

Brand GUIDELINES

THE BRANDBOOK FOR MELITA'S TABLE

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Brand GUIDELINES

This identity guide is a tool designed to protect the images, values, and aspirations behind the brand

It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation. Every participating member must be responsible for representing or coordinating the use of the brand.



**YOU NEVER GET A SECOND
CHANCE TO MAKE A FIRST
IMPRESSION**

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Our MISSION

TO REINVENT THE DINING EXPERIENCE
BY DELIVERING DELIGHT IN EVERY MEAL;
PROVIDING FLAVORFUL LATIN INSPIRED
MEALS WITH A TWIST.

CREATE WORLD CLASS AUTHENTIC LATIN
CUISINE THAT FEEDS THE SOUL OF EVERY
GUEST. PROVIDE OLD WORLD MEALS WITH A
TWIST THAT ARE MADE FROM SCRATCH EVERY
DAY WITH THE FRESHEST INGREDIENTS AND
TASTIEST SPICE COMBINATIONS.

MELITA'S TABLE WILL FEED YOUR BODY AND
SOUL WITH AN AUTHENTIC LATIN MEAL
EXPERIENCE!

Our **VISION**

**EVERYONE DESERVES A FOOD DELIVERY
OPTION THAT BRINGS HOMEMADE COMFORT
TO THEIR DINING TABLE. MELITA'S TABLE
ELEVATES FAMILY DINING, CREATING A
MEMORABLE MEAL EXPERIENCE IN YOUR OWN
HOME.**

**BUSY PEOPLE WITH FULL LIVES WILL FIND A
DELICIOUS, WARM LATIN INSPIRED MEAL ON
THEIR TABLE WHEN THEY CHOOSE TO ORDER
FROM MELITA'S TABLE.**

The LOGO DESIGN



Our logo is the touchstone of our brand and one of the most valuable assets. We must ensure its proper usage

01

Primary Logo AND USAGE

The Melita's Table logo combines two elements: the Melita's Table logotype and the icon as a graphical element. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the Melita's Table logo elements are predetermined and should not be altered.

Used consistently, they will reinforce public awareness of the company.

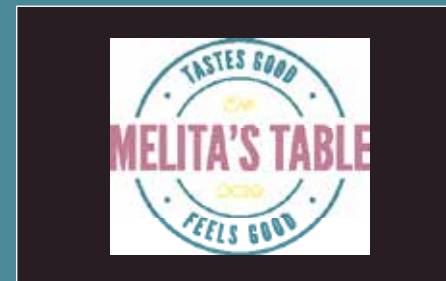
The primary logo

THE ICON

THE WORD MARK



The corporate logo is presented through the use of colors, shapes and typography.



A variant of use when the background is dark colored



100% SINGLE SCALE



50% SINGLE SCALE



100% WHITE

If necessary, solid colored and grayscale logos can be used.

Black, White AND GRAYSCALE

Sometimes the logo must be reproduced using only one color. In this scenario the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or in a dark color type on a light background

The logotype and the symbol must be clearly distinguishable from the background color.

You must honor the Melita's Table Logo palette when possible, using our off black or white if necessary.

Secondary Logo AND USAGE

The Secondary Melita's Table logo is a paired down version of the logo and allows the brand to stand out in situations where the detail of the primary logo isn't going to be visually striking. The secondary logo is great for situations where a more bold approach is needed. This should only be used in situations where the primary cannot be used.

The secondary logo should be used according to the background needs.

The secondary logo may be used with or without the tag-line.

The secondary logo



MELITA'S TABLE
Tastes Good - Feels Good



MELITA'S TABLE
Tastes Good - Feels Good



MELITA'S TABLE
Tastes Good - Feels Good



MELITA'S TABLE
Tastes Good - Feels Good



MELITA'S TABLE
Texture Good - Feels Good

100% SINGLE SCALE



MELITA'S TABLE
Texture Good - Feels Good

50% SINGLE SCALE



100% WHITE

If necessary, solid colored and grayscale logos can be used.

Black, White AND GRAYSCALE

Sometimes the logo must be reproduced using only one color. In this scenario the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or in a dark color type on a light background

The logotype and the symbol must be clearly distinguishable from the background color.

You must honor the Melita's Table Logo palette when possible, using our off black or white if necessary.

Icon & USAGE

The Melita's Table icon combines two elements: the Melita's Table logotype and the icons as a graphical element. These elements should never be changed. Position, size, and color, along with the spatial and proportional relationships of the Melita's Table icon elements are predetermined and should not be altered.

Be sure to use the appropriate color variations for use with their background colors or placement needs.

The primary icon



Logo Build & CLEAR SPACE

The Melita's Table logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the cap height of the logo type. It should never be less than that. The logo must always fit into the clear-space area and can not be intervened by other graphical elements which could hinder legibility of the brand.

Please not that text or pictorial figures which have strong impact or impression should not be placed near the logos even though you keep the isolation area blank without contrast.



Whenever you use the logo, it should be surrounded with clearspace to ensure its visibility.



Whenever you use the logo, it should be surrounded with clearspace to ensure its visibility.

MINIMUM LOGO SIZES

There are no predetermined sizes for the Melita's Table logo. Scale and proportions should be determined by the available space, function, and visibility. In print the minimum size is 34mm wide, for the icon it's 10mm wide.

PRIMARY LOGO



34 mm

2NDARY LOGO



34 mm

LOGO - INCORRECT USE

Please note: The logo cannot be changed¹

Although creativity is appreciated please do not alter the logo in any way!



