



# RESTAURANTS ON THE RUN

## BRAND PUNCH-UP / VISUAL SYSTEM & LOGO

June 10, 2014

## **AGENDA**

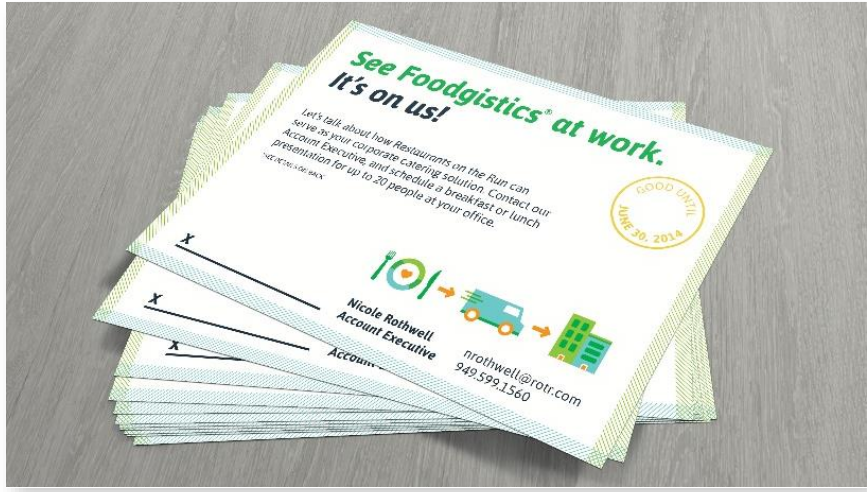
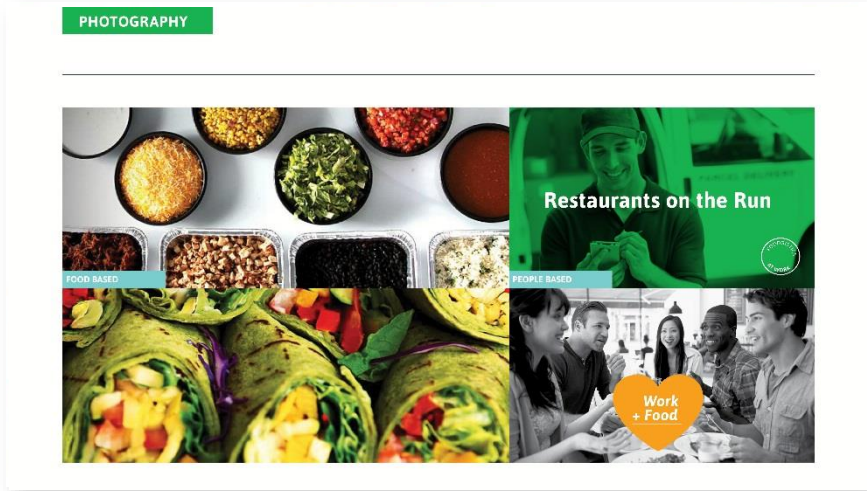
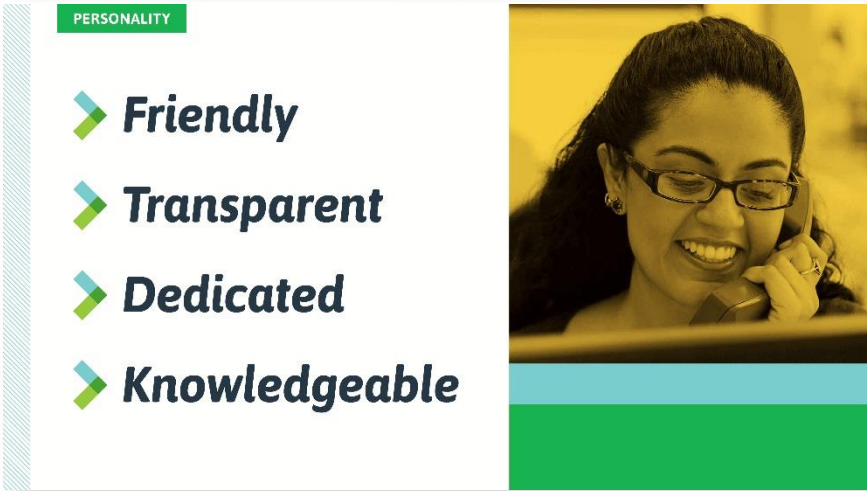
**1. Brand Punch-up**

**2. Logo Punch-up**

**3. Next Steps**

# BRAND PUNCH-UP 1.0

BRAND PUNCH-UP 1.0





**PROS**

- Positioning and messaging
- Color palette is lighter/warmer but still consistent to legacy colors
- Versatility
- “Foodgistics” seal
- B/W photography of people socializing and “in action” shots of process; stylistic shots of food
- Simple/clean collateral

**CONS**

- Too fun/warm/friendly
- Typography lacks personality and doesn’t reinforce positioning
- Icons not aligned enough to science/engineering; overused in design examples
- Full color overlays on people photography
- Gingham pattern feels too casual/fun/personal



# BRAND PUNCH-UP 2.0

# POSITIONING & MESSAGING

## BRAND POSITION

The core of what our communications should say about who we are; the essence of our brand story.

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### Keep in mind

The brand position is the most core principle of the brand. It, more than anything else, should be remembered and used to conform all communications. Great brand strategies even infuse brand positioning thinking into business efforts for a cohesive branded business experience for customers.

