

**Campaign Book**  
**Trishia Nunez GID F035 June 2024**



**Nugget Ninja**

# Creative Brief

Design Brief- A company focusing on fast food delivery. This project is to create a logo and tagline for a company that takes orders for fast food delivery. Creating a cohesive brand identity that invokes images of food and quick service.

Purpose: Inform audiences of the service provide

Audience: Average busy people who need a meal quickly, like during a short lunch break . Competition: Uber, DoorDash and other food deliveries.

Name of Company: Nugget Ninja

## Messaging

Trendy  
Bold  
Speedy

Users:

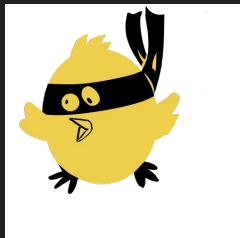
Young, Busy, Working Professionals



# Style Guide



Fonts Used: Fast Track, impact



**Company Name:** Nugget Ninja

**Color:** #edcf4c #000000 #ffffff CMYK 14, 17, 74, 0

**Chosen Tagline:** Peckish needs, ninja speeds

**Font:** Fast Track, Impact

Logo Usage Guidelines Below Guidelines have been provided to insure the integrity of the Nugget Ninja Logo and that the logo is reproduced properly and consistently in print and digital online media. Any questions can be forwarded to Trishia Nunez at Nugget Ninja • Logo may not be misrepresented or tampered in any way • Logo must not be distorted, only resized proportionally • Logo must be presented in designated pantone color or CMYK 14,17,74,0 • Logo colors can not be tampered with or reversed • Space must be designated surrounding Logo as to not crowd it or effect its visibility. Buffer space must be provided and no additional graphic elements may be within this buffer space, this includes but is not limited to additional typography, shading, graphics, etc



# Letter and Business Card



123 STREET, USA, CA  
TRISHIA

123 456 789



WWW.NUGGETNINJA.COM

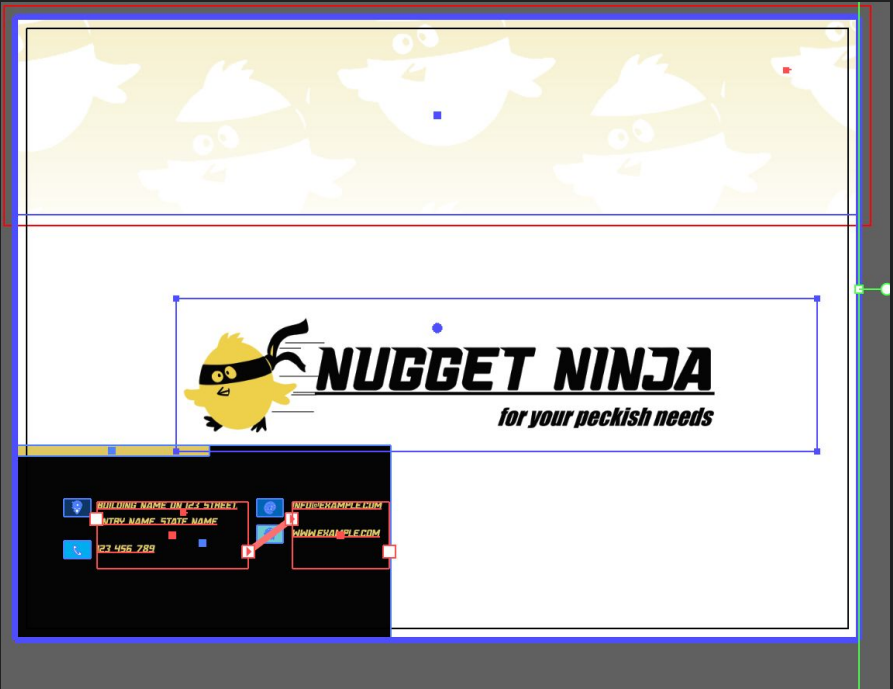


## **NUGGET NINJA**

*for your peckish needs*

**Food Delivery - Grocery Delivery - 24/7 -for Android and IOS**

# Envelope



# Physical Presence



# Restaurant Branding



# Menu



Restaurant Logo

## Tea & Fog

*Oolong long time ago*



Tea Service Ticket \$35

Call to Reserve (000) 000 0000

Monday to Saturday 10am-8pm

Sunday 11am-6pm



*Oolong long time ago*

### Loose Leaf

Oolong  
Four Seasons Oolong  
Black  
Earl Grey  
English Breakfast  
Darjeeling  
White Tea  
Jasmine  
White Jasmine  
Yerba Mate  
Matcha Green  
Sencha Green  
Hojicha  
Gyokuro

### Milk Tea

Served Cold, with choice  
of toppings: Boba,  
Seasonal Fruit, Agave,  
Pudding, Cheese Cream

Thai Milk Tea  
Jasmine Milk Tea  
Matcha Green Milk Tea  
Wintermelon Milk Tea  
Rose Milk Tea  
Earl Grey Milk Tea  
Black Milk Tea  
Chai Milk Tea

### Herbal Tea

Lavender  
Chamomile  
Lemon  
Rose  
Ginger  
Mint  
Hibiscus  
Cinnamon  
Chrysanthemum  
Bergamot  
New Jersey

### Fruit Tea

Fruit teas can all be  
served Hot or Cold

Passionfruit  
Strawberry Green  
Mango Oolong  
Raspberry  
Blackberry  
Apple  
Peach

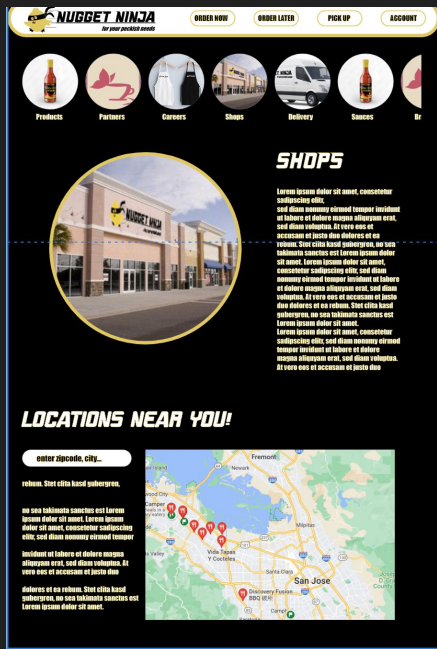
### Other Drinks

Coffee  
London Fog Latte  
Cappuccino  
Mocha  
Hot Chocolate

### Snacks

Smoked Salmon Bagel  
Cucumber Sandwich  
Deviled Eggs 6 pc  
Frosted Cookie  
Lemon Shortbread Cookie  
Strawberry Sandwich  
Popcorn Chicken  
Cesar Salad





# Website and Information