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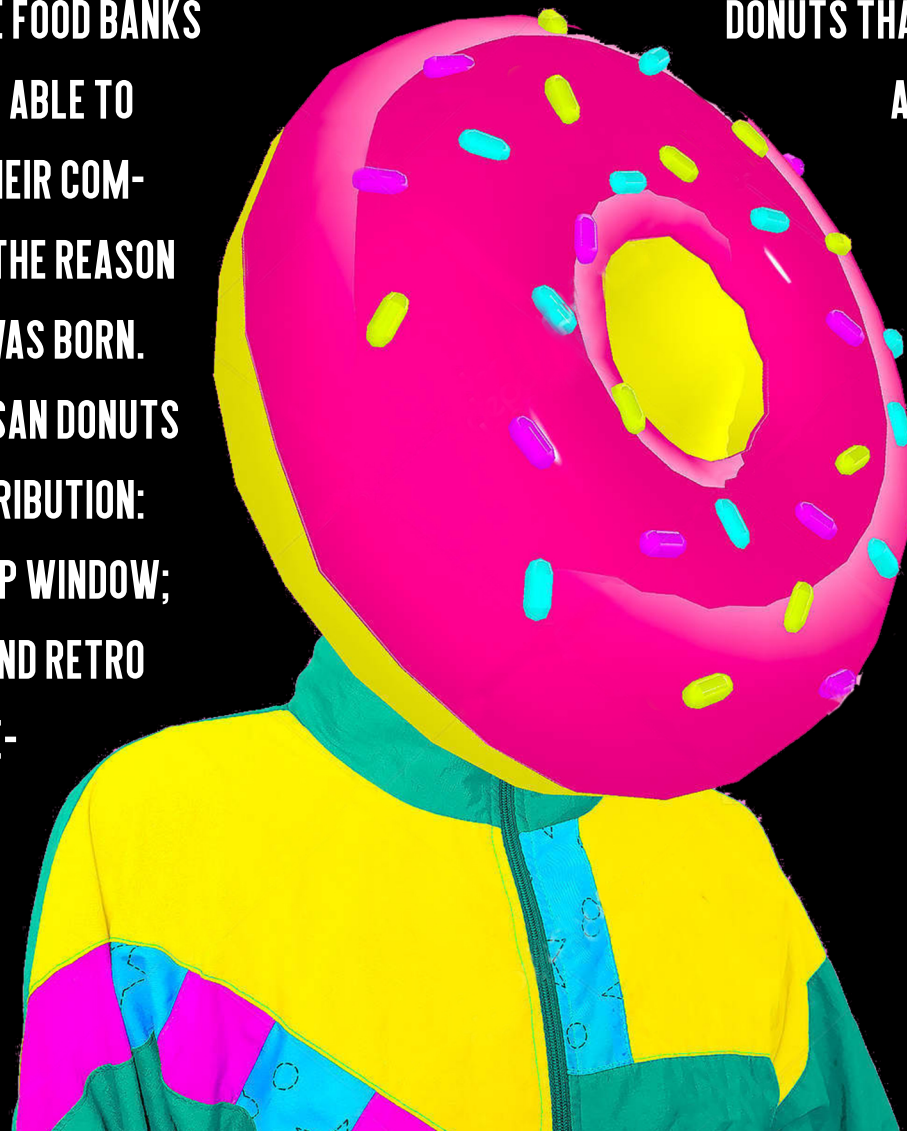
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COMPANY OVERVIEW

AS OF 2015, THERE WERE ROUGHLY 15,803 FOOD BANKS IN THE UNITED STATES; 72% OF THOSE FOOD BANKS DO NOT FEEL AS THOUGH THEY WERE ABLE TO ADEQUATELY MEET THE NEEDS OF THEIR COMMUNITIES. THIS PRESSING ISSUE IS THE REASON WHY THE RETRO DONUT COMPANY WAS BORN. HERE AT RDC, WE SELL UNIQUE ARTISAN DONUTS THROUGH THREE CHANNELS OF DISTRIBUTION: RETRO DONUT SHOPPE, THE WALK-UP WINDOW; RETRO WHEELS, THE FOOD TRUCK; AND RETRO TO-GO, THE CATERING AND ONLINE DELIVERY BUSINESS. OUR PRODUCTS

CONSIST OF ARTISAN DONUTS FOR YOU TO PICK UP, SPECIALTY DONUTS THAT CAN BE PERSONALIZED AT YOUR REQUEST, AND ICED OR HOT LATTES. WE ALSO HAVE RDC MERCHANDISE THAT IS AVAILABLE FOR PURCHASE. OUR COMPANY MAKES DAILY AND MONTHLY DONATIONS TO FOOD BANKS THROUGH OUR CHARITABLE OUTREACH PROGRAM, NOT ONLY ARE WE ABLE TO PROVIDE FOR FOOD BANKS IN NEED, AND MAKE A DENT IN THE HUNGER CRISIS, BUT WE ARE ALSO ABLE TO PROVIDE FRESH, ARTISAN DONUTS TO THE WORLD. - RDC



LOGO DEVELOPMENT

1. PRELIMINARY LOGO

WHEN COMING UP WITH OUR FIRST LOGO, WE SET OUT TO CREATE SOMETHING WITH A VINTAGE FEEL. HOWEVER, WE CONCLUDED THAT WE WEREN'T SATISFIED WITH OUR FIRST DESIGN; WE NEEDED TO MAKE SOMETHING BETTER.



