THE BRAND
Following a successful career in corporate catering, Lizanne Searing decided to turn her attention closer to home, where she could serve the communities that she was most passionate about. Since then, Lizzie's has been off and running as a centerpiece of both the University of Connecticut Storrs campus and the nearby town of Coventry.

So, what do we do that makes us a community staple?
We love to transform fresh, local food into innovative culinary creations. We are small, independent, and committed to providing you with only the best. We create custom and creative dishes to fit any event or season. We accommodate dietary needs, gluten free, vegan, or more. We are dedicated to being part of the fabric of our community.

We cater to our community, and strive to serve you with fresh, convenient food that's right there when you need it.
At the heart of Storrs is a bustling campus populated by residential and commuter students, as well as faculty and staff who fall along the full spectrum from young & budding to end-of-career & emeritus. Lizzie's serves them all as we aim to capture passersby who are looking for a bite to eat on their way to class & work during the morning and early afternoon hours.

**Age Range:** 18–65 (on-campus students, staff, and faculty)

**Income Range:** Under $35k (many students under $15k) to $100k+ (faculty & higher-level staff)

**Majority Ethnicities:** Largely white and non-hispanic

**Household Composition:** Mostly single, no children (student body lives in groups of 1–4)

**What this audience values most in Lizzie's:**
- Fast, Convenient, and Accessible Food
- Delicious & Healthy Menu
- Friendly & Recognizable Identity
- Affordable Prices
The rural town of Coventry is composed of middle/upper class families and retirees, who either prefer to live a country lifestyle or are choosing a budget-friendly hometown while staying close to UConn or the nearby cities where they go to work and play. These people may be in a rush during the week, but enjoy unwinding on the weekends by visiting local fairs and farmers' markets, where Lizzie frequently sets up shop.

Age Range: 25–65+
Income Range: $50k–$200k
Majority Ethnicities: Largely white and non-hispanic
Household Composition: Mostly married with children

What this audience values most in Lizzie's:
- Fast & Convenient Food
- Fresh & Local Ingredients
- Community-Embedded Identity
- Visible & Accessible Location
SECONDARY AUDIENCES
STORRS

Aside from the students, staff, and faculty who regularly pass by the food truck, Lizzie's aims to capture the attention of campus visitors who are on campus far less frequently and are not as acquainted with the dining options. Maybe they are parents visiting their child during Family Weekend, a prospective student on their first college tour, or a scholar from abroad visiting the archive right up the road from Lizzie's parking spot. No matter their mission, they are looking for an option that is eye-catching, welcoming, and gives them a taste of the UConn community.

COVENTRY

In addition to the families and retirees who make Coventry their home, the town often welcomes outsiders from surrounding areas. Its location between the university and popular Connecticut cities makes it a common route for commuters, who are usually in a rush and will choose a food option that is efficient and not at all off the beaten path. On the weekends, time slows down and people come from all over the state to visit the popular farmers markets, where Lizzie's is already a mainstay. Market visitors, whether old or new, will choose their meals based on the menu items, ease of choosing, an attractive food truck design and, of course, fresh ingredients sourced from the local community.
Lizzie's Triple F Promise:

“FRESH, FLAVORFUL FOOD AT THE HEART OF YOUR COMMUNITY.”
We are for people who don't just eat to live, but who also live to eat. We don't exist solely to feed you and the ones you love—our passion lies in creating food experiences that you can truly feel good about.

Here's how we do it:

Our menus feature unique & creative dishes.
You will always be greeted with a warm smile.
We accommodate all dietary choices and restrictions.
Sourced from local farms and markets, our ingredients are:
   Healthy
   Organic
   Non-GMO
   Never frozen
Your time is important to us; we are efficient, but will never rush you.
We keep our prices affordable without skimping on quality.
VISUAL TONE

- Minimalistic
- Fresh
- Inviting
- Colorful
- Clean
- Creative
- Bold
- Playful

VERBAL TONE

- Light
- Genuine
- Down-to-Earth
- Passionate
- Friendly
- Honest
- Conversational
- Relatable
BRAND EVOLUTION

pre-2013

2020
Main Logo, full color version: may only used against white. Should be used at all times unless limitations arise, such as one-color printing.

White version: may only used against Lizzie’s red, blue, green, magenta, purple, black, or grey.

Give me some room to breathe!

Black version: may be used against white and Lizzie's light pink.
TITLES: ROCKWELL BOLD, 29PT ALL CAPS ONLY

SUBTITLES: ROCKWELL BOLD, 18PT, BLACK ALL CAPS ONLY

Body Copy: Stevie Sans
Bold used sparingly for emphasis
Book used primarily
Default to 14pt
Black

Captions: Stevie Sans
Medium, 7pt
Black

Links: Stevie Sans,
Lizzie's blue
Bold, no underline

All type to be in black or white unless otherwise specified.
No hyphenation in paragraph copy.
COLOR PALETTE
The Lizzie’s “L” and will be used as iconography, in places such as the menu, food truck, stickers, favicons, and more. A variation exists for personalized stickers.
Imagery should be minimalistic, bright, and bold. Strong color should be infused when possible, inspired by natural colors found in fresh produce. Patterns should be simple, and backgrounds should be monotone or white. Illustrative elements should also feature bold, organic lines.
Menus, signage, and collateral are clean and legible. Descriptions feature ingredient sources when possible, and menu notes should include available options for dietary substitutes.
Lizzie's truck features a minimalistic, eye-catching wrap design that can be seen easily in passing, and features prominent information simply and legibly. Way-finding is clear and accessible.
HUSKY BURGER CHALLENGE

Post a photo of you with your favorite burger from Lizzie's. The photo with the most likes wins a $20 gift card!

Don't forget to tag @lizziescurbside and #huskyburger!
Lizzie’s Curbside

Make this egglicious sandwich at home!

Lizzie’s Eggglicious Egg Sandwich

17.9K Likes 618 Comments 5.2K Shares 909K Views
Lizzie’s Curbside

Can you pull off the double flip? @taliamilardo gives it a shot...do you think she can do it?! #lizziesdoubleflip #challenge

🎶 sound - lizziescurbside orig
Created for DMD 3998/5998: Digital Branding
Professor Nicole Stier Justice
Fall 2020

Research by Brooke Gemmell & Talia Milardo
Design & Copy by Brooke Gemmell
Photographs sourced from Unsplash.com & Brooke Gemmell
Social Media Campaign Content by Talia Milardo