W
Food
ood

BRAND BOOK

WoodFood

brand

1.core

Brand book and brand new idea have a lot in common. We introduce a set of important touch points that should be emphasized during the creation of the very special place. On the following pages you will meet up with main idea, values and characteristics, which are essential for the restaurant WFood. Those guidelines will form the perception and brand image, fulfilling the gaps between sending and receiving the message.

Big Idea

WFood brand introduces a taste of food made of wood, the experience of absolutely new tincture.

WFood breaks the stereotypes and borders, thus makes society from its single units to the bigger whole move towards open-mindedness, new ideas, building powerful contemporary community.

What the brand tends to do is to create a new subculture, new mainstream by bringing human species to the new level of evolution.

LEVEL UP

food   ideas   society

Differentiator

The goal is to build a communication, that can bring people closer to the main idea and through it influence them to develop their state of mind.

The differentiation is about new level of food and of the very meaning of eating, as 'you are what you eat', what leads to the point of **being natural** in a conscious way.

It`s all about **being natural**

People are surrounded with junk food everywhere, it is perceived as harmful and signifies a low quality of life. Introducing consumers to a possibility of tasting the food made of wood brings the experience of brand new tincture. The new impressions and the strength to break the very core of stereotypes brings the hole idea of eating wood on the higher level – changing the opinion about eating wood causes a desire to reject other stereotypes and be more open-minded. Actually, it becomes completely natural to free one`s mind from any type of borders, which are established by the society.

Differentiator

Through this simple action people are invited to create a brand new '**extraordinary routine**', where bringing up everyday issues to the higher stage becomes an extraordinary experience.

Bringing **extraordinary routine**

The intention to create a new subculture, new mainstream of people, who want to come back to nature in a minimalistic core and to improve the idea of the nature itself, who define the sense of natural environment and habits. That`s how the idea of lifestyle which is both extraordinary and normal is being born - society is ready for taking the core under responsibility, each of the people is ready to change his life from monotonous grey substance towards the desire to challenge yourself facing extraordinary experiences every day thus replacing the very semantic of the routine itself.