# FOODGISTICS

**The science behind corporate food delivery.**

## BRAND VISION

Ultimately, what we want to represent, be known for, and constantly fight for. Our vision is how we want to impact our industry.

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### Keep in mind

The brand vision should feel like it can never be achieved — it should be something that we can always work to make better; something that’s “always on, always getting better.” Like the positioning, it should be at the center of internal standards and belief-setting.

**Constantly pioneer new standards of reliability in corporate food delivery service.**

## BRAND MISSION

Functionally, what we strive for every single day to work toward and achieve our vision.

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### Keep in mind

The brand mission should feel much more functional and direct than the positioning and vision. The mission should articulate *how* the vision will be achieved and illustrate what goes on behind the scenes to deliver the promise of the position.

Always **deliver** food most reliably,  
always **perfect** the ordering and delivery  
experience, and always **be the best**  
food delivery engineers behind the scene  
to deliver true results and reliability to  
all customers, **every time**.

### Key concept

Always work to make the back end of corporate food delivery smarter, so that reliability, results, and customer experience will always be the best.

## BRAND PILLARS

The central/foundational concepts that bring our brand position and vision to life.

### Keep in mind

Brand pillars are sometimes also called corporate values — they are the central principles at the foundation of the brand that will ensure that the brand position is delivered. Pillars are often not communicated externally, but are good to remember when crafting communications, especially communications addressing Restaurants on the Run as a business and what it stands for.

# Intelligence

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The key for always making our systems and service most reliable.

# Efficiency

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Minimize our customer's time and effort, but maximize our return and value to them.

# Reliability

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Our central focus as food engineers: time, service, satisfaction — reliably above expectations.

# Experience

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What we value most for our customer: it's the result of intelligent, efficient, constant reliability.

## BRAND PERSONALITY

**Our brand personified; the personality and characteristics used to describe the way the brand should feel when communicated. If our brand was a person, this is what we would want people to think.**

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### Keep in mind

Our brand personality is sometimes all of these things, but in certain circumstances, can be one or two more than others. Think of them as dials to be turned up or down depending on who we talk to, where we talk to them (what channel), and what we're saying to them.

# Friendly

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Service, with a smile. We're people too, like our customers. We're relatable, down to earth, positive, and easy to talk to.

# Dedicated

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Nothing is too much to ensure the best experience for our customer and our own people. We like hearing about every nuance our customer cares about, because we want to build the best experience possible.

# Knowledgeable

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As the food engineers behind the scene, we understand the ins and outs of true "foodgistics," from data and logistics, to what it takes to keep our customer happy and successful. We're quirky smart, not academic.

# Passionate

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Passion for food, for our people, for our customer, and for the best possible kind of service. We love what we do, and it shows.

## BRAND NARRATIVE

Sample short story that illustrates how the many brand elements, from positioning to vision to mission to personality, can all be intertwined.



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### Keep in mind

The brand narrative is a sample story that shows how all brand elements can be combined. It speaks to the origins of the business, because that's the best way to illustrate how engrained the brand position is within the business, and how the pillars and personality can come so naturally. The brand narrative can come to take many forms, usually: *About Us* page on a website, PR boilerplate, types of communications that speak to the business and where it came from, etc.

**20 years ago, food delivery services were the epitome of unpredictable. Delays, unknowns, unplanned traffic, no checks and balances — it was terrible. And we love the delight of receiving good food on time and above expectations too much to sit back and watch.**

So, when we started this business 20 years ago, we took a different stance — we got smart. When everyone else was driving low-experience and low-quality, we studied the science of smart delivery logistics. When they took orders with no concern for on-time, we learned the elegant art of delivering true reliability.

Now, 20 years later as the nation's largest corporate food delivery service, our late night study sessions have paid off [literally too: we studied in closets at night while working

many different restaurant jobs, ask about it sometime] — we've become the engineers behind the scenes of the smartest way to deliver. And as our customer's trusted food-gineers, we delight in knowing what could go wrong before it does, so we can deliver good food and great service as it was always meant to be — on-time.

**Restaurants on the Run  
With Foodgistics Inside**

## GOALS OF BRANDED COMMUNICATION

The standards we should follow when communicating our brand — concepts to help inform *how* we communicate.

### Keep in mind

They seem simple and obvious, but most organizations forget how important they really are. These standards are less about the principles being communicated, and more about how they get communicated. They're in sequence from top to bottom on purpose: start with clarity of topic, then simplify, then make it relevant, and finally, keep it consistent over time and across communication channels.

# Clarity

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Be clear with a single topic at a time. Multiple messages will mix the intent of the communication for the audience and make it harder for them to understand and act.

# Simplicity

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Work hard to make that topic simple to understand and simple to know what to do with. Customers shouldn't have to do any interpretation to know how the topic applies to them.

# Relevancy

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After an idea or topic is clarified and simplified, put it through a filter that will make it most relevant to the audience. This means having to know the audience very well.

# Consistency

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Stay consistent in tone and messaging for a particular topic and/or audience, across communication channels and over time.