Do not shear the logo



Do not add drop shadows



Do not rearrange elements



Do not stretch the logo



Do not apply alternate colors



Do not add a stroke



Do not introduce gradients



Do not make illegible

The TYPOGRAPHY



Typography is 95% of design -
it's a driving force in all forms of
communication art

02

Primary
LEAGUE GOTHIC

League Gothic

THE QUICK BROWN FOX

JUMPS OVER THE LAZY

the quick brown fox

jumps over the lazy dog

1234567890

Regular

ABCDEFGHIJKLMNOP

QRSTUVWXYZ

abcdefghijklmnpqr

stuvwxyz

1234567890

Carioca Script Pro

THE QUICK BROWN FOX

JUMPS OVER THE LAZY

the quick brown fox

jumps over the lazy dog

1234567890

REGULAR

ABCDEFGHIJKLMNO

PQRSTUVWXYZ

1234567890

Primary
LEAGUE GOTHIC

Tertiary
OPEN SANS

Open Sans
THE QUICK BROWN FOX
JUMPS OVER THE LAZY DOG
the quick brown fox
jumps over the lazy dog
1234567890

Light	Regular	Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Typography AND HIERARCHY

Size is the simplest way to create contrast between different typographic elements in your design. With three levels of typography the font size generally starts out largest on top (level one: your most important information) and decreases in size as you move down the page.

Layout, for both print and screen, is one of the most important aspects of graphic design. Designs that extend across multiple pages or screens, whether containing large or small amounts of type, must be carefully controlled in a way that is enticing and is easy for all to access.

Here are some of the most common techniques for the designs

Melita's Table (B)

Heading 1: League Gothic Light (Carioca) 50pt

Melita's Table (B)

Heading 2: League Gothic Light (Carioca) 30pt

Melita's Table (B)

Heading 3: League Gothic Light (Carioca) 24pt

Melita's Table (B)

Heading 4: League Gothic Light (Carioca) 18pt

Melita's Table

Body Copy 1: League Gothic Light 9pt

Melita's Table

Callout 1: League Gothic Bold

Character & paragraph styles

BASIC TEXT BOLD UPPERCASE

ONSEQUIAE RATAM NOS MOLOREPUDAM
ULPA IUR MA VOLORATIS ESSIMODIA SI
CONECER ROREPELICIA ILLUPTIOSAM
ANDIGNIANT POS MINIMETUR, QUODICA
TESEQUATUR, ACCUM RENDAM. EHENITEM
SIMOLOR EHENTOT ASPELLABORE QUI.

Basic text with background

Ciis eumendi gnimos aut labores sequis sunt
quam fuga. Nequos eum facea vollab ius, odis
ad moloreh endest, sum il exerio. Ique alit
que dolupta musantis re que dero et abore.

Basic text regular gray

Antem autem que perum as et la verum dolum doles
deliaep tatibus voluptatia volecat emporen daernam,
vernatur? Quia dolorate nonsernat.

Obis sam quos est eaturioris magnis aperestem illuptur
magnihicias ullorit rehenia consequo doluptatae.

Basic text white center

Accum niti blamus. Iberro con rem etum accum
reperferatem esseque nonsenist ulpa ea doluptati
ariae acid quas de omnihilia dero voluptasped quis
cullabo. Ro eatibuscia doluptatae pratecto vitam
ulpa doloriorunt eius audit evelecae.

- List with bullets
- Ciis eumendi gnimos aut labores etiam tu
- Sequis sunt quam fuga.
- equos eum facea vollab ius, odis ad
moloreh endest, sum il exerio.

1. List with numbers
2. Denducil liquis re, quis eum sequi odiam recum,
3. im res con reicti dolut pliqui blabores samus essum
ut omnimolut quam, que pos as maio.
4. Me pero doluptat et pa si utatur re, to quisci ullabor-
ro blaut quiaturi officit ianima consequos el eius,
5. in explibus, te eosapit earchil imostrum expliquunt.

Basic text white center

Accum niti blamus. Iberro con rem etum accum
reperferatem esseque nonsenist ulpa ea doluptati
ariae acid quas de omnihilia dero voluptasped quis
cullabo. Ro eatibuscia doluptatae pratecto vitam ulpa
doloriorunt eius audit evelecae.

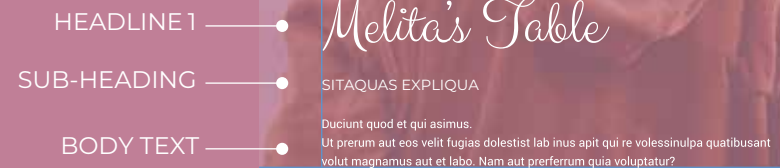
Basic text white center

Accum niti blamus. Iberro con rem etum accum
reperferatem esseque nonsenist ulpa ea doluptati
ariae acid quas de omnihilia dero voluptasped quis
cullabo. Ro eatibuscia doluptatae pratecto vitam ulpa
doloriorunt eius audit evelecae.