Differentiator

Two previous steps were created to lead us up the leader to the most important ideological part of the brand. The highest goal is very simple thus very needed, especially in nowadays – bringing up the **new society**
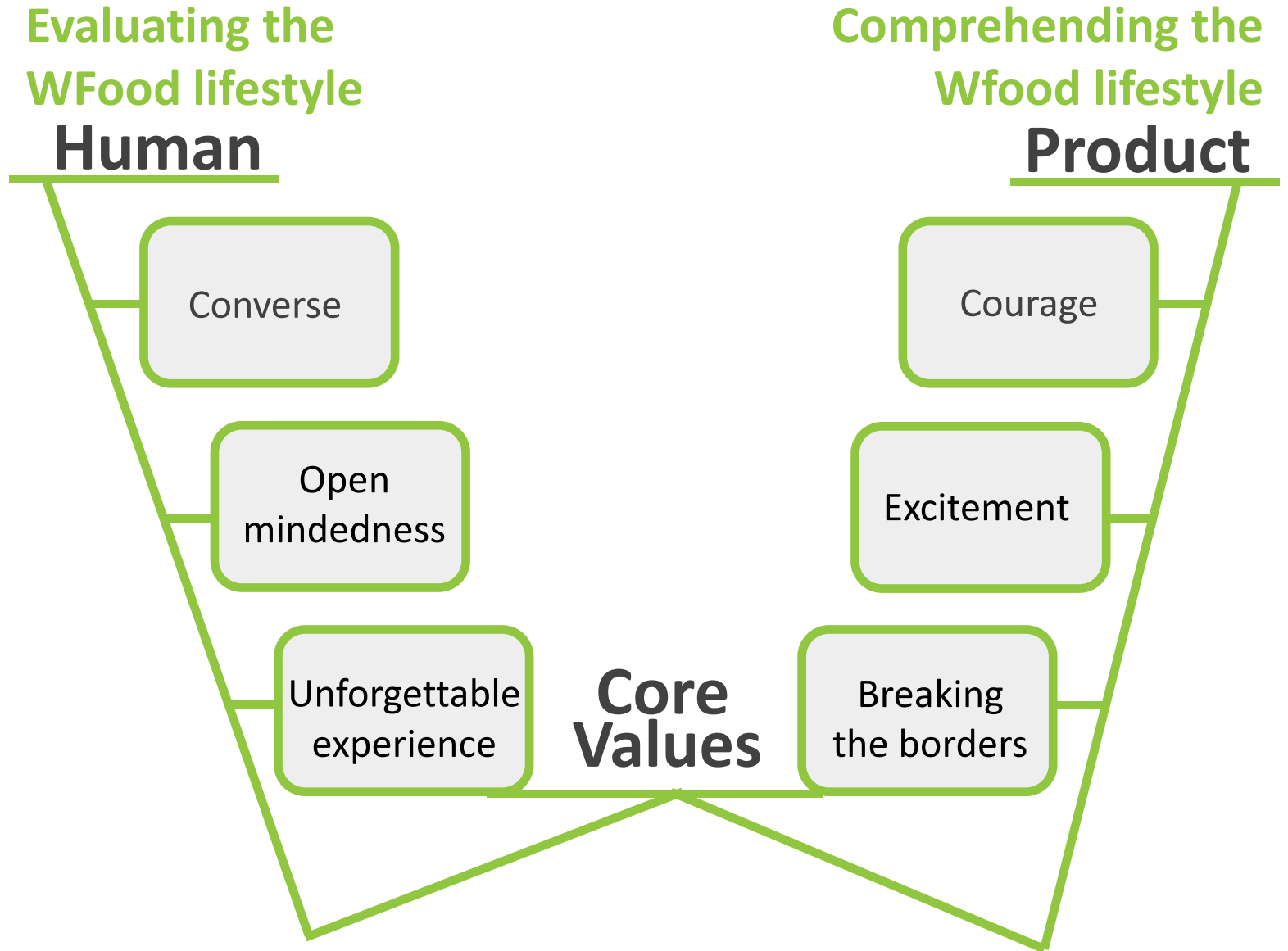
Stands for the **new society**

It is pretty clear, that the tools and moods, which flew in the air changed their directions and appearances over the decades. And now there is rather unconscious distraction about which path to take next, which ideas to follow, how to live a life you`re logging for. The answer to this questions from a WFood is quite simple – be yourself, get to know yourself, appreciate yourself as a personality, that influences on the world on the very step during the lifetime. And this is how the new community of mindful individualities with adequate self-esteem is being built. And WFood gives them a possibility to show it be breaking one more board in their minds.

1.3.1
Brand Values

WFood stands for the lifestyle, that is formed with big idea and brand values. Creating a platform for people with the similar ideas and perception move the society further, thus establishing the space for the development of the new community.

Evaluating the WFood lifestyle

Human

Comprehending the Wfood lifestyle

Product

Converse

Open mindedness

Unforgettable experience

Core Values

Courage

Excitement

Breaking the borders

1.3.2
Brand Values

It is not about the food, it is all about the experience new ideas. Those are three main values that rule when it comes to the product perspectives. It is important to understand them as the guidelines to the further development of PR, marketing or any other communication campaigns.

Comprehending WFood lifestyle

courage

Courageous enough to take a risk. Rejected our fear of not being excepted and have enough strength to keep on moving with our innovative idea.

excitement

The main feeling that guides during the creation of the brand. It took a long time and efforts to combine all of the elements into the whole and the fire inside that keeps going is blazing as ever.

breaking the borders

Neglecting the frames of impossible in the specific field of restaurant business in order to make something brand new – create an style of life, for which eating wood becomes a symbol. This is what the whole thing is about – breaking the stereotypes and creating a completely new space.

Brand Values

Three points are required in the communication process towards the costumers so they could evaluate the idea properly, rewarding it with good personal experience and brand loyalty.