# VISUAL SYSTEM

# COLOR PALETTE

Primary

PMS 7481C

Secondary

PMS 3242C

PMS 375C

PMS 7546C

Tertiary

PMS 129

PMS 1375C

PMS 279C

Primary

Geogrotesque

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Secondary

Helvetica Neue

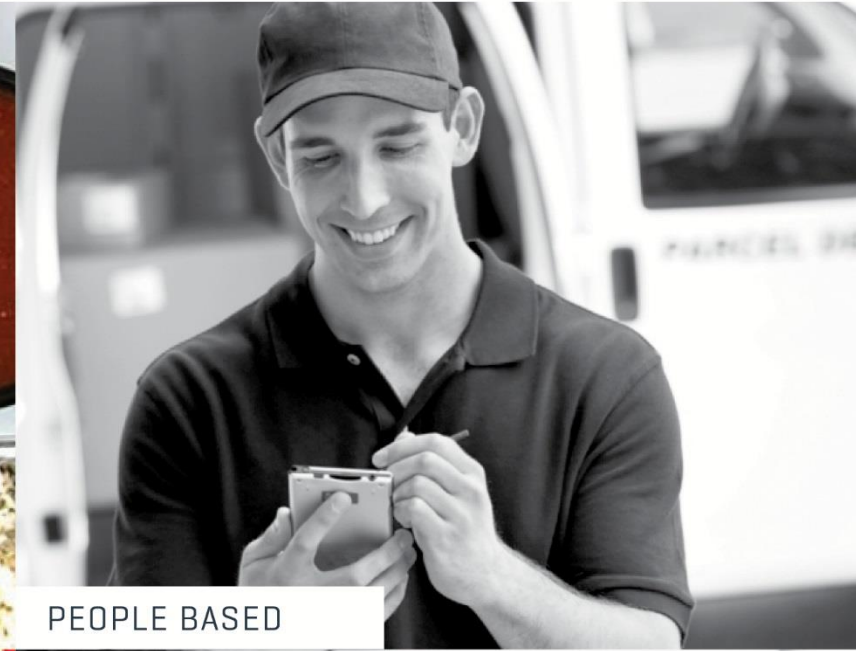
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**





FOOD BASED



PEOPLE BASED



Work  
+ Food

*LUNCH TIME*

**Need to feed your office?**

We're here  
for you.

**Restaurants on the Run** is the nation's largest corporate focused restaurant marketing service. We provide you with the quality brand name restaurants you know and love, the expert consulting you need to order successfully and a state of the art operations &

dispatch system that allows you to get your food delivery order on-time, every time. We pride ourselves on being professional, personal, and efficient and hope that you enjoy our service through use of our website and our trained customer service agents.

# See Foodgistics® at work. It's on us!



Let's talk about how Restaurants on the Run can serve as your corporate catering solution. Contact our Account Executive, and schedule a breakfast or lunch presentation for up to 20 people at your office.

\*SEE DETAILS ON BACK

Nicole Rothwell  
Account Executive

nrothwell@rotr.com  
949.599.1560



X

X

X

# Let us help increase your corporate catering sales.

We're the largest corporate focused food delivery marketing service in the nation, and we are looking for quality restaurants partners.

## FOODGISTICS

With access to an entire driver fleet as well as our robust logistical platform, Restaurants on the Run guarantees that all orders will be delivered on-time and accurate!

## SALES & MARKETING

With a database of corporate customers ranging from small businesses to Fortune 500 companies, you will now be available to customers who would not have been previously exposed to your restaurant, without spending thousands of dollars in marketing.

## YOUR ROI

You continue to make great food. Restaurants on the Run takes a small discount on the food to deliver the food, and customers are happy with your restaurant. Our goal is to easily increase your sales.



## GET IN TOUCH!

800.510.3669  
restaurants@rotr.com  
Monday-Friday, 6:30am-9:00pm

# BRAND PUNCH-UP 2.0 : OVERVIEW

BRAND POSITION

The core of what our communications should say about who we are; the essence of our brand story.

**FOODGISTICS**

The science behind corporate food delivery.

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Clarity

Simplicity

Relevancy

Consistency



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Work hard to make the topic simple to understand, and a simple to know what to do with. Customers shouldn't have to do any interpretation to know how the topic applies to them.


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ICONOGRAPHY



PHOTOGRAPHY



FOOD BASED

PEOPLE BASED

Work + Food



See Foodgistics® at work.


It's on us!

Let's talk about how Restaurants on the Run can serve as your corporate catering solution. Contact our Account Executive, and schedule a breakfast or lunch presentation for up to 20 people at your office.

100% OFFICIAL ON-BUSINESS

Nicole Rothwell  
Account Executive  
nrothwell@roti.com  
949.699.1580

FOODGISTICS AT WORK



Let us help increase your corporate catering sales.

We're the largest corporate focused food delivery marketing service in the nation, and we are looking for quality restaurant partners.

**FOODGISTICS**

We believe in an easy, stress-free way to get your food delivered to your employees on the go. We're the largest corporate focused food delivery marketing service in the nation, and we are looking for quality restaurant partners.

