

FARESTART

BRAND GUIDELINES



Image via FareStart Facebook page

WELCOME

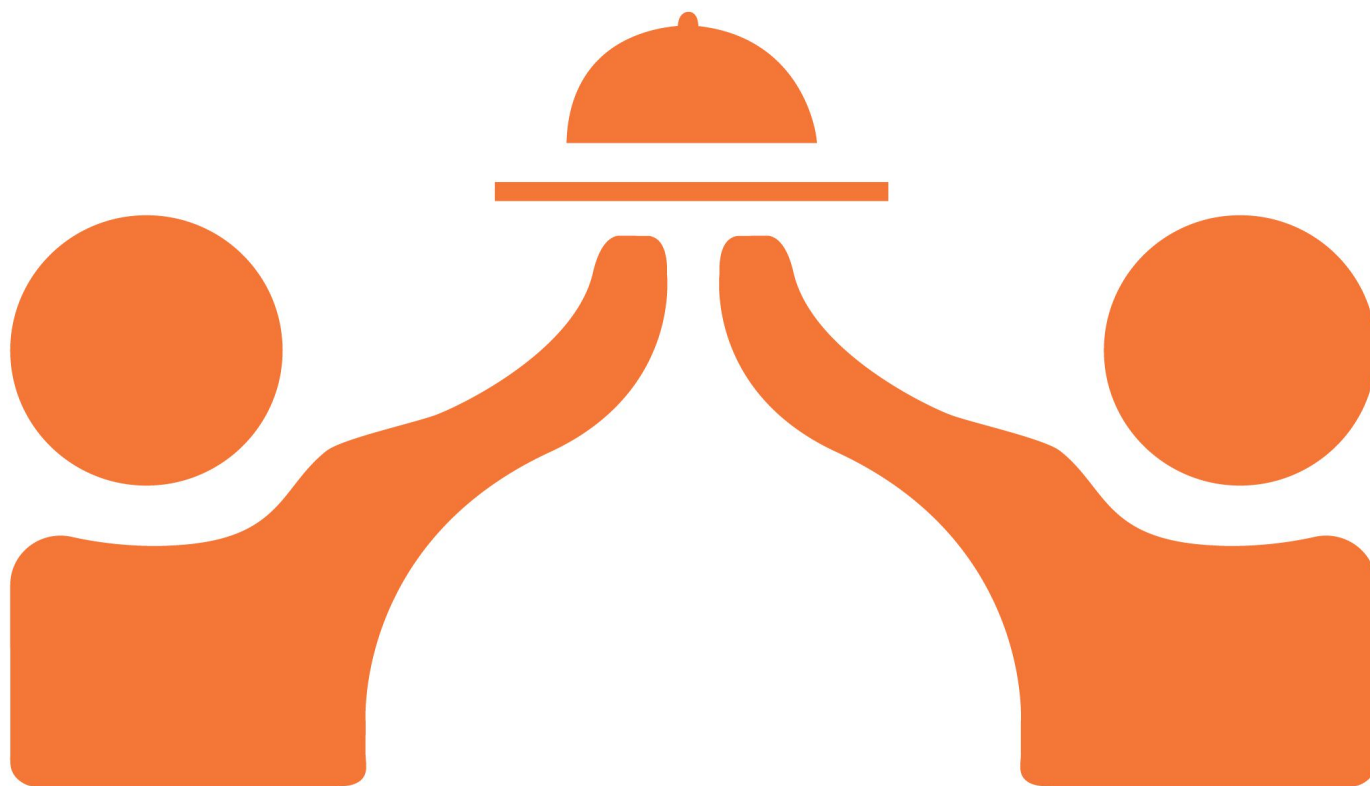
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Communication Goals

FareStart is a nonprofit organization that enables individuals struggling to find & keep a job to learn culinary services at FareStart's sophisticated restaurants & cafes. **Their mission is to transform homelessness, hunger, & poverty into human potential.** Through their program partners & donations from the public, FareStart provides opportunities for both adults & high school youth while also providing meals to low income areas & schools around the Seattle area.