Evaluating the WFood lifestyle

converse

To establish a new community of co-thinkers it is essential to think about communication channels via which it will be conducted. Conversation is an important tool that helps to spread the idea and involve more people.

open mindedness

That is an essential characteristic that defines the potential costumers of WFood. Be ready for new discoveries, forget your old boundaries and choose a freedom of thinking – this is what open mindedness means.

unforgettable experience

Eating wood as food itself is already an unforgettable experience. And this is an opportunity that is provided to the customers - one more way to do a crazy thing that they will always remember.

Brand Message

As if WFood was a real living person, what would the behavior be like? Mission, vision, and promise of the company give you an understanding of what kind of person would that be.

Mission:

by expanding the borders of perception WFood evaluates people`s state of mind and motivates them to create new society`s chains which are based on a simple idea of being natural in the very specific high-technological and conceptual way.

Vision:

the brand gives what people really need nowadays - it's new, it`s unusual, it appellates to the mind and is out-of-the-ordinary experience. Thus WFood uses an understandable and easy-to-use approach not to be overcomplicated, but still for people to define without mistakes either they what to belong there or not.

Promise:

the brand promise is that the customer will make a breakthrough in the world perception via an unknown and unexpected experience, which is very easy to surpass, and what changes his life, making it more fulfilled with sense.

1.5
Reasons to Believe

We`ve already mentioned the big idea and the values though there is still one more link that describes what to do in order to make your brand trustworthy.

RTB gives three main starting points that will guide you on a way of building strong statements to approve that you are what you say you are.

Scientific background: company has a strong scientific base with representatives from different fields of biology, chemistry and ecology in order to provide the best-quality product to the consumers. Medical branch takes care of the safety and the special rage of chefs do their best in order to create the delicious recipes, which would excite not only people`s minds, but their tongues too.

Safe resources: company cooperates with private tree-farms which take care of the conditions in which trees are being grown and thus it does not offend the whole flora. The wooden resources are being checked by professionals and their positive marks form a strong trust in the high quality of a product.

Protecting natural treasures: as the company attracts attention to the wood itself it is important to dispose other issues connected to it - the reproduction of ecosystem and the awareness about contemporary state of it. There is a strong belief that involving the SCR ideas to protect it will help not only persuade employees in this subject, but also the customers, that would like to participate either.

Brand Voice

WFood is open minded and exterior-oriented brand that attracts more and more people. In order to reach the target audience brand should speak, using three defining characters. Tone of voice should be engaging, friendly, and smart.

Tone of voice

WFood is open minded and exterior-oriented brand that attracts more and more people. In order to reach the target audience brand should speak, using four defining characters. Tone of voice should be **engaging, friendly, smart**.

Language

Simple sentences, that motivate for a feedback, do not use scientific or too complicated words, explain hard things with simple words, use the opportunity to educate consumers, create conditions to provoke stronger communication between the people.

1.6.2
Brand Voice

Three words lead to the easy and comprehensible communication process, that allows people to understand the main idea, help them to find their personal, inner reasons to stay with this brand

Engaging

Self-oriented and closed-minded opinions and dispositions should be avoided. Instead the written text should be interesting enough to cause the curiosity and influence the desire for further communication.

Friendly

To create a cozy atmosphere of trust and appeal tone of voice should exclude everything similar to nerdiness, scientifically-deep information, complicated words and long phrases. It is better to act as a long-term ally, who is introducing his positive experience and wants to share it.

Smart

As far as the product itself is an offspring of scientific area the educational process becomes vital for the positive functioning of the brand. The implementation of understandable words to explain people complicated terms is as important as understanding that smart way of speaking also brings closer to the consumer as this represents one of the basic characteristics for the target group

2.brand behavior

Brand Behavior describes how WFood should conduct it`s strategy in order to build a place, where people will be able to experience the best moments, share ideas, feel the passion of the mind freedom and desire to spread it over others. This is how the idea is transformed into reality. Next 6 sections propose the points, that will help to move forward and easier understanding of the Big Idea.

