**Go! project description**

**Name of the project:** Visual Identity for Deli food brand **(fresh & to-go but packaged food)**

**Task description:** Our company www.ifjuice.com produces & bottles freshly squeezed juices in China. While today our juices are mainly distributed through premium grocery marts, coffee shops, restaurants and hotels it all started from our own retail store (production in the back, sales in the front. See uploaded pictures).

We are now changing the retail store concept into a deli shop serving our signature bottled juices alongside a range of fresh products for take-out (more details below) as well as staple food items like in supermarkets (bottled water, tea, milk, yogurt, cheese, bread, pasta, snacks, etc. - selected brands and items only).

We are looking to **create a Visual Identity for a new "fresh products for take-out" packaged food brand** which will account for approx. 20% of products in the store (20% are our bottled juices, 60% are staple items like in supermarkets).

The brand name we want to use is **"Go! Deli"**. The brand will NOT have a Chinese translation at this point. **The main application of the brand is on the sticker for the respective packing for each product. So design drafts should not only include the logo but the sticker format and product description.**

**“Go! Deli” brand + product description**

**Every product will bear the “Go! Deli” logo (without any further sub-categories, like were planning on before) with a product description added in English & Chinese. Example:**

**Go! Deli  
Classic Hummus 豆沙**

The Go! Deli branding should be **modern & simple, sophisticated yet playful (not tacky or childish!!) - a clear sign with bold letters. Colors should well balanced and natural (as opposed to artificial and shouting).**

**Go! Deli product groups are: Dips, Nuts, Antipasti, Cold cuts, Salad, Fruit, Veggies, Sauces, etc.**

The Go! logo should also be suitable to work as signage above the retail shop itself, simply called

Go! Deli Shop (plus 3-6 characters translating the meaning into Chinese)

small text at the bottom (work in progress): a project by iF Juice / inspired by iF Juice / Go! is a brand by iF Juice

**Look and feel slider (UPDATED!!!)**

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**Examples of brands we like**

**The overall picture at Sabra is simply right: logo/icon, color, typo on packing**

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**Our stickers will be similarly applied (on the side of the packing)**

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**This is the effect how we want it to look in the shelf/fridge (stacked upon each other, artwork front facing)**

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**For different heights of the packing containers the height of the sticker and artwork can be adjusted (see our packing containers below. Min. label height would be 3cm for the lowest container, could go up to 6/7cm for higher containers).**

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Lyfe Kitchen is another example of a nicely integrated logo ****

**Packing container**

4 main container sizes (different height, same diameter: 11.7cm diameter on top, 9.2cm diameter at the bottom)

 

Highest container (JD24, 10.7cm high): Soup, Salad, Risotto, Chilli Con Carne



2 mid size containers (JD12/16, 5.7/7.4cm high): Leafy side salad, cut/sliced fruit (e.g. melon, kiwi, etc.), fruit punnet (e.g. cherries), coleslaw-type tossed salads, pasta sauces, lasagna piece, antipasti, plain white rice)

 

1 low size container (JD8, 4.3cm high): Dips, antipasti (marinated olives, try tomatoes, etc.)



Veggie sticks (8cm high, without cap)



Wraps (after rolled they are simply packaged into a white paper, similar to Subway sandwiches but of course less thick)

 

**Retail outlet visuals**

From outside (the whole lightbox design on top will probably exchanged with the Go! Branding) and inside. Total only 30sqm (customer space in front of display fridge less than 12sqm). Right at the right side of the entrance is now a natural wood colored shelf that can hold staple food items (pasta, oil, etc.)



Left side (The upper shelve space will be used for packaged food items (probably bread, musli & other breakfast items that don’t require refrigeration. The lower shelf already has 3 fixed installed slanting baskets that will carry lemon/lime, avocado, eggs and seasonal fruit punnets. iF logo on the wall might also be replaced by the Go! brand)



Right side (Only the last lightbox, the one most backward one is still in place. The other two as well as the small table on the corner got dismantled and replaced by an open fridge (no glass doors) which will hold most of the fresh food products inside. Since the fridge width is now jamming into the front desk the POS cash register is now moved to the right wall so the checkout table and passage to the back is now where the cash register is in this picture).



See the slanting baskets on the left and the open fridge + shelf on the right (POS machine not yet moved)

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**Retail surroundings**

Our retail outlet is located within a residential area right inside Beijing's most central business district (called CBD). The shop location is accessible not only for residents but people on their way to work or that go out for lunch. Next to our shop are restaurants and cafes but no other deli shop specialized on take-out.

  

 

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**Comments after project posting**

The main application of the Go! brand logo is as a sticker on the respective packing. As described in the brief:

Each of the sub-brands will then have a product description which will appear on product labeling in English & Chinese.

Example:  
Go! Dips  
Classic Hommus 豆沙

That means, beyond the logo I am looking for proposals of how the sticker can look (Go! + subcategory + product description EN/CN). The place of application of the sticker would be the side since products will be stacked up on top of each other and thus the visibility on top of the lid is not that obvious a front-facing visibility is ideal). That would make the sticker rather long than high.

While I like modern simplicity it should be a little more elegant and less colorful (following the current re-design of iF Juice itself). Excerpt from the brief:

The iF branding is currently under review: it’ll keep its simplicity and modern’ness but might become a bit more grown-up/elegant and less childish/colorful. Our iconic single serve bottle shape is patented.