

# Jarrett's

Seafood Market & Restaurant

**Brand Identity Guide**

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## Background

Jarrett's is a Raleigh-based seafood market and restaurant, sourcing its food from many fisheries along the North Carolina Coast. Located in a refurbished warehouse space in downtown Raleigh, Jarrett's features a large dining hall as well as a seafood market.

## Objective

The primary goal of Jarrett's is to provide Raleigh foodies with fresh and unique North Carolina-sourced seafood and offer a wide selection of seafood for sale to shoppers in the Triangle area.

## Tone Words

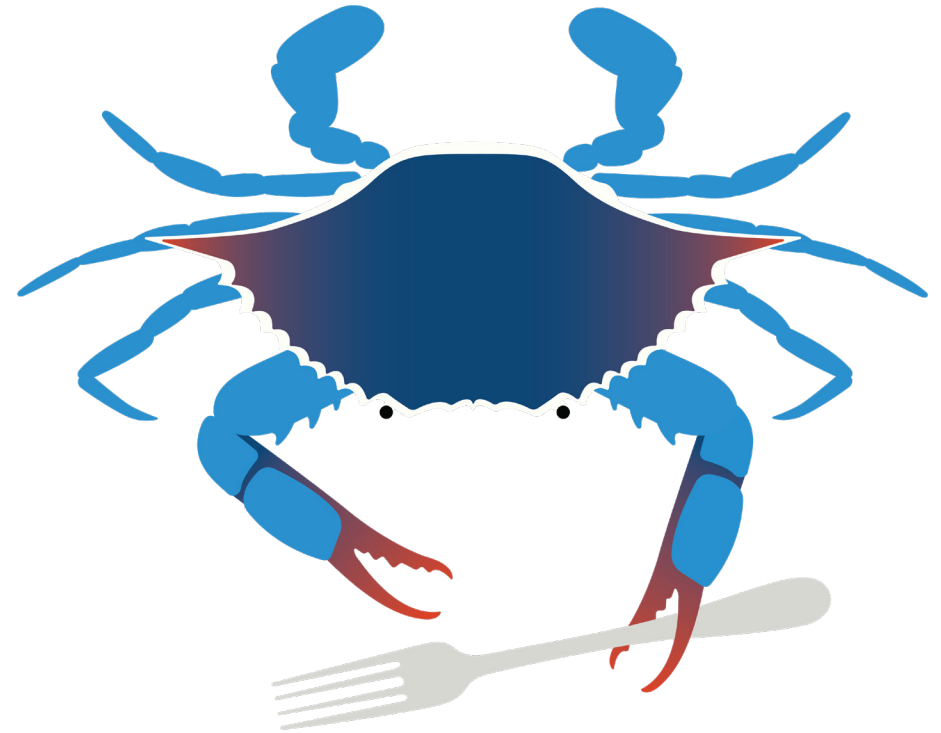
*Flavorful*

*Responsible*

*Variety*

*Classic*

*Welcoming*



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## Stylescape

*Images courtesy of Adobe Stock.*

Many of Raleigh's seafood restaurants are drab and unassuming in appearance, affording Jarrett's the opportunity to stand out as both an urban restaurant and a North Carolina-sourced market. The stylescape explores the tone words with responsible commercial fishing practices, the classic brick facade, vibrant and fresh produce, and a welcoming aesthetic.

Couples, such as millennials Ashley and Daniel, can either shop for fresh produce, giving their microwave a break from frozen dinners, or enjoy a casual meal with friends in the refurbished warehouse after a long day at the office.