2.1
Brand Implementation

As though the Big Idea is deep and interesting, it becomes challenging when it comes to delivering it to the consumers. So, we did our best to propose creative ideas how to create the interest, which will grow into a lifestyle, symbol of which will be a wood as food.

Turning a product into lifetime experience

The wood itself is not a food so you need to take care about the brand, but not about product. Regarding the whole process of consuming wood as an alimentation the thought comes that it is so much more that just food.

It is an extraordinary experience.

Brand identity built this way is important because it gives a reason to communicate with a product. As much as market positioning becomes better and easier if you implement it properly.

Share the idea of the community, that brings positive and mindful changes, take care about strong personality, that carries a history. It will bring the consumers closer to the brand and build a strong mutual background that defines further relations.

Employer Branding

The people, that participate in the process of functioning can not be separated in terms of ideology from the ones, that experience the offspring. That`s why WFood is proposed to lead the tolerant and open-minded policy when it comes to the people who work there.

Natural people

Employees of the company are one of the chains that connect costumers to the main idea and they carry an important part of brand message. That`s why it is essential to prepare a set of educational events, that will first of all let them know brand better, feel as a part of something big and understand that their actions are of a big value.

It is important to create the meetings with exchange of the ideas of employees, creative meetings. The communication with employers should be equal and rather informal, so employees could feel themselves free and not boarded, there shouldn't be a huge power distance.

Harmony of relations and freedom of self expression.

To motivate and create a thought of long-lasting cooperation we propose a poster of a tree on the wall as a scheme of the dynamics of employees. Also each employee can be given a tree, that he can grow with the self name, creating a "green area" nearby the restaurant.

2.3.1

Corporate Social Responsibility

An important part of conscious society is that it cares. Activities and events will not only help you to create a better brand image, but will also make this world a better place to live.

Because we care

As the WFood enlarges the amount of wood consumption the one of purposes of the SCR has to restock them. Provide the possibility for customers to incorporate during the employees care about trees in the parks.

Also they can be involved buying already-prepared packages with solid and seeds of indigenous species inside and growing them at home in order to recreate the quantity and mend the harm, done by the contemporary society.

2.3.2

Corporate Social Responsibility

To make the changes happen it is not enough only to provoke the actions, but also to spread the sense. And this is what we propose in this part.