2. PRELIMINARY LOGO

FOR OUR SECOND LOGO, WE DECIDED TO CHANGE OUR COLORS UP AND TRY A NEW SHAPE OUT. WE LIKED THE COLORS, BUT WE WANTED TO FIND A WAY TO INCORPORATE A DONUT BECAUSE IT REPRESENTS WHO WE ARE.



3. FINAL LOGO AND VARIATIONS

WITH THE USE OF THE COLORS FROM THE PREVIOUS LOGO, AND A DONUT TO MATCH, WE FINALLY HAD THE LOGO WE HAD SET OUT FOR. WE USED A FONT INSPIRED BY THE 80'S, AS WELL AS A RETRO PRINT ON OUR DONUT TO TAKE THE PLACE OF TRADITIONAL SPRINKLES. AFTER MAKING THE OFFICIAL EMBLEM, WE WERE ABLE TO MAKE OTHER LOGOTYPES FOR APPLICATION ON DIFFERENT MATERIALS SUCH AS OUR LETTERHEAD, BUSINESS CARD, AND MERCHANDISE. THE RETRO DONUT COMPANY'S LOOK HAD COME TOGETHER.



RETRO DONUT CO.



RETRO DONUT

COMPANY

FONTS



ARTISAN

ABCDEFGHI
JKLMNOPQR
STUVWXYZ



DONIQUE

ABCDEFG
HIJKLMNO
PQRSTUVWXYZ
XYZ



SWEETIE

ABCDEFGHIJ
KLMNOPQR
STUVWXYZ

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COLOR PALETTE

COFFEE

R: 35

G: 38

B: 45



SPRINKLE

R: 48

G: 219

B: 255

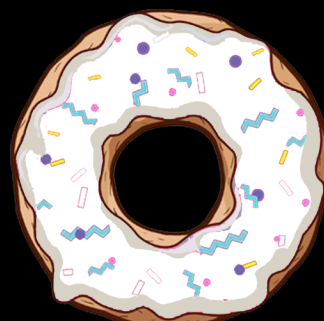


GLAZE

R: 255

G: 255

B: 255



JELLY

R: 255

G: 91

B: 164



CHECKERED

R: 0

G: 0

B: 0



BUSINESS CARD

THE IMPORTANCE BEHIND OUR BUSINESS CARD IS TO REACH FUTURE CUSTOMERS AND TO CREATE AN EASY WAY FOR OTHERS TO ACCESS OUR WEBSITE. TO ACHIEVE BOTH OF THESE GOALS, WE INCORPORATED A SIMPLE, YET SLEEK LOOK WITH A QR CODE. OUR CARDS ARE MADE FROM 100% RECYCLED MATERIAL. THROUGH OUR BUSINESS CARD, WE ARE SPREADING THE WORD ABOUT RDC AND MAKING LIFE EASIER FOR OUR CUSTOMERS.



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LETTERHEAD

DESCRIPTION

THROUGH THE USE OF OUR COMPANY COLORS AND A SOFT GRADIENT, WE PROVIDE A NOSTALGIC FEEL FOR OUR CUSTOMERS AND PARTNERS. OUR BOLD LETTERHEAD SETS US APART FROM YOUR REGULAR DONUT SHOP.

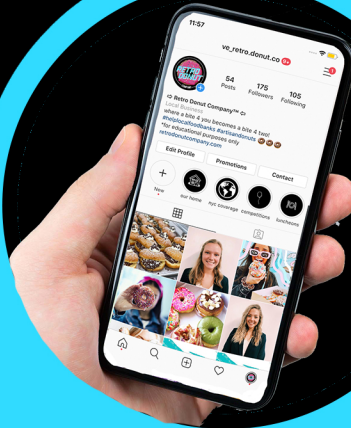


MENU

OUR MENU SHOWCASES OUR DELICIOUS DONUTS AND OUR VINTAGE STYLE ALL AT ONCE. WE INCORPORATED A CHECKERED PATTERN, ALONG WITH OUR SIGNATURE COLORS TO CREATE AN AESTHETICALLY PLEASING MENU FOR OUR CUSTOMERS TO VIEW.



AND MORE...



• SOCIAL MEDIA •



• PACKAGING •



• MERCH •