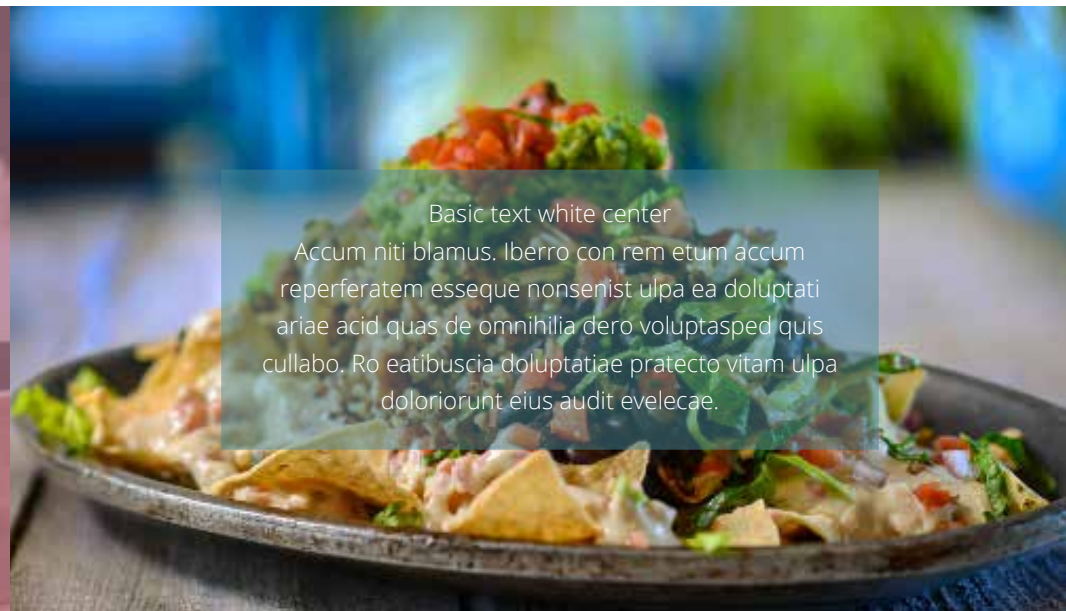
Place TEXT ON PHOTO

Place text on images according to the examples on the right. It is important to place the text on solid color parts of the background. You are not allowed to use text on complex backgrounds, because it will reduce the readability. To place text on a complex background, be sure to use an opaque color layer on top of the photo in order to create the proper contrast to make the text readable.

Color for the text are white, dark gray, and the three primary colors of the color palette.



OTHER EXAMPLES FOR TEXT ON BACKGROUND



The COLOR SYSTEM



With 93% of customers influenced by colors
and visual appearance, make sure you pick
the right colors for your creatives