FareStart wishes to communicate a sense of **empowerment & opportunity** to individuals in their programs, but also **sophistication & culinary artistry** to the community & potential donors. A **sense of community** across their diverse services is their primary communication goal.



FARESTART



LOGO

Continuing the FareStart Identity

The two human pictorials utilize symmetry & the Gestalt principle **similarity**. Holding up the same tray of food together **conveys a sense of community**, mentorship & working towards a common goal. This was done with the intention of portraying FareStart's communication goals of empowerment, community & their relationship to culinary services.

To reflect the **warmth, security, & encouragement** that comes from both food & a fresh start to life, the logo utilizes **FareStart Orange**.

The **increased weight** on the word START in FareStart emphasizes the **opportunity for a new start** & unlocking human potential. The **sans serif typeface indicates modernity** & mirrors FareStart's fresh approach to modern problems.



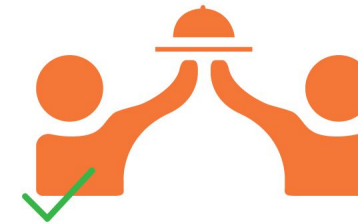


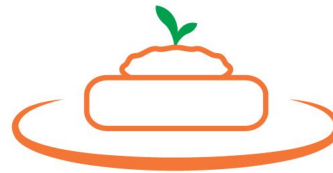
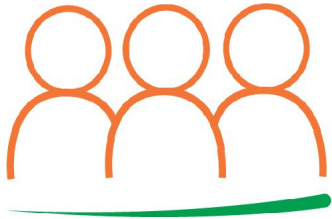
Logo Guidelines

FareStart's logo should be **filled in** at all times, & not outlined. When paired with the text, it should always be **beneath the logo**, & not above.

The logo **can be used without the type present**, although no variations are permitted from this pictorial except size.

Just the type is also permitted. If put on a dark background, the type must be white. If put on a light background, the type must be FareStart Basic Charcoal. The two words must be the **same color**, & the **increased weight** must be applied.