**KEY BENEFITS**

- With a volume of corporate catering orders, you can expect to see a significant increase in your corporate catering sales.
- We'll handle all the logistics, from delivery to pickup, so you can focus on your business.
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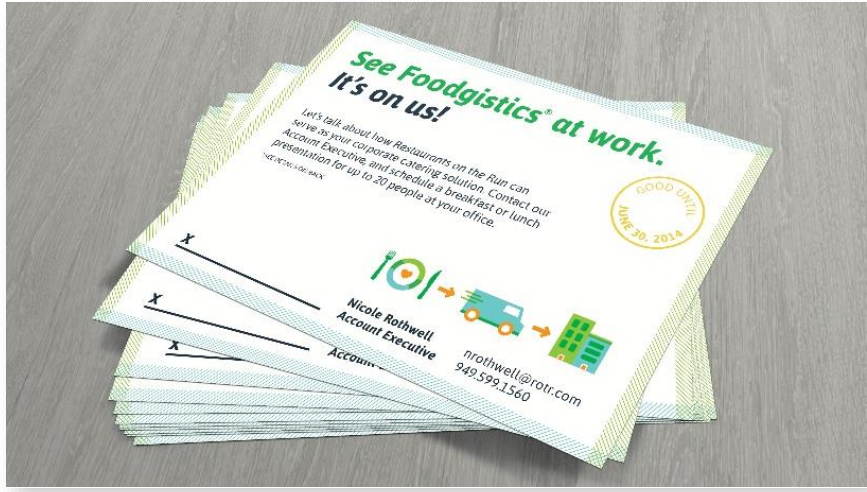
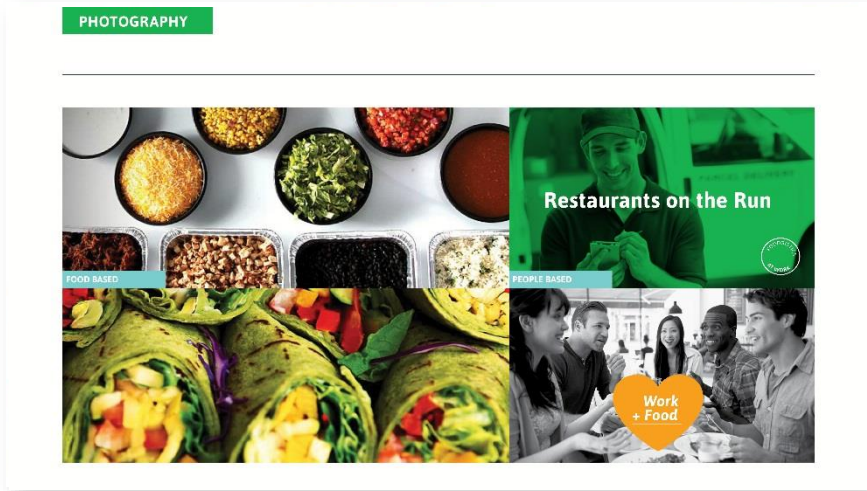
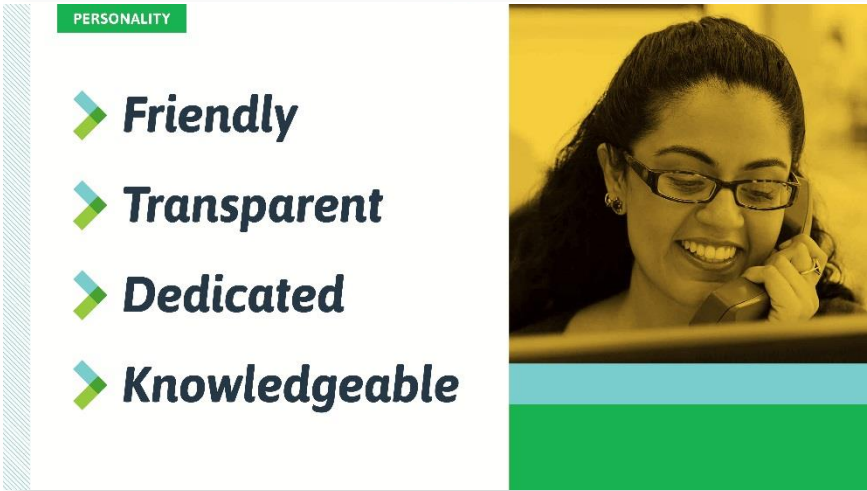
**YOUR JOB**

To ensure you receive your food, Restaurants on the Run will need a valid email address and a phone number. We'll handle all the logistics, from delivery to pickup, so you can focus on your business.

**GET IN TOUCH**

Call us today at 949.699.1580 or email us at nrothwell@roti.com. We'll handle all the logistics, from delivery to pickup, so you can focus on your business.