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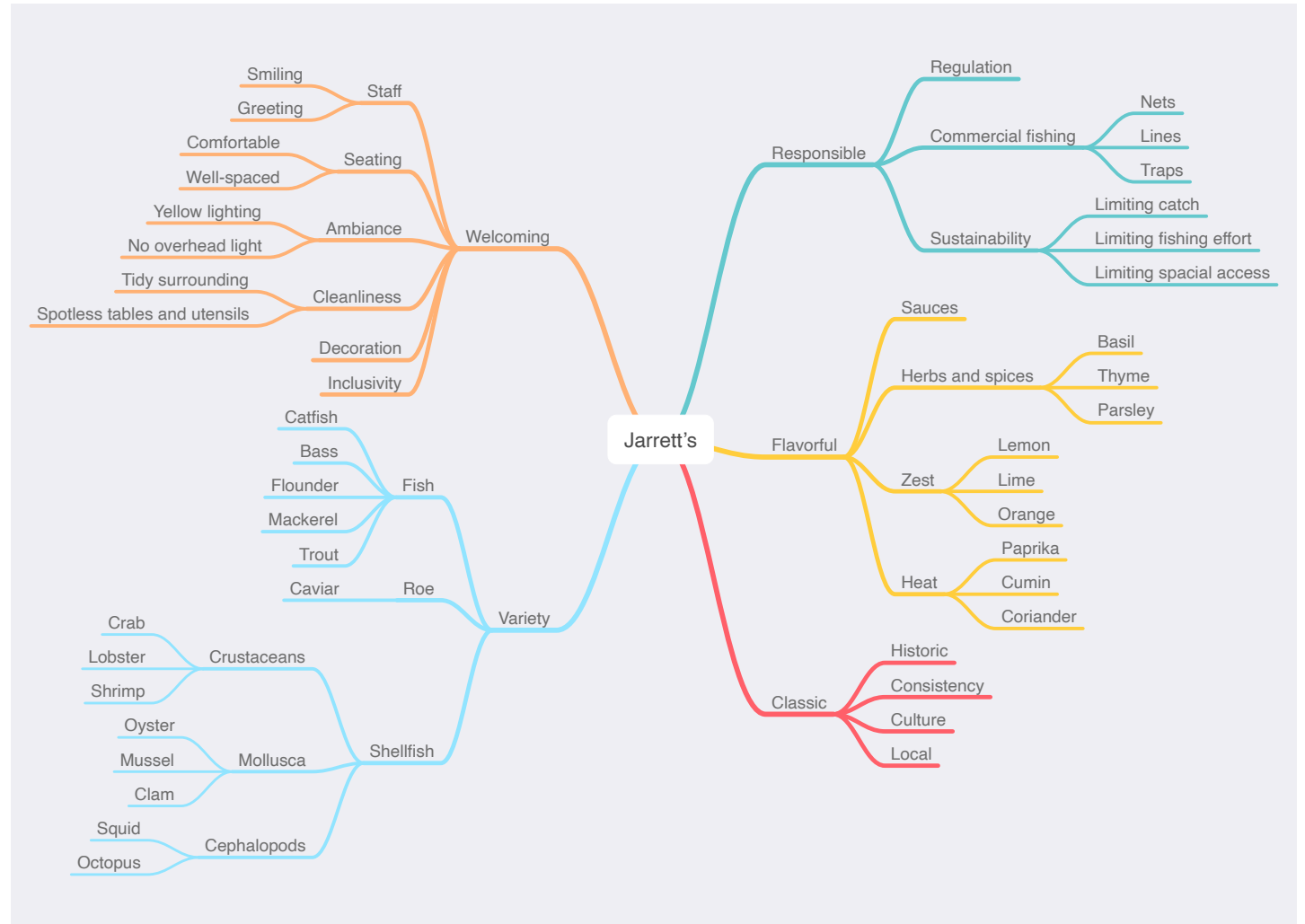
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## Mindmap

Using the tone words provided, I explored the different visuals and concepts associated with the words. For example, from “variety,” I looked at different marine animals sourced in North Carolina, hoping that one might lend itself to the visual component of the brand’s identity.