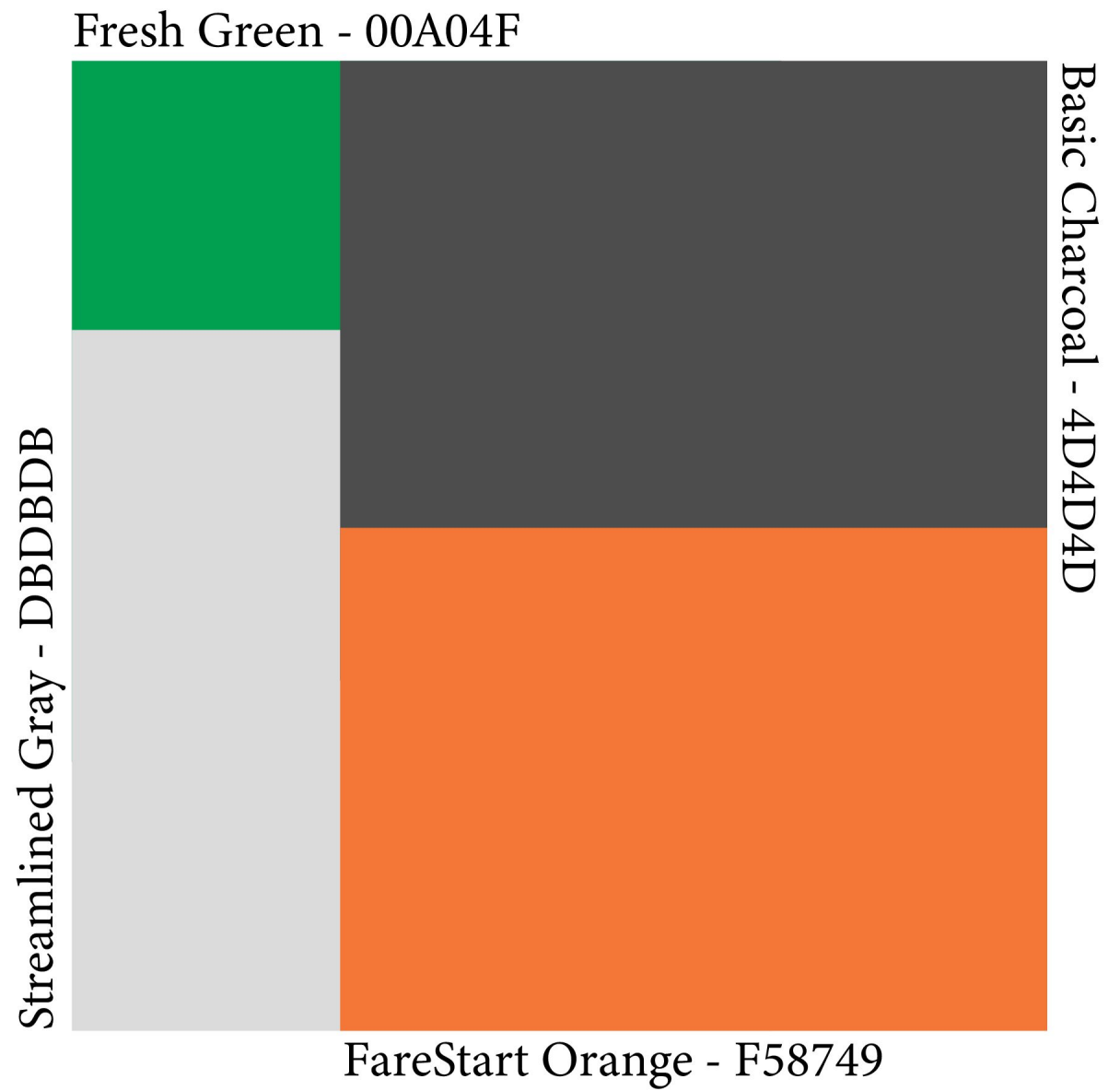


Relevant Iconography & Style

Utilizing the Gestalt principle of **closure**, the icons take a more abstract approach to the actions they index. The tapering & wispy ends that don't fully complete the shape give the icons a sense of **artistry & sophistication**, two key elements of FareStart's communication goals.

The small food, big plate feel of the Restaurants & Cafes icon communicates fanciness & fine dining. The Donate icon portrays sophistication by not referring to money directly, & the orientation of the hand conveys active participation in giving back.

COLOR





Painting a Feeling

FareStart **Orange** embodies the warmth, security & encouragement that FareStart's food & training programs provide. This is the primary color used throughout, & Fresh Green is used as a complement.

These colors are two parts of a **triadic color scheme**, & their high contrast calls attention to the fine details of the icons & images. The icons are occasionally garnished with **Fresh Green** to illustrate **culinary artistry**, & the food images used throughout include this color to highlight local & fresh ingredients.

These vibrant hues are paired with white, **Streamlined Gray**, & **Basic Charcoal** to soften the palette. Taken together, this **color palette** gives the brand a fresh and clean feel, with just **enough warmth** brought by FareStart Orange to convey community and belonging.

TYPE

Aa

Avenir LT Std

Brand Typography

Avenir means “future” in French, & the **san serifs typeface** was chosen for its **modern & sleek** approach to its letterforms. This modernity mirrors FareStart’s modern & **forward-thinking** approaches to homelessness, addiction, & poverty.

Aa

Minion Pro

It is paired with the **serif** Minion Pro typeface, which adds a classy, sophisticated, & **timeless feel** to FareStart & their mission. When paired together, these typefaces create a sense of **modern sophistication** and help portray FareStart as a stable yet future-oriented nonprofit.