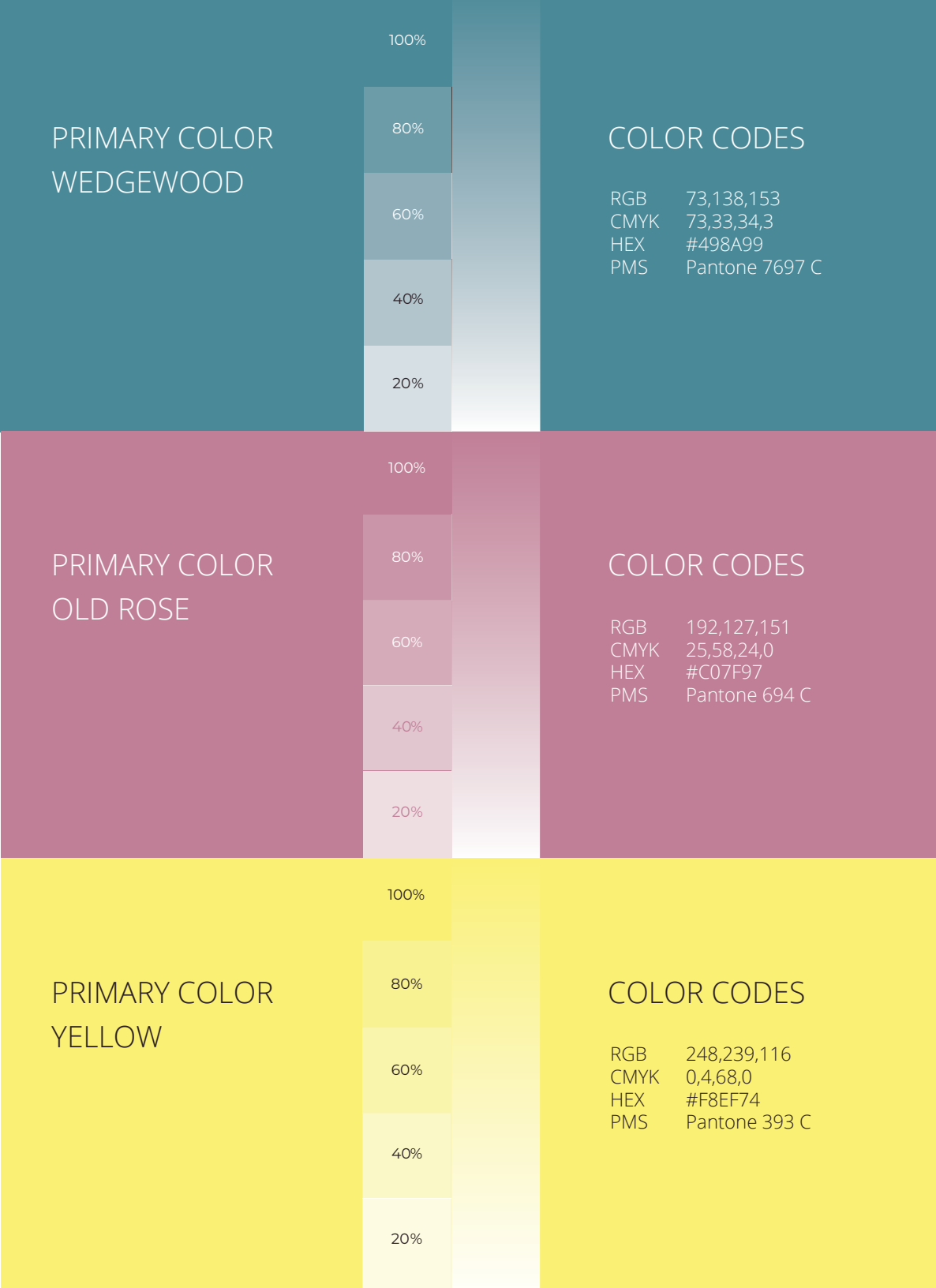
03

The COLOR PALETTE

USE OF COLOR FOR THE PRINTED & DIGITAL LOGO

The following palette has been selected for use in Melita's Table communications. Lighter tints of these colors are also allowed, but the Logotype + background may only be used with a 100% tint when going with a cull color logo.

A comprehensive color palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.



CMYK COLOR PHARLAP

100%

80%

60%

40%

20%

COLOR CODES

RGB 160,129,118
 CMYK 37,48,50,6
 HEX #A08176
 PMS Pantone 7614 C

CMYK COLOR PALE LEAF

100%

80%

60%

40%

20%

COLOR CODES

RGB 184,208,175
 CMYK 29,7,36,0
 HEX #B8D0AF
 PMS Pantone 559 C

CMYK COLOR THUNDER

100%

80%

60%

40%

20%

COLOR CODES

RGB 40,29,35
 CMYK 68,72,60,72
 HEX #281D23
 PMS Pantone 440 C 2

SECONDARY COLOR PALETTE

The palette allows the addition of secondary colors to enrich the Melita's Table visual identity as a whole. Lighter tints of these colors are also allowed.

These colors are complementary to our official colors, but are not recognizable identifiers for our company.

The STATIONARY



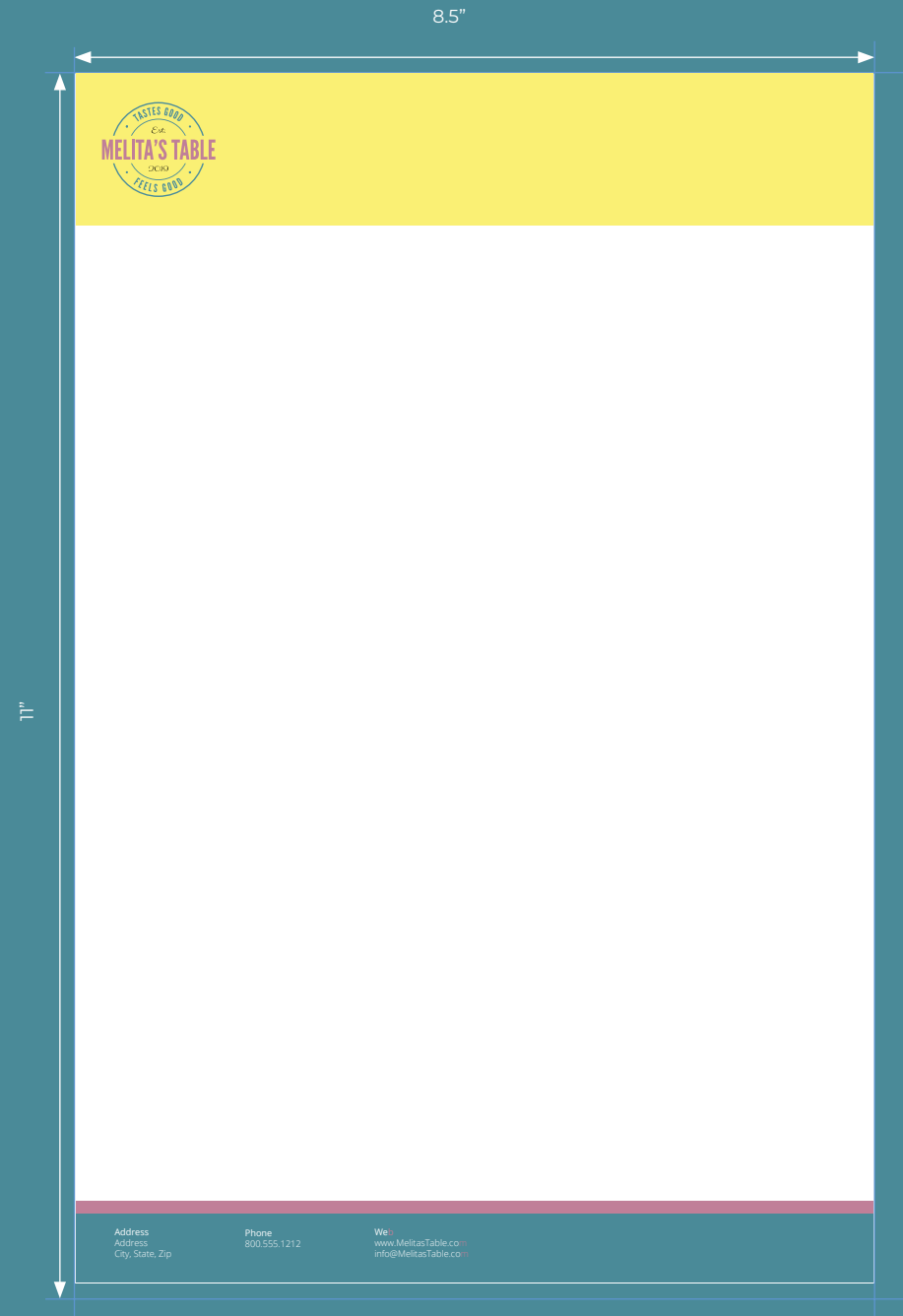
When it comes to developing the
stationary, consistency is the key
for all layouts and designs

04

The LETTERHEAD

Our stationary is one of the rare non digital communication methods at Melita's Table.