Because we educate

While creating a new thoughtful society the children are first to be educated so when they grow up for them this lifestyle will be as natural as breathing. The Nature Theater for the children in order to educate them about natural lifestyle, develop their consciousness so they would learn how to behave with an outer world without injuring it.
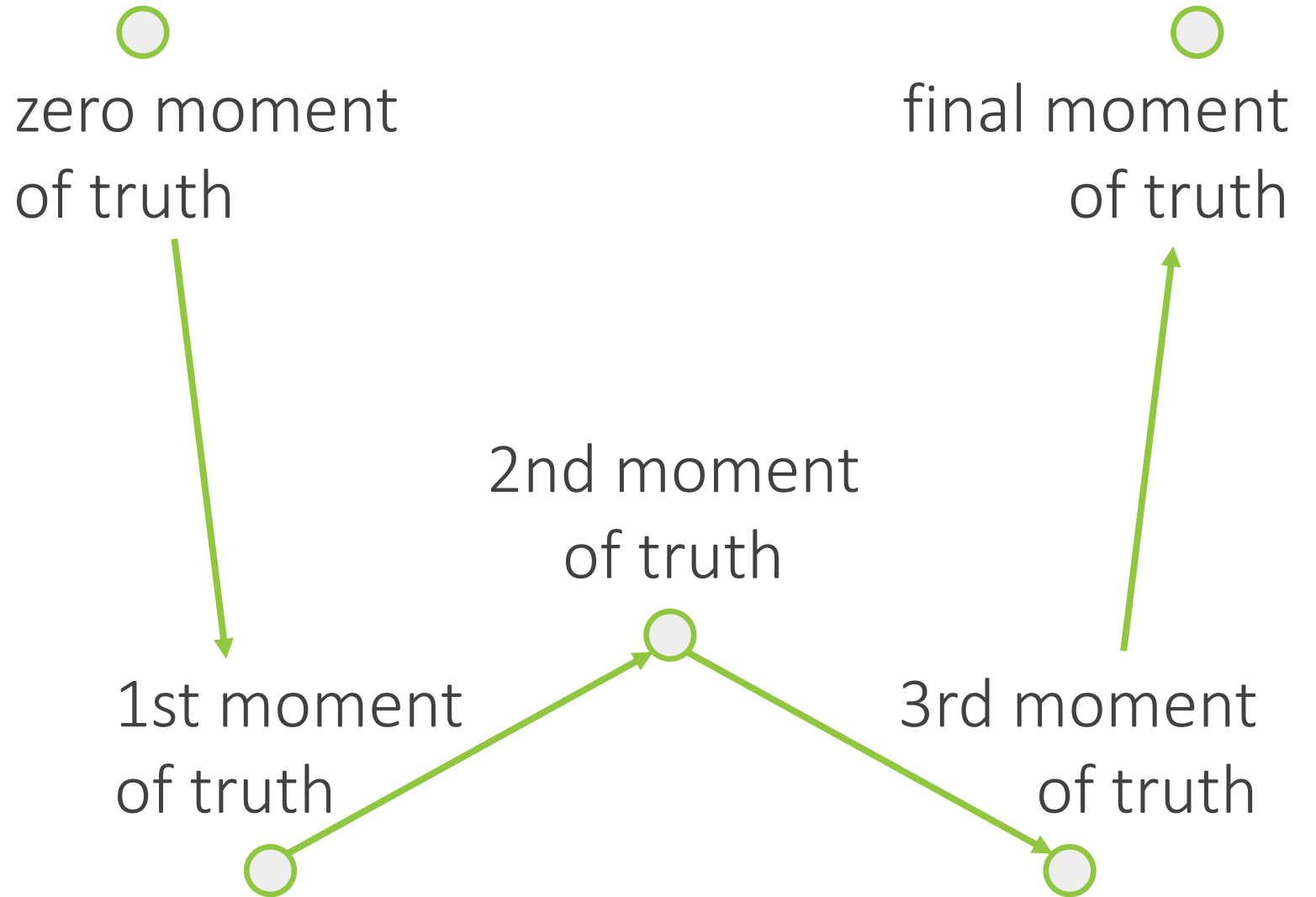
2.4.1
Customer Journey

Customer journey is divided into two parts – product-centered and idea-centered.

The first one – **Alimentative** - is described from the perspective of the wood food consumption.

The second – **Narrative** – from the prospective of the idea perception.

zero moment of truth

final moment of truth

2nd moment of truth

1st moment of truth

3rd moment of truth

Customer Journey. Alimentative

We decided to represent consumer journey as line of emotions - the changes of negative and positive emotions through the meeting the product.

The main structure of every touch point: negative emotion and concern – question - feedback via tool - positive emotion and positive outcome.

zero moment of truth `meeting`

Surprise and rejection - Is it a joke? - Use media channels of communication to explain that it is real and it is unforgettable experience. The main idea is to influence the desire of consumer to go further with communication with the brand – A desire to try a product.

1st moment of truth `considering`

Curiosity and concerning - Can you eat a wood? Is it tasty? How can it be cooked? - The articles in the magazines, social media, the Internet from people, who have already experienced that, and from employees, who are aware of the whole process. Also we can use a channel via BTL, probably the word of mouth - It will break the concerning and enlarge the curiosity so the client would take the decision going to the cafe.

Customer Journey. Alimentative

2nd moment of truth experiencing

Being indecisive and ignorant in the term of the behavior with the product - What are the products? What should I choose? How to eat it? What is the difference between the dishes? - Hired and prepared a very special worker - **Arbolier** - the professional degustator of wood food, who will explain everything, give advice and help customers through the choice part and if needed help them during their further acquaintance with the product. - Positively and consciously made decision, that build a strong understanding of the product and service, deeper involvement into the subject and trust that the place creates helpful and friendly atmosphere, where new experience is entertaining and exciting.