Heading: Minion Pro, Regular Case, Semibold, 30 pt

Subheading: Avenir LT Std, Regular Case, Roman, 20 pt

Body Text: Minion Pro, Regular Case, Regular, 16 pt

Menu Heading: Minion Pro, Regular Case, Semibold, 20 pt

Menu Subheading: Avenir LT Std, Regular Case, Roman, 16 pt

HIERARCHY

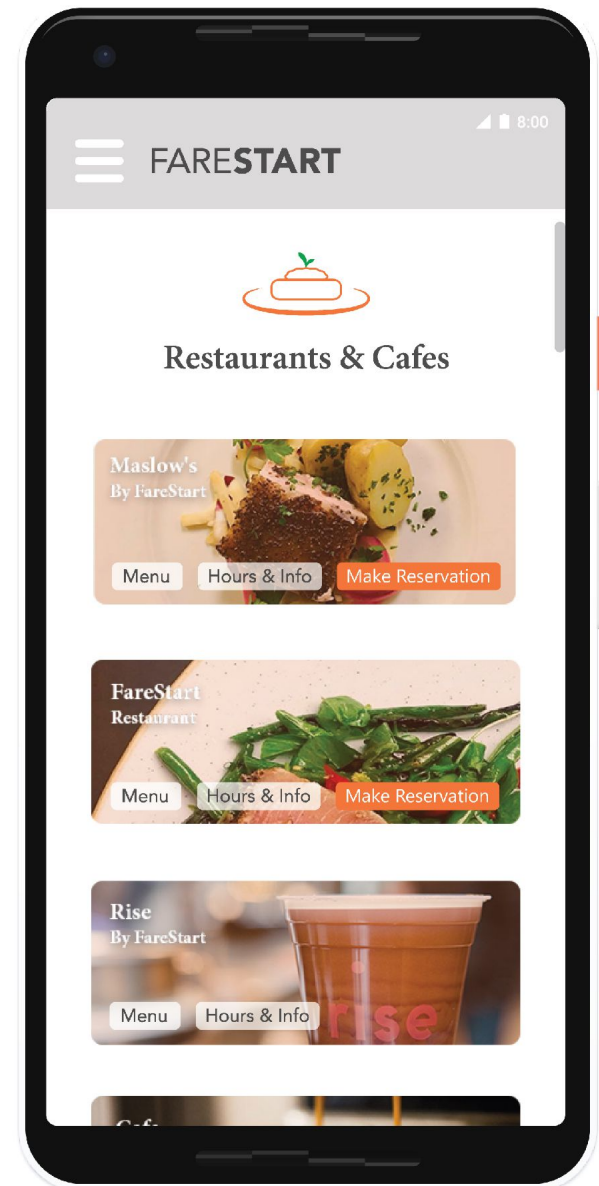
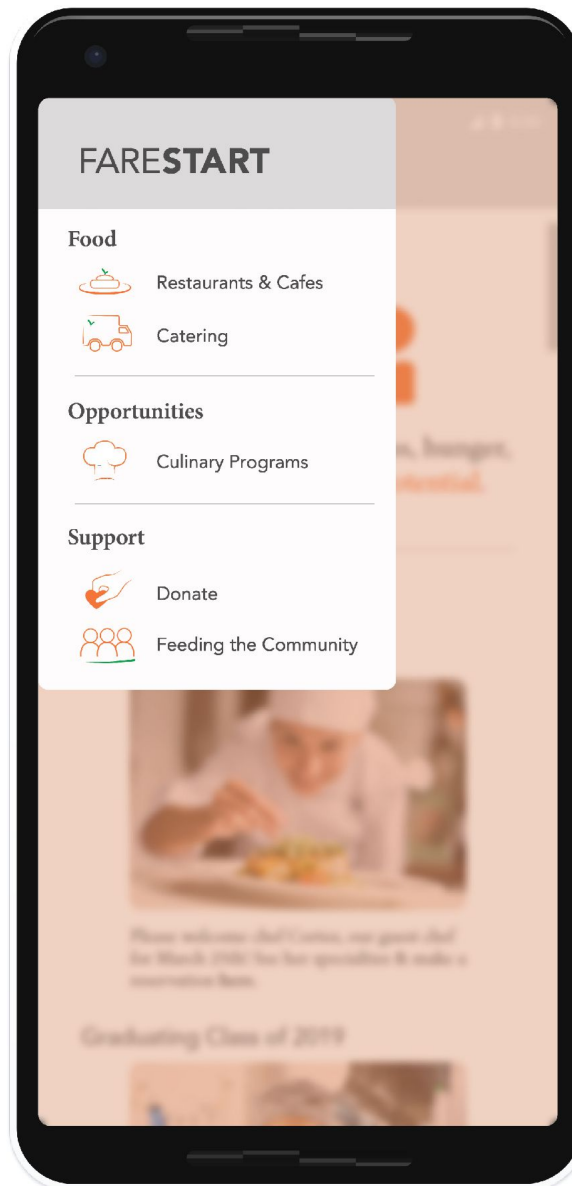
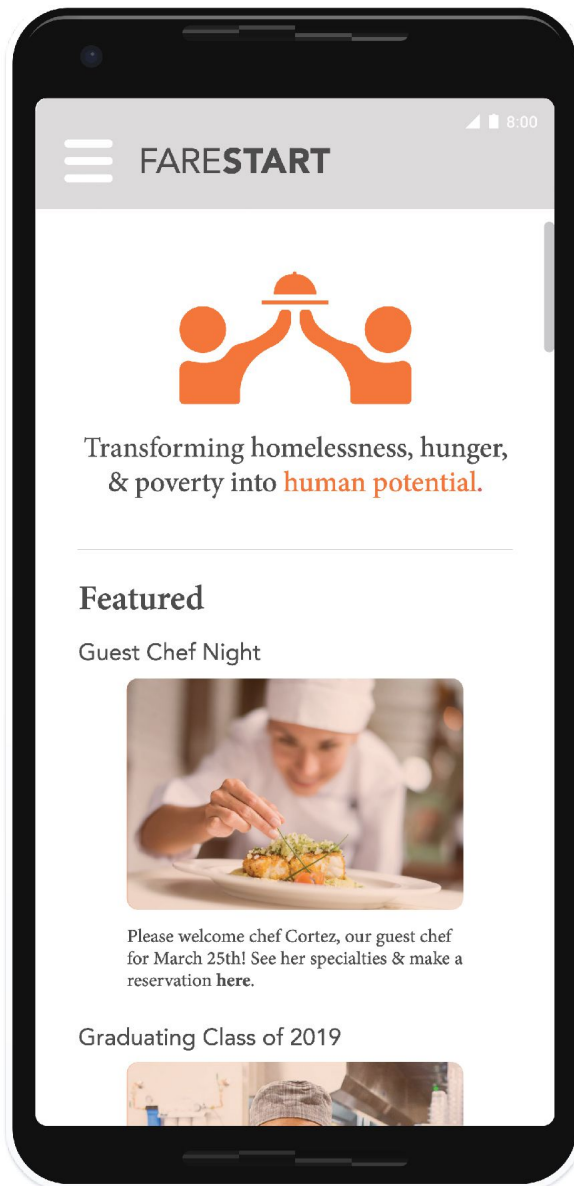