Clean and simple, we designed our stationary to align with our visual system. The letterhead features the bold colors of our color system in a way that can easily be handled by the need for paper printing..



BUSINESS CARDS

Our cards are big and bold. We use our color palette to let our cards shine. We keep this idea moving forward into a larger than standard card size.



The IMAGERY



Brand image is the overall
impression in customer's mind that
is formed from all visuals sources

05

Imagery & COLOR EFFECTS

Good imagery helps to reinforce our values and creativity. Any photography needs to be professional in its approach and engaging in its content. It is essential for our Melita's Table brand, because it creates emotions and has a distinct personality. Feel free to use metaphoric imagery to tell a story in ways users will see how Melita's Table can be clever in our approach.

The uniqueness of each photo will help to reiterate the independent and fresh spirit of our brand.





GRAYSCALE

FULL COLOR

OVERLAY

EXAMPLES AND RULES

REQUIREMENTS:

1. Use vivid colors, desaturated, or overlay style color images.
2. All photos should provoke emotion
3. Use imagery that demonstrates amazing food, creativity, nature, or persons.

Our
SOUND



Drive our company's cohesive and distinct
brand by utilizing a common tone and
voice in all communications

06

Our VOICE & TONE

Keeping a consistent voice and tone throughout all communications is critical for Melita's Table. To do this, please keep the voice and tone guidelines in mind whenever you're creating materials.

Our voice is always the same. Our voice allows us to tell the same story, perhaps by using the same words or storyline in a consistent fashion via various media. However, our tone can be different. Our various tones may come into play when speaking to different audiences. We use tone to humanize and connect with the readers of our voice so we can more relevantly communicate with them in a way they will understand or see an elevated position by us.

Think about one being used in different ways day to day. Depending on the mood, situation, or stance being taken, our tone can easily change. The basis of the words being used behind the tone are the constant storyline.

Be sure to always tell the right story with our voice and change the tone for the audience needs.



Our VOICE

Melita's Table's voice needs to be approachable and authentic; as if a real person is telling a story.

Creating a clear and informative story is necessary to engage our target audience and clearly communicate our vision and mission. Never assume that every story we tell is understood, make it a point to be illustrative when communicating brand content. Melita's Table exists to inspire people to embark on a journey towards a healthier lifestyle; we go beyond being just a healthy dining option. We would like to be seen as a partner in their journey to health. Our voice should be helpful, never judgemental; provide inspiration and encouragement.

It's imperative for our audience to understand and connect with all facets of our brand. Connect with people by being:

- Straightforward in our communication style
- A trusted expert in our niche
- Bold through confidence, but not stuck-up
- Informative, but not a corporate tone
- Inclusive, not excluding people who are new to the topics covered

An understanding of the mission of Melita's Table and our key differentiators is critical to achieving an authentic voice. Be mindful of the customer life cycle, as customers may enter at different times and thus need to be spoken to with different messaging.

Our TONE

Melita's Table's tone is educated and personal. However, don't be too personable in a way that would make our brand appear less than professional. We have years of experience in the restaurant industry and are bringing our new healthy lifestyle brand to market. It is imperative that we do not alienate potential customers or make our brand an outlier because of the plant-based ingredients we use. Always appeal to all audiences. This can be achieved by:

- Emphasizing flavor and freshness
- Highlighting how the menu is friendly to many dietary sensitivities
- Discussing the authentic Mexican and Latin recipes that have been created with a twist
- Using "Tastes Good, Feels Good"
- Reminding audiences of the health benefits of clean eating
- Educating customers on how they have helped the planet by choosing a meal with Melita's Table

Be sure to keep the tone in line with audience emotions and change the tone to connect on a deeply human level. Don't force a tone. Be as natural as you would be in your own day to day interactions.

Key DIFFERENTIATORS



Understanding our key differentiators allows Melita's Table to stand apart from the competition. When we focus on these strengths we leave a lasting impression in the customer's mind.

07

Our **STRENGTHS**

1. **Authentic Latin recipes with a twist**
2. **Delivering a family dining experience with delightful surprises**
3. **Mealtimes simplified with a warm, balanced meal delivered to your door**
4. **Good for the planet : compostable packaging and lighter footprint on the Earth**
5. **Food sensitive friendly**
6. **Feel good about your meal choice**
7. **Melita is a partner in your health journey**
8. **A distinctive food delivery service that brings comfort and delight to your table**

The MARKETING MESSAGE



The many benefits of Melita's Table can be conveyed through different marketing statements. We use variations of these ideas throughout our marketing channels to communicate the spirit and story behind Melita's Table.