BRAND PUNCH-UP 1.0 : RECAP



# LOGO PUNCH-UP 1.0

A



B



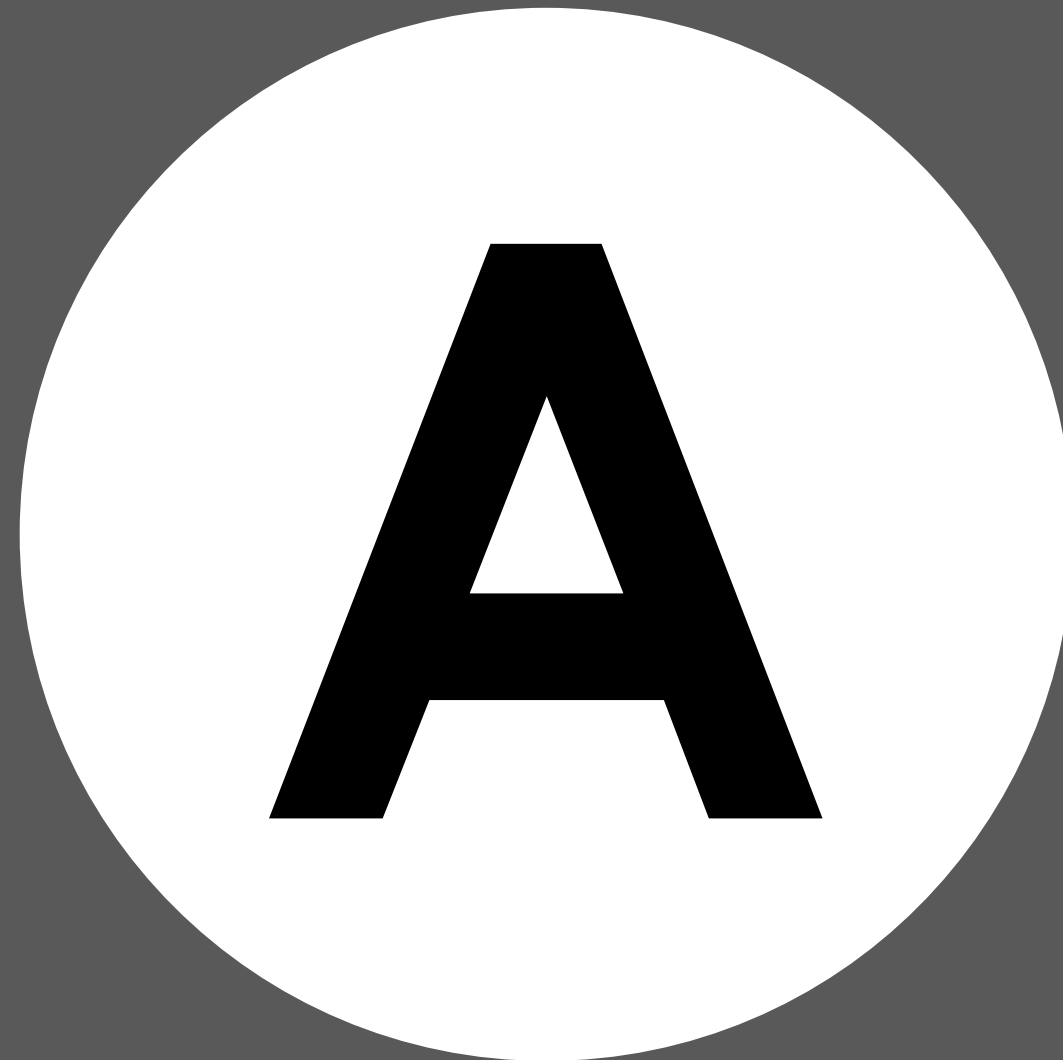
C



# LOGO PUNCH-UP 2.0

# LOGO

## DIRECTION A





DIRECTION A: LOGO ARCHITECTURE





300 PX



150 PX



75 PX



300 PX



150 PX



75 PX

DIRECTION A: COMPETITIVE AUDIT



27432 Aliso Creek Rd. Ste. 200  
Aliso Viejo, CA 92656



**Foodgistics at work.**

rotr.com

**Mike Turner**

MARKETING DIRECTOR



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FAX 949.457.3259

EMAIL mturner@rotr.com



**RESTAURANTS  
ON THE RUN**







- [DELIVERY / CATERING](#)
- [GROUP ORDER](#)
- [GIFT CERTIFICATE](#)
- [REFER A FRIEND](#)

**Check Order Status**

[FORGOT ORDER NUMBER?](#)

**Restaurant Delivery Areas**



**FAQs**



**Live Help**





**Live Help**

Delivery Time



## Promotions



- |                          |                         |      |
|--------------------------|-------------------------|------|
| <input type="checkbox"/> | New Restaurants!        | (4)  |
| <input type="checkbox"/> | American                | (13) |
| <input type="checkbox"/> | Bakery / Desserts       | (2)  |
| <input type="checkbox"/> | Boxed Lunches           | (5)  |
| <input type="checkbox"/> | Breakfast (Traditional) | (5)  |
| <input type="checkbox"/> | Chinese                 | (3)  |
| <input type="checkbox"/> | Deli / Sandwiches       | (10) |