3rd moment of truth satisfaction

The lost of interest because of already made experience - Should I come back? Which are the reasons for me to try it one more time? Will I receive new experience again or not? - Each customer is provided with a tablet, whose interface would include the menu, SCR information, interesting facts about the company and the most important - the big idea. During waiting for the receipt they will be proposed by a waiter or waitress to look through a video, that explains the big idea about the society changes in a short cartoon. - The customer feels involved into the higher goal.

Customer Journey. Alimentative

final moment of truth   wish

Vague mood - Which emotions do I have about the brand? Which association do I have? How do I feel about it? - The compliment from chef, that makes customer feel special. Acknowledgement about the further events and invitation to them. Ask for a feedback - clients are engaged to share their emotions and points of view via internet sources. Additional information about how can you subscribe and be a part of WFood family, participate in SCR activities, asking what type of wood would they like to try. All those activities can be made via tablet, so it will be easy, funny and interesting for the clients. – Feeling of belonging to the place, to the society, established there, feeling of self-importance, that helps to build brand loyalty.

Customer Journey. Narrative

After description of the product, another topic has to be mentioned – illuminating the idea. Narrative tells the story how to build relations between consumer and WFood from the prospective of idea to build a new social community.

In this part there is no chain of activities but just general guidelines how to make your brand message visible and clear to the audience.

Presenting the brand

First of all thinking about how to present the brand to the audience in the best way possible we are thinking about the target group – intellectual people with a need for a community of co-thinkers. People, who are not afraid of challenges and breakthroughs.

The first presentation of an idea and, thus, of WFood has to be done on the festival, a specific one, which corresponds to the mood of the WFood brand as it allows to meet the biggest amount of target-group people.

Establishing a platform in such place, we involve the huge amount of people. The women – representative will introduce the product with the words: **You know, that wood delivers the knowledge, as paper is being made of it. But what about tasting the knowledge**. She tastes the wood. And then encourages other to do it. The whole social experience should be recorded, placed live in the social medias, used as a promotional material.

Also celebrities can be invited to speak up, describing the core of WFood , such as Morgan Freeman, Leonardo DiCaprio, Gisele Bundchen, Edward Norton – personalities, who`s image involves care about the world`s development and who are appreciated for their state of mind.

2.4.6

Customer
Journey.
Narrative

Creating the Community

As we said previously, the idea is crucial in the case of WFood. Thus you have to give people a feeling, that they belong to this place, that by consuming the food they get something incorporeal, but still very important.

Specifically for this occasion we present you the idea of the **Share Tree** – a plant, where ideas, dreams and plans grow. This activity is performed with the tablets on the tables and a huge screen on the wall with an image of a tree on it. By using the tablet anyone can write down his thought, idea, wish, souvenir, which will transform into the leaf, that takes place on the tree, so you can press on it and see, what you have written. Also you can press other leaves, discovering other`s ideas, tensions, leaving the comments, thus the circle of communication is created.

This also opens the possibility for seasoning, as the tree visual may vary through the year, changing the colors of leaves or being covered by snow.

Social Media

The idea is the main brand message. So you should take care about delivering it through the right channels to the right audience. This pat of the brand book names the most effective way of using those channels.

There are two main channels to communicate with the audience. It is important to use them in a wise and correspondent way because frequently this is how consumers make the first deep meeting with the brand. In order to motivate the audience with sharing their experience we introduce **#wofo** hashtag, so that all the feedback will be easily reachable.

Facebook

Instagram

Content: feedbacks, recipes, photos from the working place, photos of the customers, essential information, information about the events.

NO content: low quality images, inappropriate content, unchecked information.

Content: photos of dishes, cooking process, photos of clients, atmospheric mood boards, quotes of the visitors.

NO content: random photos, photos of people, photos of other food but one, cooked in WFood.

2.6.1
Managing the Brand

As you already have the brandbook it is important to know what to do next, how to involve the ideas and propositions into the every day fuctioning of the restaurant. Here is a couple of essential points that might help you to answer the question: 'What to do with it?'