08

Our MESSAGE

1. Delivering delight in every meal
2. Delight your taste buds with delivery from Melita's Table
3. Melita's Table delivers whole grain goodness and fresh veggie inspired Latin meals to your home
4. Delight your palate
5. Traditional Latin fare with a fresh twist
6. A distinctive delivery service that brings delightful Latin meals to your home
7. Recapture mealtime with freshly prepared Latin fare delivered to your table
8. Choose Melita's Table for a unique home dining experience
9. Melita knows what's for dinner
10. Melita's Table takes the stress out of meal planning
11. Melita's Table takes care of dining details so you can relax
12. Melita's Table delivers comfort and delight
13. Bringing comfort to your meals
14. Authentic recipes make comforting meals
15. Catering for every diet: gluten-free, soy free, vegan
16. Let us be a partner in your health journey
17. Catering for picky eaters
18. Delightful surprises delivered to your doorstep
19. Open your door to plant-powered potential
20. Be powerful; eat plants

Earth's FRIEND



We provide our guests with a meal
experience that treads lightly on the planet
and lessens our environmental impact
through the use of alternative packaging
and smart sourcing of ingredients

09

Our IMPACT

At Melita's Table we are on a mission to help the planet. We do this by using eco-friendly packaging, labels, by sourcing plant-based food and quality ingredients. These efforts help us lessen our environmental impact. Why is this important to us, you ask? Well, we know every little bit counts in the efforts to keep not only our customers healthy, but also our planet healthy.

We provide resources and a content on our website to assist anyone who is curious about a plant-based lifestyle. Melita's Table wants to provide inspiration, education and be a partner to those exploring how to change their impact and footprint on the Earth.



The PERSONAS



It is imperative for a company and its employees to have a great understanding of those impacted by its products and services

10

MELITA

Melita is the face of Melita's Table. She's our mascot. Our team developed Melita to inspire us and give us a guiding light. She is the blend of several women we've met, know, and love. This is her story... she is everyone's grandmother; the warm, caring lady who sang to them in the kitchen as she prepared amazing scratch-made suppers.

She grew up in South America where her fondest memories were being in the kitchen with her Madre and Abuela. Family events revolved around the kitchen; from birthdays and weddings to baptisms and burials, she cherished time spent with her family in the kitchen. It was the place where life happened, laughter filled the air, bodies and souls were nurtured, and tears were dried.

As she grew, Melita gathered fond memories of harvesting the garden, learning about spices, and the methods of authentic Latin food preparation. When she came to America, she continued these family traditions in her own kitchen, with her children and then her grandchildren; laughter and tears brought her family together around the dining table. She brought her children and grandchildren into the garden to gather fresh vegetables for their meals and passed on her knowledge of how to prepare authentic Latin dishes with Love. While the process for creating old world meals was simple, the end result fed her soul.

As her recipe collection grew, she realized that she had a treasure trove of knowledge that needed to be shared. Melita wanted to bring simple yet tasty food to busy people; she understood that everyone wants to experience a home cooked meal without spending hours in the kitchen. She launched restaurants in Spain and France, but her life and love were always in America.

Today, you can experience Melita's old world Latin recipes in the comfort of your own home or office. No matter whom you share a meal with, Melita's Table can make it special by delivering a warm meal, full of flavor to your front door; a meal that will nurture the body and the soul. We provide the amazing food, you provide the table and the laughter.



About MELITA

Age	60 – youthful, natural beauty, takes care of herself in whole, doesn't wear a lot of make-up
Work	Self trained chef
Family	Married with grandchildren
Location	Las Vegas
HH Income	Smart, sensual, sassy, business-minded, playful, daring
Character Type	Trendy, Driven, Humorous

Introvert	5%	Extrovert	95%	Motivation	0-100	Preferred Channels	0-100
Thinking	35%	Feeling	65%	Incentive	60	Trade Ads	20
Sensing	60%	Intuition	40%	Fear	45	Online/Social	98
Judging	10%	Perceiving	90%	Growth	70	Referral	60
				Power	70	Guerrilla/PR	55
				Social	95		

KORI

Melita's Table was born after Kori came to realize that healthy food could taste really amazing. She discovered the incredible health benefits of a whole food plant-based diet several years ago and never looked back. Melita's Table embodies a vision that Kori holds dear, and serves to dispel a myth that eating well means sacrificing flavor. She wanted a meal delivery service that caters to all types of dietary needs through flavorful and authentic Latin dishes.

After serving in the United State Air Force and working as a defense contractor, Kori developed strong analytic skills, which she most recently put to work managing private investments and as an owner of OriZaba's Scratch Mexican Grill. Building on the wisdom she gained from her experience in the restaurant industry, she decided now was the time to bring this new concept to the community.

Her journey led her to pursue a Plant-Based Nutrition Certificate from eCornell's T. Colin Campbell Center for Nutrition Studies and to become a certified plant-based cooking professional through the Rouxbe Online Cooking School. She is also a personal trainer, certified by International Sports Sciences Association.

Kori wants to share what she has learned on her health journey with all of our customers. She wants to inspire everyone to research, dabble in or heartily embrace a cleaner, lighter way of eating and living on our planet.



About KORI

Age	42
Work	GVP – GM, Owner
Family	Married with step kids
Location	Colorado
HH Income	Business minded, servant-leader, analytical
Character Type	BS, MBA – BS Math : American Internet Continental University

Introvert	%	Extrovert	%	Motivation	0-100	Preferred Channels	0-100
Thinking	%	Feeling	%	Incentive		Trade Ads	
Sensing	%	Intuition	%	Fear		Online/Social	
Judging	%	Perceiving	%	Growth		Referral	
				Power		Guerrilla/PR	
				Social			

Jan FISHER

"I WOULD DO ANYTHING FOR MY FAMILY"

Goals: Lose the baby weight, saving for retirement and college tuition

Bio: She and her husband work full time and juggle kid's activities in their free time. Her commute time is long because in order to purchase affordable housing, they had to buy further from their workplaces. They employ a housekeeper and landscaper because keeping up appearances in the neighborhood is important. They have a gym membership but rarely use it because they are so busy. Eating healthy is important, but due to lack of time, meals are often prepackaged, but she tries to buy organic options. She is a careful shopper and is open to shopping around for the best deal. Her friends' opinions are important and she finds new deals and ideas through word of mouth.