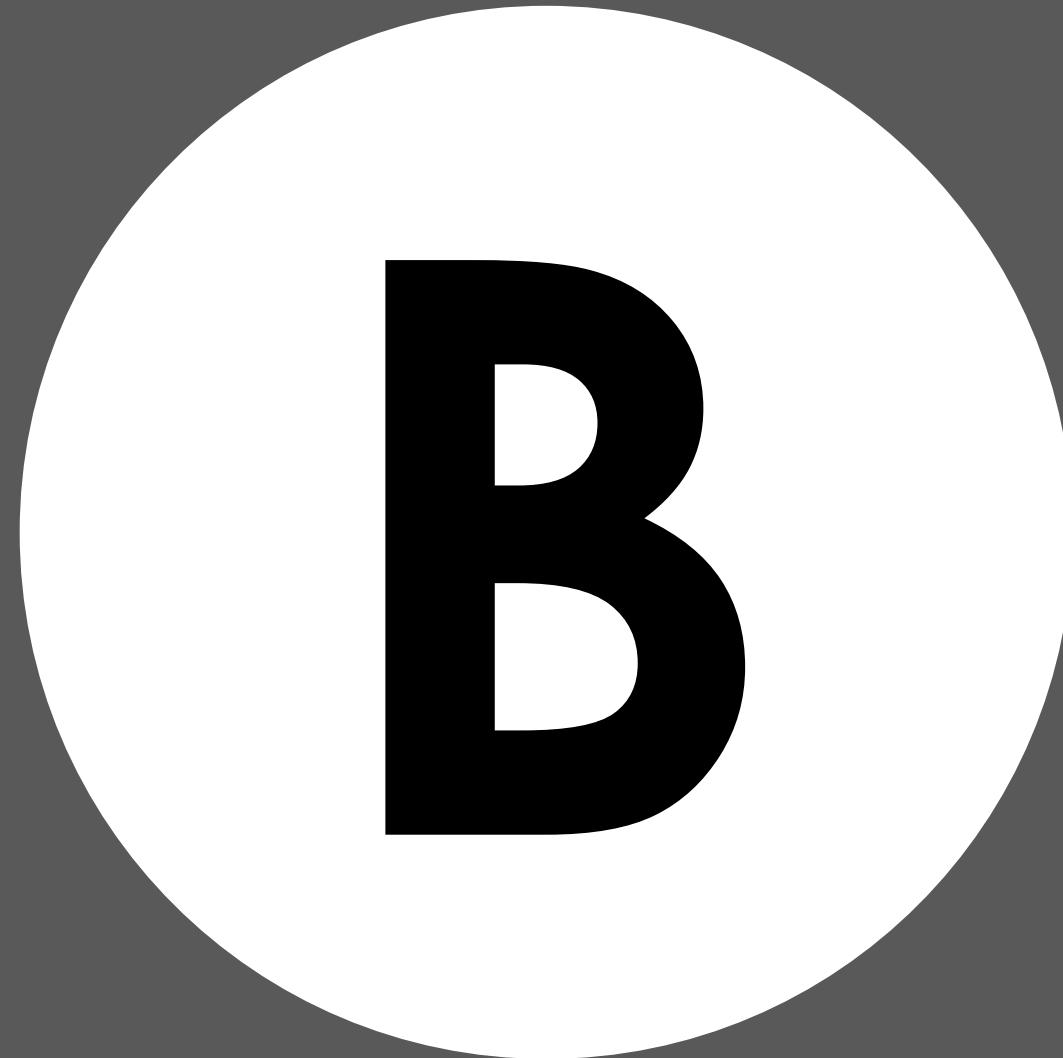
11:15am - 11:30am



10:45am - 11:00am

# LOGO

## DIRECTION B





**RESTAURANTS  
ON THE RUN**

DIRECTION B: LOGO ARCHITECTURE





300 PX



150 PX



75 PX



300 PX



150 PX



75 PX

DIRECTION B: COMPETITIVE AUDIT



27432 Aliso Creek Rd. Ste. 200  
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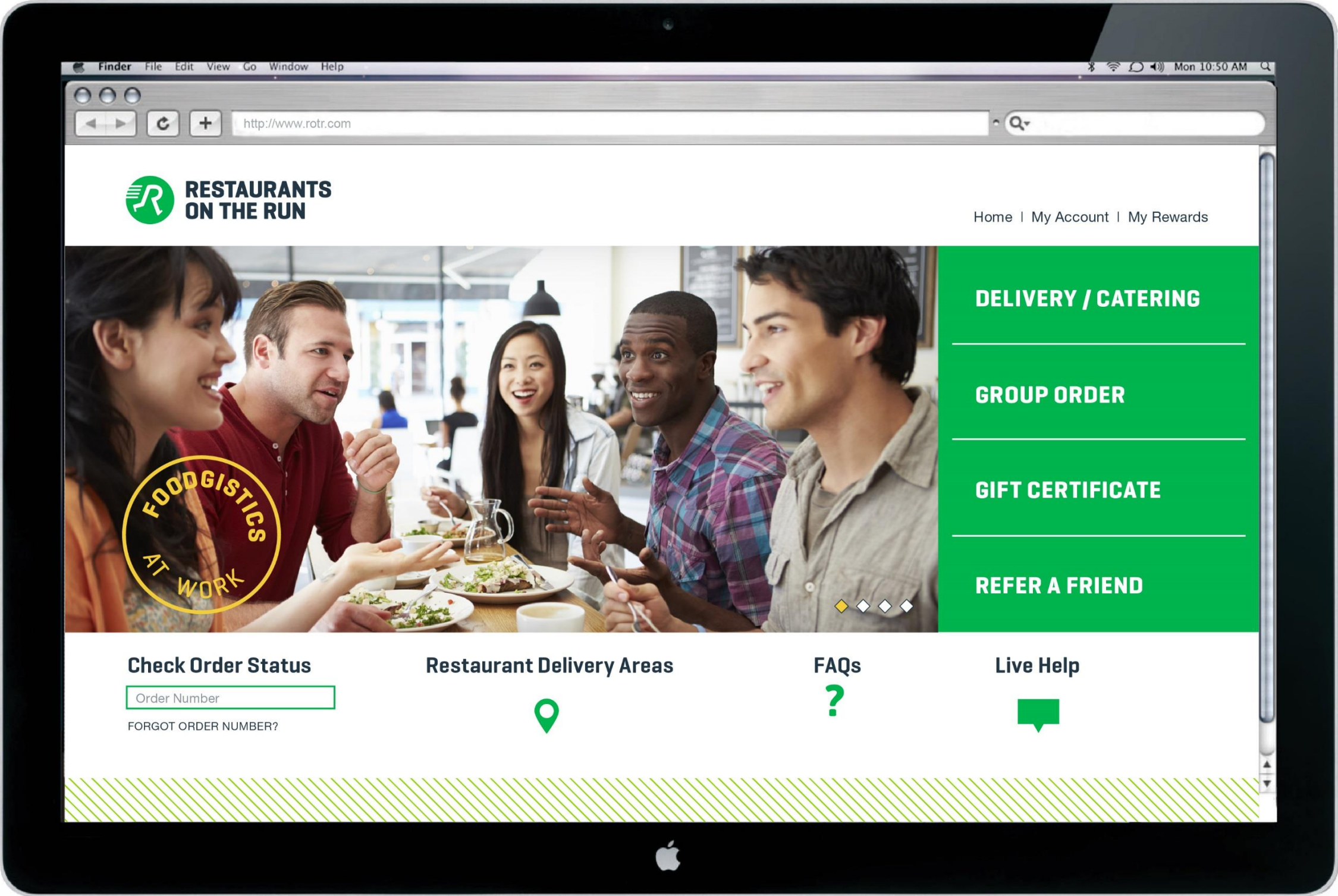
**EMAIL** mturner@rotr.com



