

CASE STUDY

# Cater to You (page 1)

*Project: Brand identity, tagline and educational collateral design*

A company with a social mission to provide healthful, locally-sourced and delicious food to private school students in New York City receives a new visual identity system, tagline, and promotional & highly-successful educational materials.

## Background

Cater to You is a unique NYC-based catering company specializing in providing private schools with quality, delicious meals sourced from sustainable and local resources. They are committed to using the freshest, healthiest products available, such as hormone and antibiotic free meats and dairy, and seasonal produce, dairy, cider and eggs purchased from a local NY/NJ/CT metro-area farms.

## Challenge

Cater to You was growing, and in need of a more professional appearance of their brand. We were initially brought on board to re-design their logo, create a new tagline, and apply the new visual identity to a series of marketing pieces such as branded stationery, chefs coats, catering shirts, and office signage. Over the years our collaborations have deepened, with Stone Soup Creative evolving to become a valued strategic partner and collaborator.

## Solution

At the outset we asked many questions about the company's audience and mission. We listened attentively to our client's responses to determine the following brand attributes for Cater to You:

- *Fresh*
- *Educational*
- *Healthy*
- *Accessible*

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▲ BRANDED CHEF COATS



▲ NEW LOGO

*"Our collaboration with Julia has been wonderful starting with the initiative to redesign our logo way back in 2007. Each project from then on has been handled beautifully, with attention to our special needs, conveying the message of our mission to the communities we serve. In our market her design efforts translate to an easily recognized symbol of quality and integrity."*

—KATHRYN TRENTACOSTI, VICE PRESIDENT, CATER TO YOU



# Cater to You (page 2)

Project: Brand identity, tagline and collateral design



▲ **WHAT'S ON YOUR PLATE: EDUCATIONAL POSTER SERIES (ACTUAL SIZE 24" X 36" EA)**  
 ELEMENTARY-AGE (LEFT) AND MIDDLE-TO-HIGH SCHOOL (RIGHT)

Our creative design solution for their logo took its cues from our research results. A natural green and orange color palette, organic sans serif typeface, and cabbage icon all exemplify the fresh, expertly prepared foods available from Cater to You. Cabbage leaf 'hands' refer to the people behind the business, including the growers at local farms, chefs, and students who will enjoy each healthy meal.

We also developed their new tagline, *A Hands-on Approach to Fresh Food* which describes Cater to You's unique position in the marketplace relative to their competitors, replacing the existing version *Private School Food Service*.



▲ BUSINESS CARD

More recently our work with Cater to You involves the design of their customized nutrition education program, *What's On Your Plate?* which is delivered by a professional nutritionist and provides nutritional know-how in a fun, visual way that empowers children to make healthy food choices. Elements of this program include a 7-poster food group series, and placemats with re-positionable food items made from vinyl clings, which emphasize portion control by comparing healthy portion sizes to familiar household objects.

**Results**

Cater to You now works with 16+ private schools throughout New York City to provide over 9000 meals per day. Working closely to meet our client's needs has been a priority from the get-go. Our work has helped them integrate nutrition education information into the school cafeteria setting, thereby equipping students with skills to create a healthier future, while spreading nutrition awareness throughout their communities. ☺

