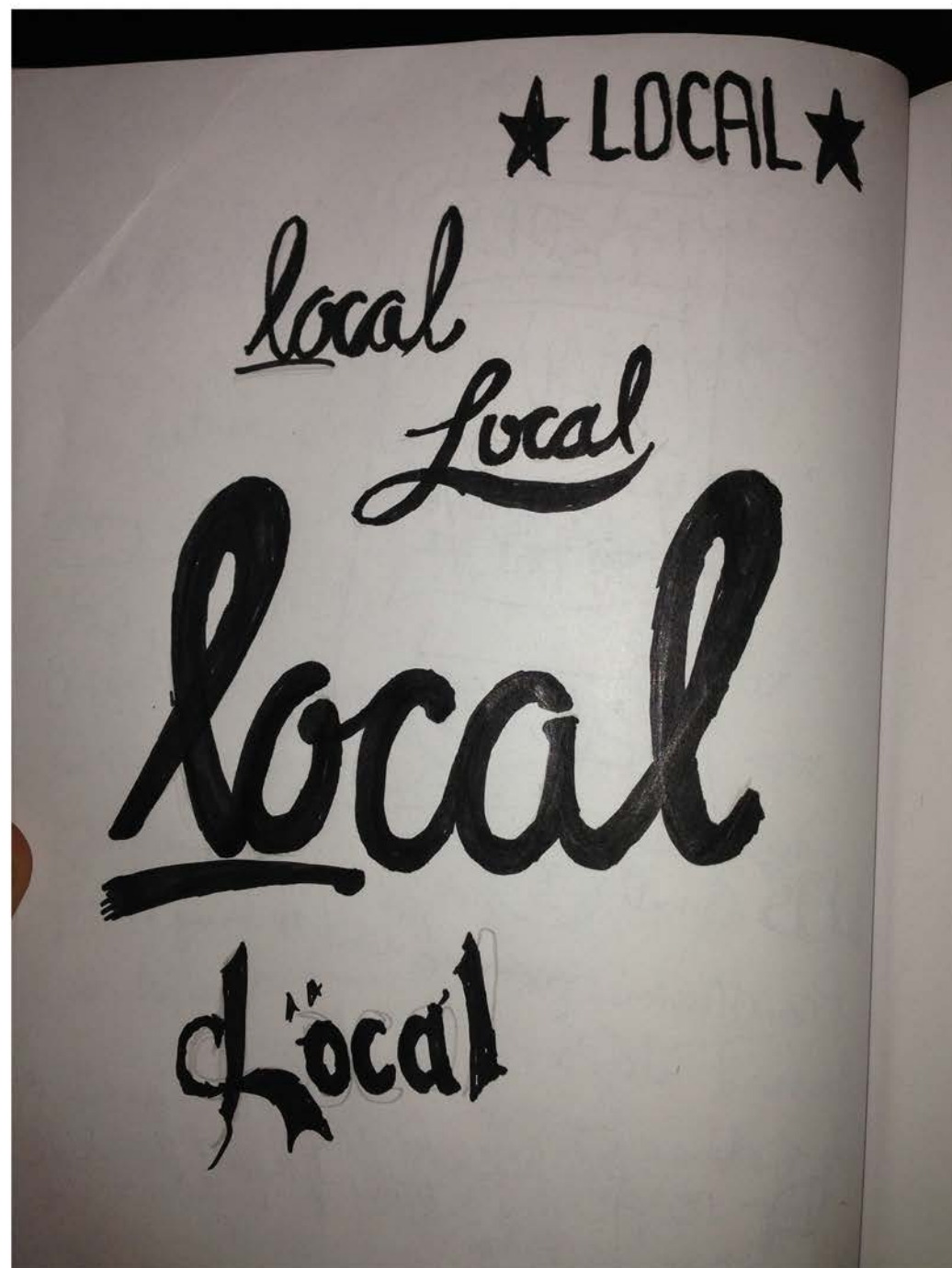
LOCAL

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Local



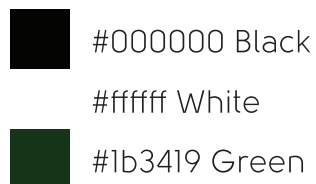
local

uomzom regular
 abcdefghijklmnopqr st u v w x y z
 abcdefghijklmnopqr st u v w x y z

SOLOMON book
 abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Logo is only Black and White (no Grey Area)
 -additional green represents fresh, fruit and vegetables

Logo should be free standing unless displayed on a
 color background or photo. Then, it should be
 accompanied by the box.



local



wear **local**
eat **local**
drink **local**
support **local**
live **local**
be **local**

wear **local**
eat **local**
drink **local**
support **local**
live **local**
be **local**

eat **local**

Soup

Small 3

Large 4

Salad

Small 4

Large 5

Combo 6
Small Soup & Large SaladPay It Forward Card* 2
(no cash value, must be redeemed for soup)drink **local**

Coffee

Small 1.75

Large 2.5

Tea

Small 1.75

Large 2.5

Bottled Drinks 2.25

local

support local food producers

eat lo-calorie food

support the local community

belocal.com

local

eat **local**

Soup

2 Different Daily Soups

Salad

Lettuce - Arugula, Romaine, Iceberg

Cheese - Cheddar, Mozzarella

Nuts - Walnuts, Pecans

Fruit - Mandarin Oranges, Strawberries, Raspberries, Pineapple, Blueberries, Tomatoes

Vegetables - Carrots, Red Peppers, Green Peppers, Green Onions, Eggplant, Celery

local







local

