

INSIGHTS LAB DESIGN BRIEF

Brief

To create a design identity for the 'Insights Lab', the trends arm of Egg Soldiers.

Insights Lab

An Egg Soldiers platform comprising a hub of articles and white papers on the latest trends to watch and a base from which to explore our bespoke trends work and service.

Audience

Food businesses who need inspiration, expert help, development and innovative ideas to drive their businesses forward.
Prospective clients landing on the webpage should be inspired to contact us for more bespoke projects.


Suite of work

1. Style guide with assets: font, colour palette, positioning guidelines etc.
2. Logo

Considerations


The Insights Lab identity should be in partnership with the Egg Soldiers brand but hold its own recognizable identity.
The colour palette should work well with food imagery.

WEBSITE LANDING PAGE




EGG SOLDIERS
FOOD EXPERTS • HOSPITALITY • RETAIL

BrandsServices ▾WorkAboutInsights LabContact




We help businesses make the most of their food offer - improving sales, covers, spend per head, operations and profitability.



HOLDING LOGO





INSIGHTS LAB LANDING PAGE



EGG SOLDIERS
FOOD EXPERTS • HOSPITALITY • RETAIL

BrandsServices ▾WorkAboutInsights LabContact






02-02-2023

UK scientists cook and eat 'world's first' 100% lab-grown pork steak


UK-based food tech startup 3D Bio-Tissues has created what it claims is the world's first lab-grown pork steak made entirely from cultivated meat



31-01-2023

Regenerative Agriculture: How the UK restaurant industry reacts to 'the future of farming'

Egg Soldiers delves into regenerative agriculture, the natural farming system that focuses on improving the health of soils and ecosystems, highlighting pioneers in this space and delivering UK restaurant action points for 2023



26-01-2023







Food Innovation Safari: January

In our latest virtual trek across the world of global food development, we highlight innovative dips, drinks and desserts, with zero waste wizardry and nostalgic creativity catching the eye

EGG SOLDIERS COLOUR PALETTE

PRIMARY PALETTE

- Logo
- Light Background
- Dark Background
- Primary Buttons
- Text Default
- Strokes
- Header
- Footer









		
HEX #0E292A	HEX #DAA51D	HEX #DDC738
		
HEX #10514E	HEX #BCCC84	HEX #EEF1E3

SECONDARY PALETTE

- Secondary Buttons
- Bacons
- Custom Backgrounds
- Categories
- Illustration Elements
- Highlights
- Accents
- Pop Ups
- Small Elements
- Badges
- Sale Text
- Alerts

		
HEX #962624	HEX #C3C74F	HEX #DEEFCB
		
HEX #D17400	HEX #9DB73D	HEX #F1EEBF
		
HEX #955A88	HEX #506F91	HEX #DFAC59

CURRENT TRENDS PALETTE

UK FOOD & DRINK TREND INSIGHT

EGG SOLDIERS: INSIGHTS LAB

MEET THE FIRST
FOOD TRENDS & INSIGHTS
SUPERGROUP

Egg Soldiers' Insights Lab is a unique collective of leading industry names and voices with decades of experience at the highest level.

Our mission is to deliver an alternative to the trends & insights norm. An alternative that blends the best of the UK food & drink insights scene with the knowledge of expert development chefs and NPD professionals from both hospitality and retail. An alternative highly tuned to the individual needs of clients - the definition of bespoke.

Our trend forecasting and report writing experience spans multiple food insight agencies, including thefoodpeople, WGSN and Pure NPD Insights. And our development chef expertise is the result of years working with market-leading food institutions, from M&S and Pizza Express, to Leon Restaurants and Heston Blumenthal's The Fat Duck.

We know the game. We've done it all. And now we've come together to change it.

EGG SOLDIERS
TRENDS & INSIGHTS
TESTIMONIAL

"The team worked alongside us to build and research the key trends for our internal food and drink trend report, they have an incredible ability to spot emerging trends and tailor them to the 'So What' for putting products on the shelf."

Lizzie Conlon
Innovations Manager - Waitrose & Partners

SCHEDULE A CALL
WITH US TODAY

WHITE PAPER DESIGN

CAFF CULTURE

REAL LIFE EXAMPLES

The revolution of the not-so-greasy spoon is upon us. As café coffee culture settles, we are seeing classic comfort foods come to the fore. Simple food at it's best tapping into the nostalgia of multiple generations.

80s and 90s retro is 'in' which means lasagne, basket meals and anything with chips and bread and butter on the side is right for the menu. School dinner inspired menus, grandma's staples and regional favourites are a good place to start.

Breakfast sarnies and baps may seem humble but can become a reason to visit for their quality, consistency, price point and comfort.

Double Carb | Anything with Chips | Battering & Frying | 'Proper' Language | Kitsch Crockery

Macro trend: Keeping it Simple | Meaningful Moments
Reasons to Visit: Weekday Lunch | Weeknight After Work | Coffee & Brunch

1. BREAKFAST SANDWICHES

2. STEAK SANDWICH

3.

4.

5.

6. FISH FINGER SANDWICH

7. HAM, EGG AND CHIPS

8.

EGG SOLDIERS
HOSPITALITY EXPERTS

CURRENT REPORT DESIGN