Images via FareStart Facebook page

Great Food, Better Lives

FareStart's digital presence will showcase **human lives** & **beautiful food**. The images will be **bright** & composed of mostly **warm colors**, with the exception of a tint or shade of **Fresh Green** which provides a **welcome pop**. Pictures of food will be artistic, cropped to show fine detail, & confined to the Restaurants/Cafes page. All other pictures will be high quality images of **people smiling**.

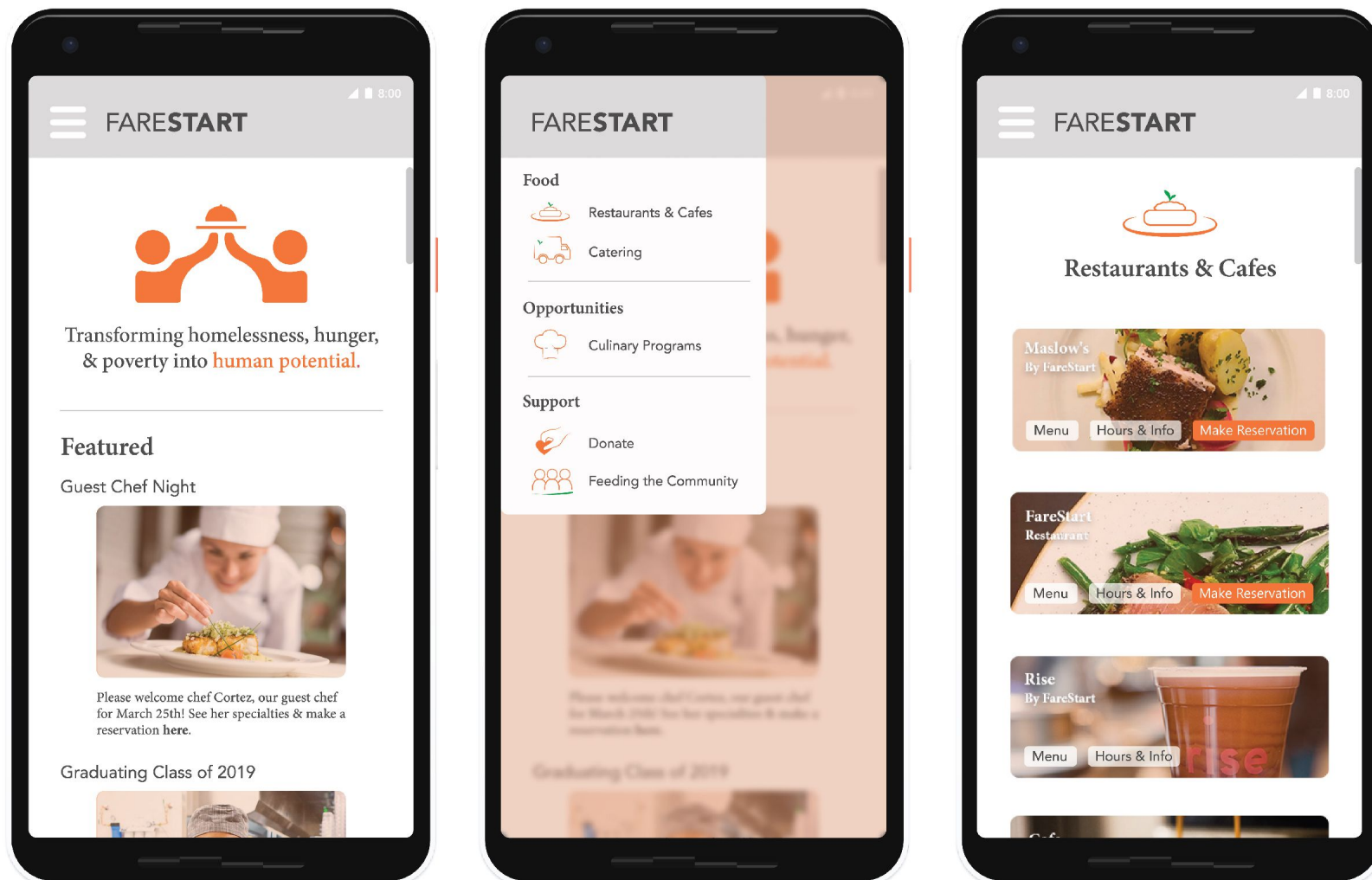
All images will have an subtle **FareStart Orange filter applied** (opacity 20%) to create a warm & cohesive look. The image treatment combined with the image choices strengthens the connection between the community, warmth, & culinary artistry.



MOBILE

A Mobile Redesign

FareStart's challenge on both mobile & desktop is to communicate everything they do in an organized manner with clear hierarchy & navigation. **Navigating to a restaurant to make a reservation** seemed particularly difficult, and the mobile screens redesign this **microinteraction**. The **proximity** of the icons to their text indicate they are related, & tapping either one of those or the space in between them takes the user to that corresponding page. This clear navigation is further emphasized by the separating lines. Utilizing **closure**, they appear to create containers around the icon & its text, & **common ground** principles tell users that they are related. The **proximity & similarity** of the action buttons let the user know all the actions available for that specific restaurant. The clipped off photos on screens 1 and 2 display **continuance**, & the eye easily knows to scroll to find the rest of the content.



A close-up photograph of a white plate featuring a dish of spaghetti. Two large, bright red cooked lobsters are placed on top of the spaghetti. The spaghetti is coated in a light-colored sauce. Fresh green herbs, possibly parsley or basil, are scattered over the dish. The background is a soft, out-of-focus white.

THANK YOU

DESIGNS BY KAY WALLER

Image via [@good.citizen](#) on Unsplash