*Created using MindNode.*

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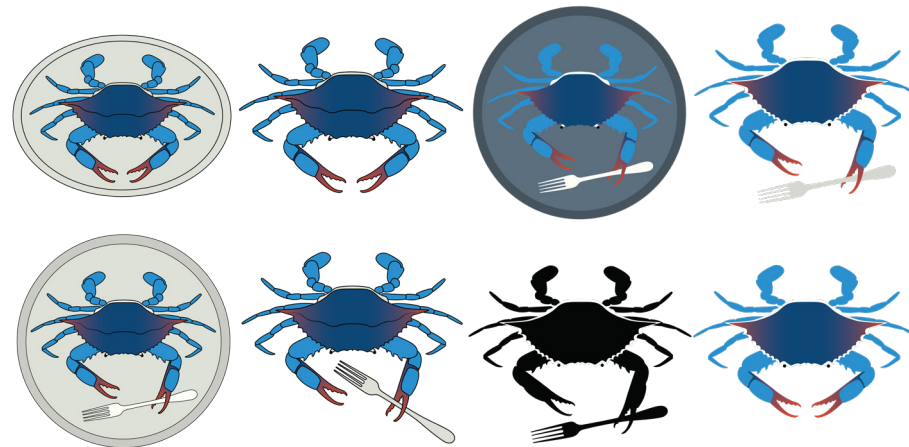
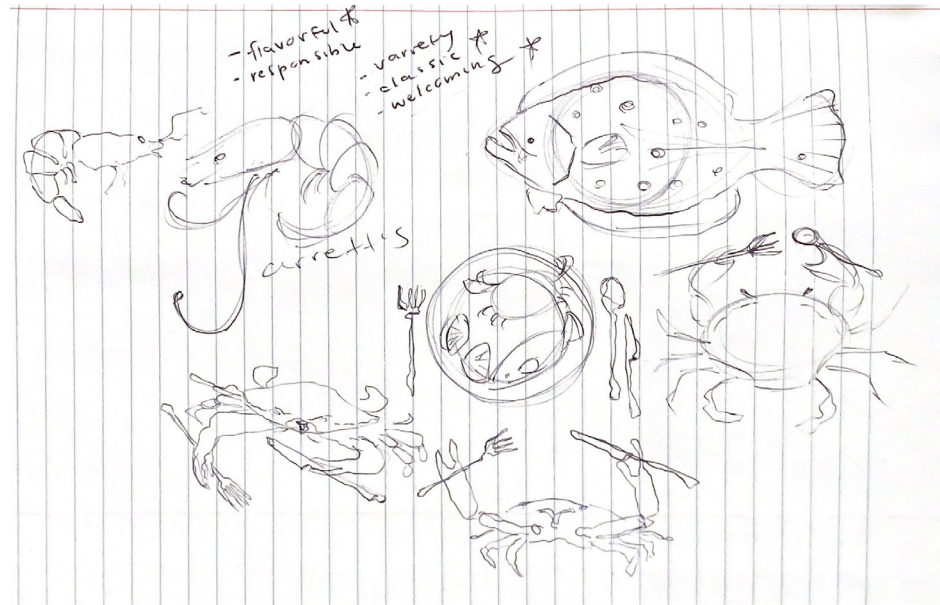
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## Sketching

A keystone concept in Jarrett's brand identity is the word "seafood." This lends itself to a number of visuals with North Carolina's abundance of fish, clams, shrimp, crabs, scallops, and more.

North Carolina is known for its migratory fish species, including the mahi-mahi, tuna, and swordfish but also for its crabs. In the past two decades, North Carolina has ranked in the top four states with commercial crabbing industries, according to NOAA Fisheries, making it a staple seafood in the state.

The colors of the Atlantic Blue Crab - the bright-blue claws tipped with a red-orange - are reminiscent of colors found on the coast. A representation of this vibrant crab in the logo conveys both the fresh nature of the state-sourced seafood as well as the historic consumption of this abundant crab.

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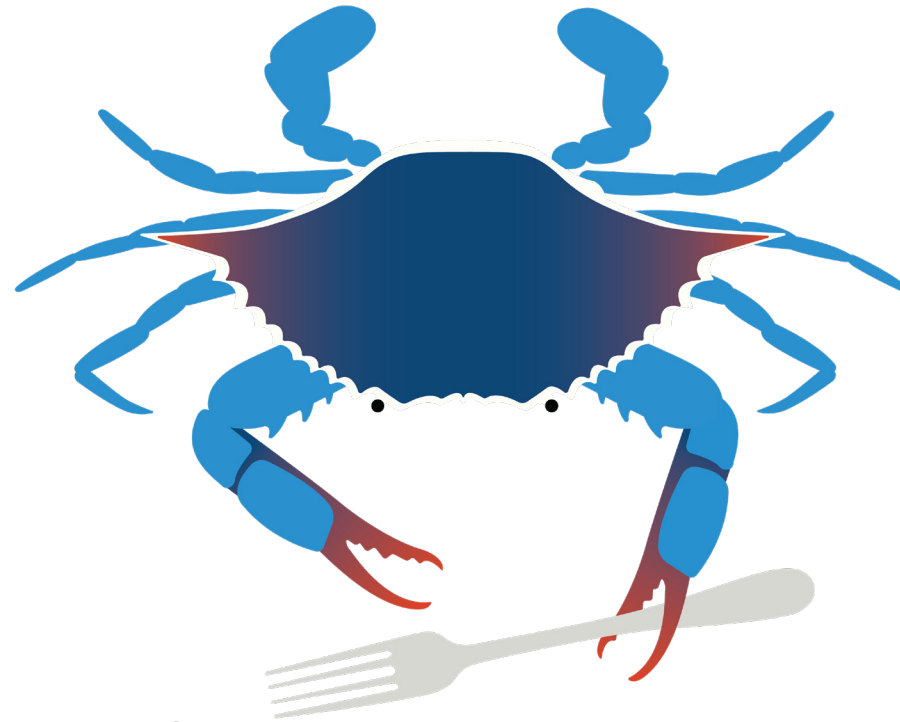
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# Jarrett's

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## Logo

The logo is based on the Atlantic Blue Crab, the symbol comprised of a rendition of the crab species. While initially featuring a black stroke to give it a more "classic" feel, the lack of stroke elevates the visual into today's modern world, making it appealing to the growing city with a rich history and dedication to visual arts.