**RESTAURANTS  
ON THE RUN**







[Home](#) | [My Account](#) | [My Rewards](#)



[DELIVERY / CATERING](#)

[GROUP ORDER](#)

[GIFT CERTIFICATE](#)

[REFER A FRIEND](#)

**Check Order Status**

[FORGOT ORDER NUMBER?](#)

**Restaurant Delivery Areas**



**FAQs**




**Live Help**



FinderFileEditViewGoWindowHelp

Mon 10:50 AM

http://los-angeles.rotr.com/food-delivery-restaurants/los-angeles/90013/416/



Home | My Account | My Rewards

Restaurants in your area:

Los Angeles, CA 90013

change location

Delivery Date

Delivery Time

☐ Yes, it's okay to deliver up to 30 minutes early.

Live Help

SEARCH OPTIONS

Item Search

☐ Restaurant of the Month (1)

☐ Promotional (6)

Meal Period

☐ Breakfast (6)

☐ Lunch (25)

☐ Dinner (25)

Cuisines

☐ New Restaurants! (4)

☐ American (13)




















☐ Bakery / Desserts (2)

☐ Boxed Lunches (5)

☐ Breakfast (Traditional) (5)

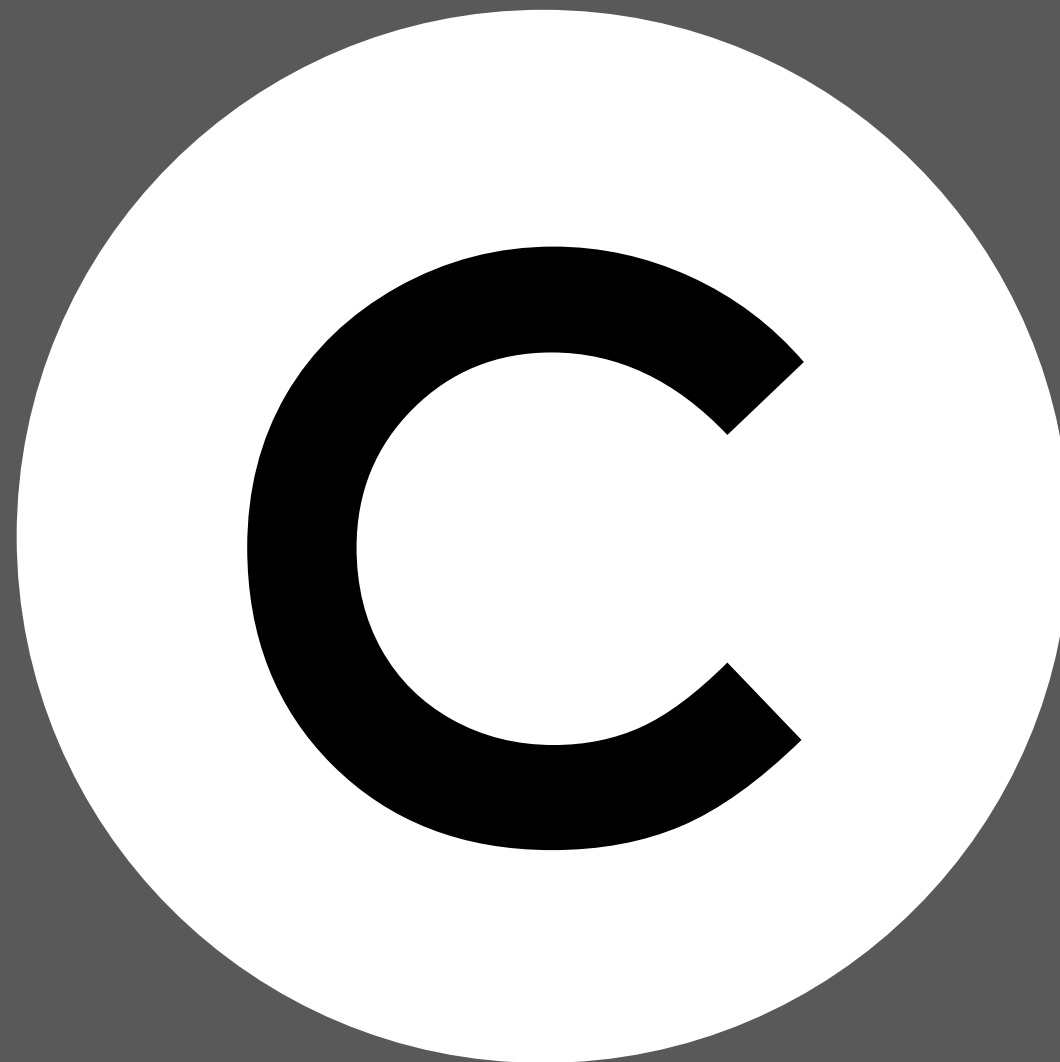
☐ Chinese (3)

☐ Deli / Sandwiches (12)

