



Communications Ink was hired by the founder to create a luxury brand identity for the artisanal food niche. We were also tasked with rolling out the new visual assets across a retail space, broth cart, meal packaging, printed materials, website and social media. Given the crowded field of prepared meals, we created two psychographic profiles to differentiate WholeMade Kitchen from other prepared meal options. Targeting a customer who doesn't simply want to fill themselves with food, the brand represents the opportunity to care for your body and nurture your soul. From a visual perspective, the brand references the equipment used to produce home-cooked meals that provide complete nutrition and protect against health issues like auto-immune diseases and fatigue. The lockup for WholeMade Kitchen references the metal plate found on the front of an oven door. The font for Kitchen reversed out in white marries 19th-century cooking with 21st century science in a tasty, luxurious brand. Better than homemade, it's WholeMade. While the primary brand colors are inspired by cast iron skillets of the Victorian Era and the bright white of a porcelain plate, the secondary colors are derived from natural ingredients such as tomatoes and marigolds as well as integral kitchen items like tea towels and enamel skillets. Together they represent healthy eating and are modern enough to appeal to today's audience. The colors further reference the way to build a "Meal Map." By choosing one of each color, the shopper builds a nutritionally-complete meal.

TITLE OF ENTRY: WholeMade Kitchen Product Launch

ENTRY CATEGORY: Print Media | Integrated Marketing

CLIENT: WholeMade Kitchen

TEAM: Cara Hutchins, Strategy/Branding/Copy • Leigh Mantoni, Art Direction/Design • Cazzy Smith, Account Management/Social Media



WHOLEMADE KITCHEN & WHOLEMADE LLC LOGOS

WHOLEMADE COLORS



CAST IRON
PMS 432
CMYK: C78 M65 Y53 K44
RGB: R51 G62 B72



TEA TOWEL
PMS 3105
CMYK: C54 M0 Y14 K0
RGB: R99 G208 B223



ENAMEL BLUE
PMS 315
CMYK: C100 M46 Y39 K13
RGB: R0 G101 B128



RED SAUCE
PMS 1665
CMYK: C6 M87 Y100 K1
RGB: R226 G67 B1



MARIGOLD
PMS 131
CMYK: C17 M49 Y100 K2
RGB: R209 G138 B0

WHOLEMADE FONTS

LOGOS ONLY | Balford Base

DISPLAY FACE | DISPLAY FACE

ALTERNATE DISPLAY OR HEADLINES | BIRCH

Display Text for Additional Texture
Display Text for Additional Texture

HEADLINES | GOUDY OLD STYLE

Headline Lorem Ipsum Set
HEADLINE LOREM IPSOM SET

SUBHEADS | FILOSOPHIA ALL CAPS AND SMALL CAPS

SUBHEADS LOREM IPSOM SET DEST
SUBHEADS LOREM IPSOM SET DEST

BODY COPY | GOUDY OLD STYLE

Body copy. Lorem Ipsum Set Dest, unt ad estiur, offici ant ibus ciliquam que nimnullen ime con recum fuga. Ti quunt ullupis rep. Onsedis comni tenducit, temqu iatem ipiente ne pedis seque maio. Ut hitectur accust.

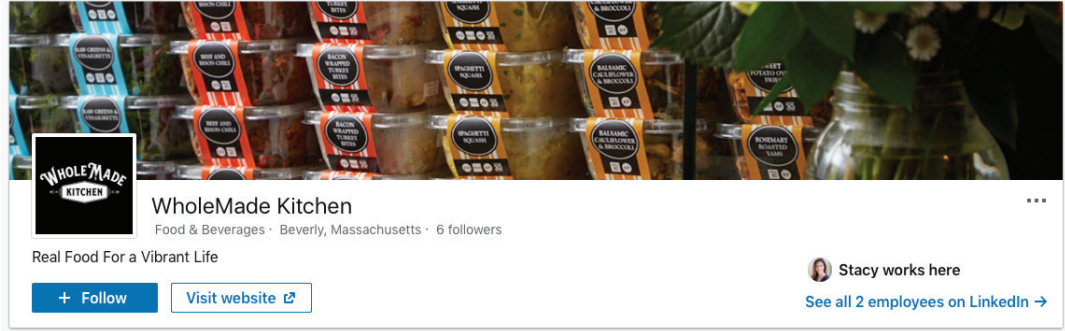
BODY COPY | HUMANIST CONDENSED

Condensed font to lots of detailed information. Ti quunt ullupis rep. Onsedis comni tenducit, temquiatem ipiente ne pedis seque maio. Ut hitectur accust atem quam quam consequi officte seditibus accae vernatetur, ut ese laccupt atioria si illaut aut minus, ut que et lab in re eos si bea autAgnatios dellorecum.

Facebook



LinkedIn



Instagram



Flyer




Ready to lose the brain fog, indigestion and extra weight... forever?