The crab, alive with its claws stretched out in a dynamic pose, conveys the freshness of seafood offered by Jarrett's. The addition of the fork reminds customers that they can eat in Jarrett's large dining hall as well. There is a humorous undertone with the fork, appealing to the target audience of millennials. Even without the accompanying words, potential customers can infer what kinds of business Jarrett's is from the logo alone.

The slight gradients add visual appeal without overwhelming the viewer. The crab's silhouette is recognizable by itself, but the logo's vibrancy is sure to attract crowds of shoppers and diners.

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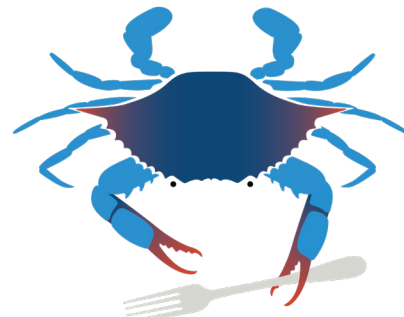
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## Acceptable Usage

The logo should be displayed on a white or off-white background with at least 40 pixels of clear space between the logo and any other content. If not on a white background, use a black or white rendering of the logo. The logo should be at least 2 inches wide in practical applications to maintain details. Keep the symbol and logotype together whenever possible; if necessary to fit the logo on a product, use the symbol by itself.



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## Unacceptable Usage



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Additionally, doing any of the following to the logo is incorrect: skewing, distorting, rotating, changing the opacity, and altering the colors of the logo (exempting a black and white version).

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**# 124676**



R: 18  
G: 70  
B: 118

C: 100%  
M: 78%  
Y: 29%  
K: 13%

**# 2C90CF**



R: 44  
G: 144  
B: 207

C: 76%  
M: 32%  
Y: 0%  
K: 0%

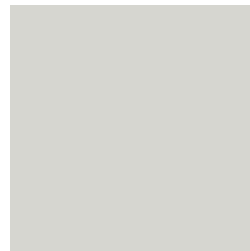
**# D94227**



R: 217  
G: 66  
B: 39

C: 9%  
M: 89%  
Y: 99%  
K: 1%

**# D6D6D0**



R: 214  
G: 214  
B: 208

C: 15%  
M: 11%  
Y: 15%  
K: 0%

## Color Scheme

*Chosen using Adobe Color.*

The dark blue comprises the crab's shell and the undertones of the claws. This blue, like most variations of the color, calls to mind the ocean, the source of the seafood being sold and consumed in Jarrett's. The deep and muted shade of blue conveys a sense of power and reliability to potential customers, suggesting a rich history.

The light blue comprises the majority of the crab's appendages, giving the creature its colorful appearance. This blue is more vibrant and energetic, conveying the lively energy of the restaurant and market. The two shades of blue are also likely to stand out against the business's building, the refurbished brick warehouse.

The red comprises only a small amount of the logo, with simple highlights in the claws and shell. However, this orange-red is likely more typical of how customers picture crabs. Red is the most widely used color in the food industry and will subconsciously attract customers who are hungry. The red will also help to draw in the restaurant and market's brick exterior and interior.

The grey is traditionally found on the underside of the Atlantic Blue Crab but is used instead to color the fork. The color is unassuming but grounds both the crab and the customer, giving the former a purpose and the later a reminder of what they are there to do.

As a whole, the color scheme is influenced heavily by the abundance of red, white, and blue in coastal settings.



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## Typeface

*Chosen using Adobe Fonts.*

### Carrotflower Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Described as having a “quiet” and “unfussy nature,” the brand name “Jarrett’s” is in the sans-serif Carrotflower. The type has a hand-drawn feeling to it, creating a welcoming environment for restaurant-goers. The type conveys that Jarrett’s is a place for good food and good company in a low-stress environment.

### Sofia Pro Soft

#### **Bold**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

The sans-serif Sofia Pro Soft is meant to mimic this welcoming feeling in a cleaner way, allowing for readability in practical manners.

Bold should be used as headers on the menu - Carrotflower is reserved for the brand name.

#### Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Regular should be used as the logotype sub-heading as well as paragraph text.

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