Restaurant Information	Menu	Min. Order	Next Delivery Time	Promotions
 <b>Wokcano</b> ⓘ		\$20	11:30 am – 11:45 am	
 <b>Daily Grill</b> ⓘ		\$20	12:15 pm – 12:30 pm	
 <b>Dr. J's Vibrant Cafe</b> ⓘ		\$20	11:15 am – 11:30 am	
 <b>Lawry's Carvery</b> ⓘ		\$20	11:15 am – 11:30 am	
 <b>Le Pain Quotidien</b> ⓘ		\$20	2:45 pm – 3:00 pm	
 <b>TBLA Catering &amp; Cafe</b> ⓘ		\$20	11:30 am – 11:45 am	
 <b>ROTR Breakfast</b> ⓘ		\$20	10:45 am – 11:00 am	

# LOGO

## DIRECTION C





**RESTAURANTS  
ON THE RUN**

DIRECTION C: LOGO ARCHITECTURE





300 PX



150 PX



75 PX



300 PX



150 PX



75 PX

DIRECTION C: COMPETITIVE AUDIT



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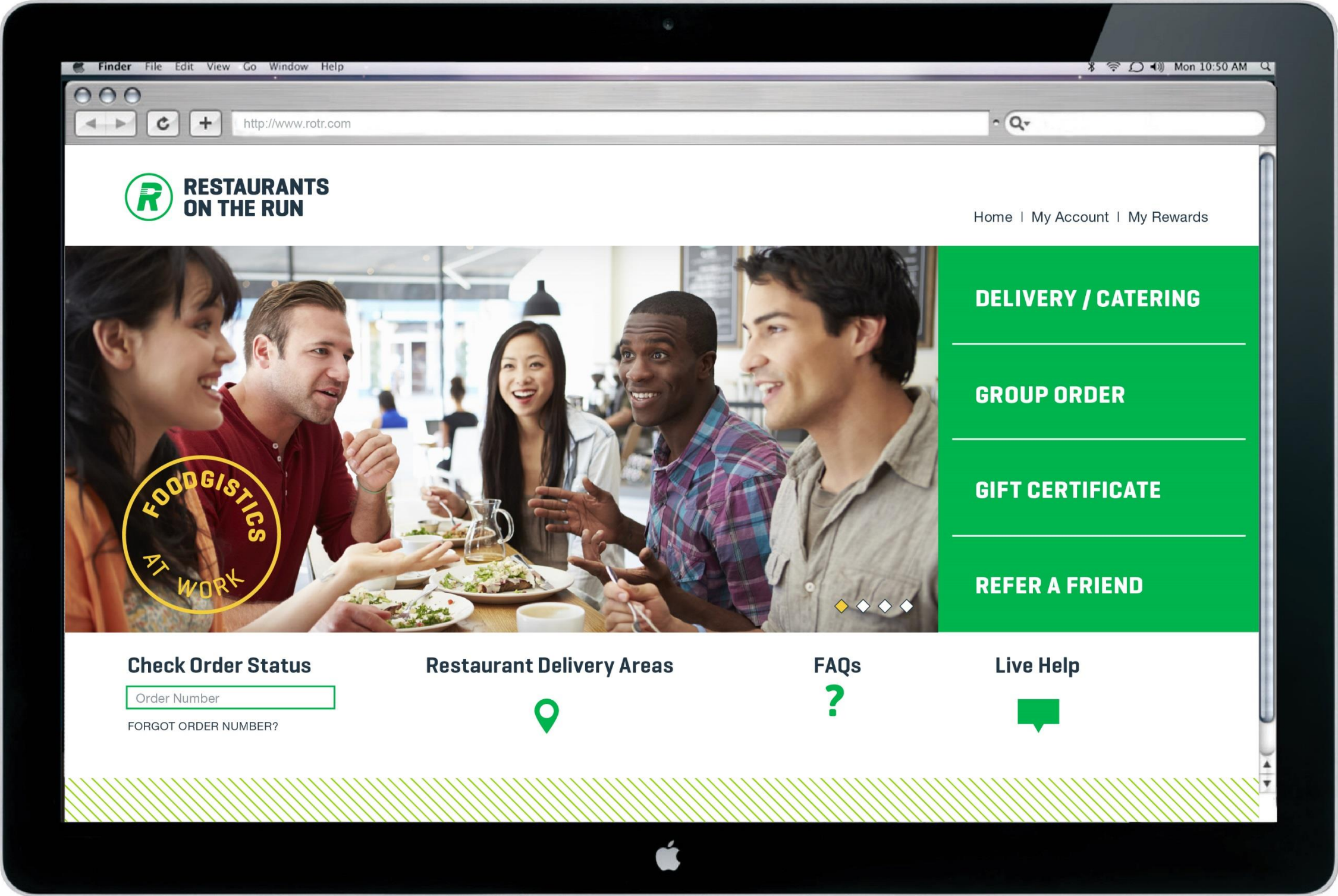
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**RESTAURANTS  
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- [DELIVERY / CATERING](#)
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- [GIFT CERTIFICATE](#)
- [REFER A FRIEND](#)

### Check Order Status

[FORGOT ORDER NUMBER?](#)

### Restaurant Delivery Areas



### FAQs



### Live Help



Finder

File

Edit

View

Go

Window

Help

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↺

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http://los-angeles.rotr.com/food-delivery-restaurants/los-angeles/90013/416/

Q

A



**RESTAURANTS  
ON THE RUN**

B



**RESTAURANTS  
ON THE RUN**

C



**RESTAURANTS  
ON THE RUN**

# NEXT STEPS

## NEXT STEPS

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- 1. Deliver final files of Visual System and Style Guide**
- 2. Deliver final files of chosen logo direction**
- 3. Discuss how IP can help with additional creative needs**

**Thank you.**