Frustrations: She likes to have the latest technology to stay "in" with her friends, but the cost of keeping up to date is a strain on her budget. She tries to shop sales for clothing and food and wants to feed her family better, but finds her busy schedule doesn't allow time for her to prepare many home cooked meals. She is desperately trying to still lose the "baby" weight.

Problem: How to do it "all" for everyone

Opportunity: If the price was right, she would pay for healthy delivery for her family, maybe even spend a little extra knowing that her kids were well fed and she was helping herself toward the goal of losing a little bit of weight.



About JAN FISHER

Age	31
Work	Office Manager for Clinic
Family	Married with 2 kids
Location	Las Vegas Suburbs
HH Income	\$72,000
Character Type	Caring, energetic spirit, social

Introvert	35%	Extrovert	45%	Motivation	0-100	Preferred Channels	0-100
Thinking	25%	Feeling	75%	Incentive	80	Trade Ads	15
Sensing	30%	Intuition	78%	Fear	60	Online/Social	90
Judging	40%	Perceiving	45%	Growth	55	Referral	80
				Power	45	Guerrilla/PR	30
				Social	85		

Greg ROBERTS

"IT'S ALL ABOUT LOOKING GOOD!"

Goals: Get a promotion, run a marathon, find a soul-mate

Bio: Greg has been working up the corporate ladder and is driven in his profession. He would like to run his own agency some day. He works long hours but also plays hard outside of work. He loves being outdoors, camping, hiking and is training for a marathon. Because of the time he spends outdoors, he cares about the environment. He spends a large percentage of his income on clothing, watches and tech gadgets. He also likes to eat out with friends and often finds himself at fast food restaurants, bars and pubs, which he knows is not helping his goal to run a marathon.

Frustrations: He wants a promotion, mainly for more income. He would like to get out of his condo rental and find something more permanent, including someone to spend the rest of his life with. On a global scale, he is frustrated with the way the planet is being trashed.

Problem: Spends more on clothing than food and not necessarily healthy food. He knows that he won't be young forever, and life will catch up with him. He likes to eat out, so he needs to be persuaded to get delivery in at home.

Opportunity: Lunch delivery could be a sweet spot for Greg. Also incentivizing dinner delivery (think date night!) He cares about the environment and would be interested in healthy food that is served in compostable packaging and could help his efforts in training for the marathon.



About **GREG ROBERTS**

Age	33
Work	Senior Graphic Designer
Family	Single
Location	Las Vegas
HH Income	\$54,000
Character Type	Trendy, Driven, Humorous

Introvert	15%	Extrovert	85%	Motivation	0-100	Preferred Channels	0-100
Thinking	65%	Feeling	35%	Incentive	60	Trade Ads	20
Sensing	60%	Intuition	40%	Fear	45	Online/Social	98
Judging	75%	Perceiving	25%	Growth	70	Referral	60
				Power	70	Guerrilla/PR	55
				Social	95		

Jon & Joanna MATTHISON

"THE BEST IS YET TO COME"