Helen Allard, Founder of WholeMade Kitchen, Certified Nutritional Therapy Practitioner, is facilitating a **8-week Nutritional Reboot**. This program will help you reset your metabolism, understand how your body reacts to specific foods and design a customized food protocol that is sustainable and personalized to your bioindividual needs. In a supportive, small group setting we will cover important topics including the **root cause of inflammation, leaky gut syndrome and sugar addiction** while enjoying a steaming hot cup of bone broth.

“The WholeMade Reboot Program was a game-changer for me. I have tried to do a Whole 30 before and just couldn’t get it done by myself. The information I am learning each week about how my body works is making all the difference - I can see my body changing before my eyes and I get closer to achieving my health goals every day. Finally, I have a sustainable way forward.” – Kerry Conway

BEVERLY SPRING SCHEDULE BEGINS MARCH 25 & 26, 2019

LOCATION	COST
Beverly Athletic Club Express 600 Cummings Center, Suite 170X, Beverly, MA	Individual – \$245/person Add Optional Movement Reboot 7x30 Min. – \$79
Mondays 5:30-6:30 pm + 6:35-7:05 pm Movement Reboot Tuesdays 6:00-7:00 pm + 7:05-7:35 pm Movement Reboot	Bring Yourself and a Friend – \$445 Add Optional Movement Reboot 7x30 Min. – \$158 <i>10% Early-bird discount if booked before March 4th</i>

Week 1 Hit Reboot Understand your body’s Total Load and choose your Reboot nutritional protocol – Paleo, Whole30, Specific Carbohydrate Diet, Autoimmune Protocol	 BEVERLY ATHLETIC CLUB
Week 2 Here's to Hydration Calculate your bioindividual water needs	
Week 3 Leaky Gut Syndrome Learn how to heal and seal your gut	
Week 4 Perils of a High Carb Diet Curb your sugar intake and reduce inflammation for effortless weight loss and hormonal harmony	
Week 5 Benefits of Dietary Fats Learn how to incorporate 'good' fats to lose weight, maintain energy and balance hormones	
Week 6 Food Sensitivities & Reintroducing Foods Understand how food sensitivities work and begin reintroducing foods to create your customized nutritional protocol	
Week 7 No class/Participants are reintroducing various foods during this week with email support	
Week 8 Evaluating Reintroductions & Lifestyle Factors Review how your body responded to the reintroductions & evaluate the lifestyle factors that round out the new you – sleep, chemical stressors, exercise, movement and love	

Movement Reboot: To round out your Reboot experience, learn the right kinds of exercises and movement for your bioindividual needs. 7x 30 minute sessions after evening Reboot classes at BAC. See website for details.

Receive a 10% discount on WholeMade Kitchen’s entire menu throughout the 8-week session.

WholeMadeKitchen.com

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Retail Space



Broth Cart



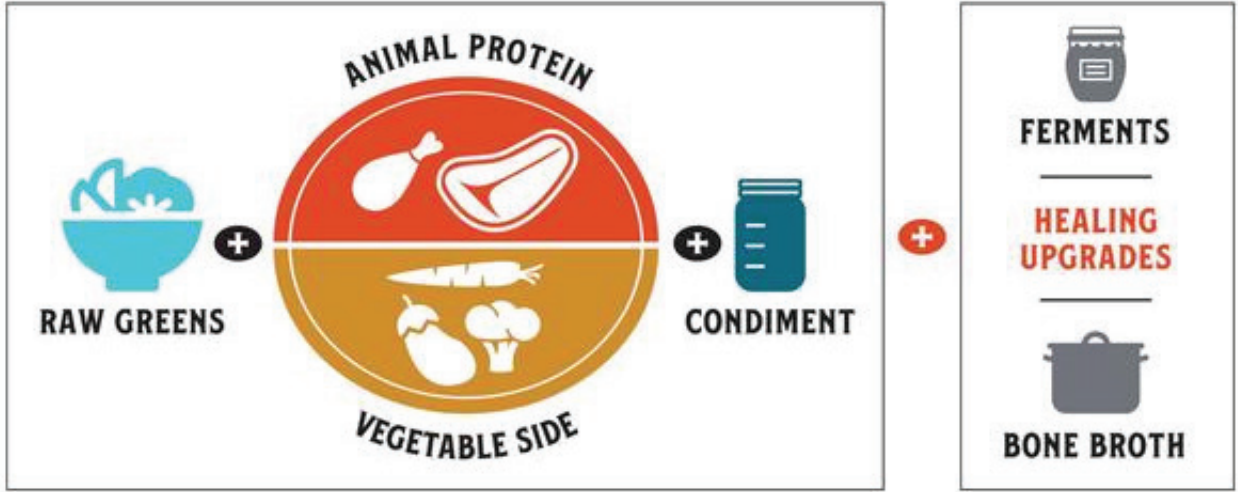
Uniform



Delivery Van

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A WholeMade Meal™



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