ANSWERING THE QUESTIONS

Let your managers know, what is going on and how to cope with it, inflame them with the idea and explain, that this is a powerful tool, that influences a lot how the restaurant behaves on the market.

Create another Share Tree for the whole structure of workers to meet big idea, brand message and brand values, so they could understand the whole purpose of the brand itself. Especial attention is to be given to SCR.

Take care of you new employees and about the way they will receive all of the information about the brand. As one of possible variants create an easy app, that would through game manipulation describe the core.

Managing the Brand

A special attention is paid to the way that food itself will be communicating to people. That`s why we have prepared a template of a menu language, that we find the most appropriate, as the wood food itself has to sound as a tasty dish.

The Menu

Drinks:
birch sap
maple syrup

Food:
spicy chips of bamboo in sweet and sour sauce
fried bananas wrapped in seaweed with sweet coconut milk
grilled 'black angus' from soybeans
ironwood slices stewed with vegetables in sesame oil
crispy barks in honey glaze
corn dough pasta with grilled Polish branches of apple tree
eastern white pine marinated in cranberry juice

3.logo
guideline

Logo Guideline is a major rule for the usage of the main logo and its possible differentiations as far as cautions not to make mistakes in it. Also the information, important for printing, is provided. Logo is the name and the face of your brand, so treat it with care and love.

3.1

Logo

Logo for the WFood is simple and understandable. A slightly curved letters give a feeling of cozy and friendly character and two leafs remind of the tree origin. Dark grey and green represent implementation of natural lifestyle into the high-tech contemporary – representation of an idea of being natural in a conscious way.

3.2

Logo Colors

Dark-grey, white and green colors were used to create logos.

Four different variants of logo represent three polychromic and one achromatic versions.

The preferred one is of dark-grey font on the white background though, of course, the usage of others is appropriate.

If you would like to use green background, the font and the leafs have to be in white. Achromatic version is represented with black image on a white background.

3.3

Safe Margins

In order for the logo to look good and not to mix up with the surrounding you should keep margins around it safe from interaction.

Leave a free space to let the logo speak freely, do not frustrate it`s esthetic and voice with clatter.

Forbidden Modifications

Sometimes creativity leads on the wrong path and here are some of the very incorrect ones, which you definitely should omit.

Resizing without preserving proportions

Using any kind of additional effects

Rotating the logo

Placing any objects over the logo

Changing the colors of logo

Using unspecified colors for the background

Colors of Logo

The combination of three colors was chosen to present the WFood brand logo. Here you can find the precise figures of these colors.

CMYK: 68/61/59/46
RGB: 65/65/65
HEX: #414141
Pantone: 10393 C

CMYK: 0/0/0/0
RGB: 255/255/255
HEX: #FFFFFF
Pantone: P 179-1 U

CMYK: 49/1/99/0
RGB: 144/198/64
HEX: #90C640
Pantone: 2293 U

brand

4.visuals

Brand Visuals are some rules, which have to be considered to create a complex product which delivers the message in a way you would like it to be done. Basically it is the support for the words and possibility to make a very good first impression. You should be accurate with the visuals because they speak for your brand, they are a promise of your stability and unity.

4.1
Main Color Palette

Presented colors can be used for the biggest part of the content, presentations, backgrounds, info graphics.

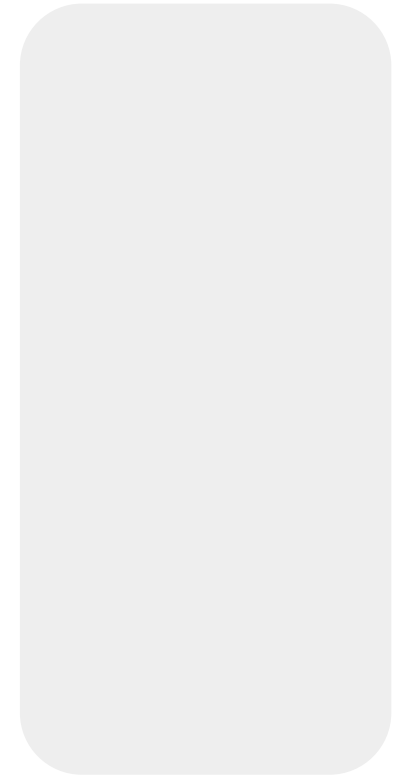The priority color for the text is original dark-grey from a logo:

CMYK: 68/61/59/46
RGB: 65/65/65
HEX: #414141
Pantone: 10393 C

CMYK: **49/1/99/0**
RGB: **144/198/64**
HEX: **#90C640**
Pantone: **2293 U**
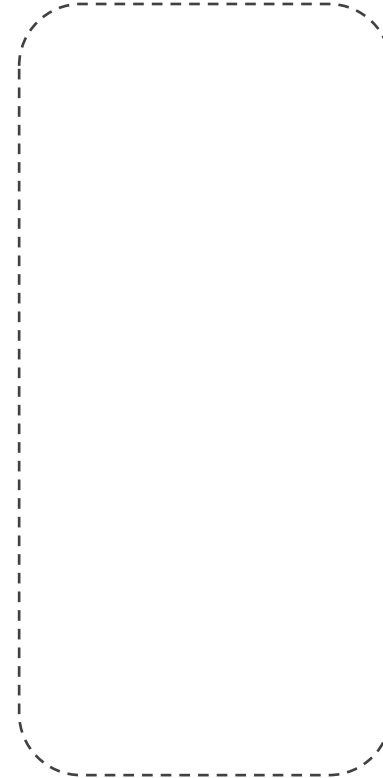
CMYK: **0/0/0/0**
RGB: **255/255/255**
HEX: **#FFFFFF**
Pantone: **P 179-1 U**

CMYK: **4/2/2/0**
RGB: **243/243/243**
HEX: **#F3F3F3**
Pantone: **9063 C**

4.2

Extended Color Palette

Throughout the seasoning of the brand visuals you will definitely require more colors. We propose four shades that feet to the basic color structure: brown, light-rose, light-orange and dark-green.

While brown and light-orange you may use throughout the winter and autumn, light-rose and dark-green can be helpful during spring and summer time.

CMYK: 37/46/83/14
RGB: 151/121/67
HEX: #977943
Pantone: 4505 C

CMYK: 0/21/32/0
RGB: 253/207/172
HEX: #FDCFAC
Pantone: 475 C
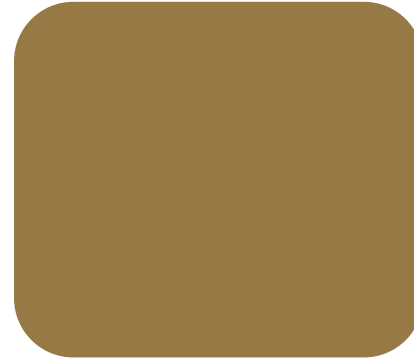
CMYK: 2/36/73/0
RGB: 245/173/92
HEX: #F5AD5C
Pantone: 150 C

CMYK: 60/0/98/7
RGB: 107/165/57
HEX: #6BA539
Pantone: 7737 C

4.3
Typography

We propose you the fonts, which can be used for digital printing. It is a standard easy-to-read Calibri Font Family.

Do not hesitate to use only lower case as it emphasizes the equality and helps the text to be more friendly and unofficial.

WFood *WFood* Calibri Light/*Calibri Light Italic*

WFood *WFood* Calibri Light Bold / *Calibri Light Bold Italic*

WFood *WFood* Calibri /*Calibri Italic*

Wfood ***WFood*** **Calibri Bold /*Calibri Bold Italic***

4.4
Photography

The photos, published on the social medias, should keep the same style, color gamma and content to create a stable and unique visual story, attractive to the customers.

You should stick to the high-resolution photos, depicting different moments of wood food preparation, a bit blurred on the sides. Do not go for any super colorful pictures, remember, grey means good.

4.5

Mood Board

To help you understand better the whole atmosphere we created several mood boards, according to which you will be able to accomplish interior of the restaurant.