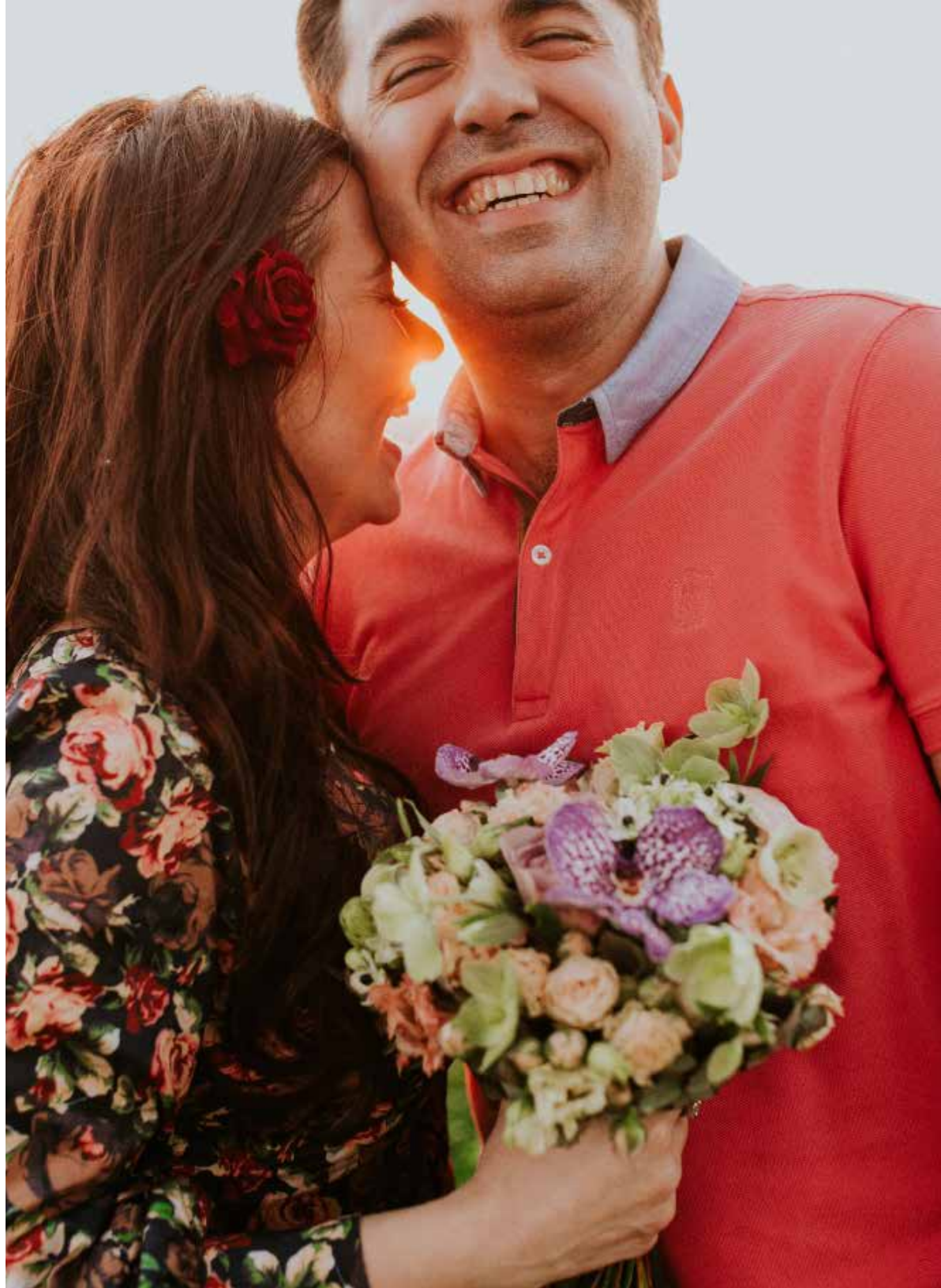
Goals: Buy a second home for vacation, spend a month in Europe

Bio: Jon and Joanna are currently completing a major renovation on their ranch house. She loves to cook and they gutted their kitchen so she could have a modern "farmhouse" kitchen with double ranges and a high-end commercial refrigerator. They have a membership to the theater and love attending gallery openings in town. Joanna is on the board of the local animal shelter and organizes the community garden plot in her subdivision. Joanna is pro-organic and has made it her mission to feed herself and Jon healthy fare whenever possible. Jon is the Director of the Center for the Arts and is busy after work with events for the Center. Their kids are almost finished with college.

Frustrations: They value their "empty-nest" time but find that they don't spend as much time together as they would like. Both are active in the community and find they eat meals apart often. Weekends provide time for events together, but Joanna craves more home cooked, sit down meals together. Joanna is frustrated with all of the unhealthy food options in her area and she is price conscious, as they are saving for their dream vacation home, so she doesn't want to over spend just for the "organic" label.

Problem: Balance saving goals with every day spending

Opportunity: Healthy doesn't have to be expensive. Spending time together can be simplified, it doesn't need to entail a four course meal. Alternative options for a sit down meal can include a healthy meal delivered, which doesn't have to break the bank and allows the Matthisons to save for future plans.



About JON & JOANNA

Age 47
 Work Director, Center for the Arts
 Family Married – kids grown
 Location Henderson, NV
 HH Income \$73,000
 Character Type Intellectual, serious

Introvert	45%	Extrovert	55%	Motivation	0-100	Preferred Channels	0-100
Thinking	35%	Feeling	65%	Incentive	75	Trade Ads	25
Sensing	55%	Intuition	45%	Fear	50	Online/Social	90
Judging	40%	Perceiving	60%	Growth	55	Referral	40
				Power	60	Guerrilla/PR	30
				Social	60		

Gloria RODRIGUEZ

"LIVING IN THE MOMENT"

Goals: Make more money

Bio: Gloria is a divorced single mom, she has one daughter. They live modestly in an apartment complex. She spends way too much on her daughter's clothing and tech gadgets. It is important to her that her daughter have the latest trends to keep up with her friends. Gloria is also trend and brand aware. She works 60 plus hours a week, including weekends to provide for herself and her daughter. Gloria was raised on homemade meals that her mom prepared for the family. She wishes she could provide these traditional dishes for her daughter but heavily relies on prepackaged/frozen foods and snacks. At least twice a month they meet with her sisters at her mom's house for a Sunday dinner. Gloria loves this time spent with family around a warm meal.

Frustrations: Money worries are at the top of the list. Paying rent and having enough left over for food and clothing is a worry every month.

Problem: Discretionary income usually goes to brand conscious clothing and trendy accessories. Healthy meals are not always a priority.

Opportunity: Family dinner specials and coupons could persuade Gloria to purchase the "experience" of a traditional meal for her daughter on special occasions.



About GLORIA RODRIGUEZ

Age	29
Work	TJ Maxx cashier
Family	Single Mom – one daughter
Location	
HH Income	\$35,700
Character Type	Hard worker, family oriented

Introvert	35%	Extrovert	65%	Motivation	0-100	Preferred Channels	0-100
Thinking	30%	Feeling	70%	Incentive	85	Trade Ads	30
Sensing	40%	Intuition	60%	Fear	75	Online/Social	98
Judging	75%	Perceiving	25%	Growth	35	Referral	40
				Power	30	Guerrilla/PR	55
				Social	95		