

CREATIVE BRIEF

5.22.17

Client:

Taproot Kitchen
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Project:

Branding/Identity Package

Schedule:

June 13 - Logo Submissions Due
June 16 - Logo Approved
June 24 - Brand Aid Event

BACKGROUND

Established in 2015, Taproot Kitchen is a grassroots nonprofit organization serving the Centre Region. It is a community of individuals with intellectual or developmental disabilities ("ID"), their families, and friends who meet regularly in State College, PA to cook and garden. They grow, pick, glean, preserve, cook, and serve healthy local food.

Taproot Kitchen addresses a problem shared by many young adults with ID who, upon turning 21, leave high school and lose their major systems of support. When school programs geared toward socialization, life skills, and the cultivation of talents and abilities come to an end, these young adults are often left with few options. Job searches are frequently unsuccessful, and even when work is found (through the laudable efforts of agencies and job coaches), it can be unfulfilling. Part time dishwashing, janitorial labor, and sheltered workshop piecework are not enough to lead to the kind of flourishing that is possible for members of this community.

Taproot Kitchen gleans seconds and over-plantings from local farmers and uses them at local food events for charitable purposes and fundraising, thus cultivating partnerships with farmers, gardeners, and craftsmen with whom they share a passion for developing the vibrant local food community. Experienced community volunteers provide training in culinary skills and food safety requirements. Together with local gardening experts, they have built the Mazza Community Garden, which features a permaculture orchard and berry patch, a pollinator garden, 15 community plots, and a coop with four chickens.

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VISION

To make Taproot Kitchen an inter-community hub through the development of a fully equipped and certified teaching/production kitchen where individuals with ID can take root, connect to our community, and flourish.

OBJECTIVE

Taproot Kitchen is a grassroots organization that was founded just two years ago. In the short time since, they have been very successful in organically finding people and organizations who share their passion and vision — providing them with the volunteer interest, catering requests, and ideas they need to keep growing. However, their most pressing need is for marketing and branding tools that will allow them to manage and keep this momentum.

Though they do have a logo, Facebook page, and website, they lack a coordinated visual identity package and materials that can be used across all media platforms. They hope to establish a media presence that tells their story well, especially from the perspective of their members.

Specifically, Taproot kitchen is in need of the following deliverables:

1. Logo files to reproduce across all media
2. Stationery Suite (business cards, letterhead, envelopes, etc.)
3. Newsletter/e-Newsletter (Mailchimp)
4. Facebook Page
5. Labels for future food sales

WHO ARE WE TALKING TO?

The Community of the Centre Region

The success of Taproot Kitchen relies on the community of the Centre Region, as volunteers, donors, customers, teachers, and friends. This community involvement provides not only the means to operate day to day, but also the opportunity for Taproot Kitchen clients to benefit from a reciprocal relationship with the greater community.

WHAT IS THE ONE THING WE NEED TO TELL THEM?

Taproot Kitchen is bringing to light and meaning a very real need within the community — providing meaningful work and a healthy lifestyle for individuals with ID, all while serving the greater community through helping to build and support a locally sourced and sustainable food system. Through serving others, rather than being served, members of Taproot Kitchen become empowered members of their community.

HOW DO WE WANT THEM TO FEEL?

Inspired
Excited
Energized

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Empathetic
Engaged
Empowered

WHAT DO WE WANT THEM TO DO?

We want community members to become aware of Taproot Kitchen. We want community members to get involved, through coming to an event or dinner, volunteering their time and expertise, making a donation. We want them to recognize us as a new and developing source for excellent local (often rescued/gleaned) food and catering services.

WHY WILL THEY BELIEVE US?

1. Partnerships and relationships are in place to make Taproot Kitchen an invaluable experience for its clients.
 2. Taproot Kitchen is giving back, not only through providing a support system and opportunities for learning and working, but also through a bigger-picture community impact via an improved local food system.
 3. We have put several thousand lbs of produce that would otherwise be wasted to use in our educational sessions, successfully catered 6 meals for groups of 75-150 people and dozens of other smaller meals, developed two week long internships with local businesses, are developing a certification program with help from the health department and other advisors, and are working with a core group of 10-15 chefs in training.
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WHAT IS THE TONE?

Positive
Strong
Empowering
Confident
Transformative
Compassionate
Inclusive