hoi man mak

SALTTABLE

SALACIA

6 BATHS   100%
5.6 OZ   NATURAL

BATHTIME ROCKS
Moisturizing Cubes for the Bath

Aromatic cubes packed with kaolin
clay and shea butter to create a

SEERSUCKER

Welcome to SaltTable

The Savannah original seasoning brand   The Salt Table is a Savannah based brand of salts, seasoning blends, oils and vinegars, tea and other specialty foods. We want to provide the best natural ingriedence to you, in which, we work with the Geogria Grown.to bring local sustainable food to the table.

SALTTABLE

Ground Beef
Macaroni Casserole

Southern Spring Blend / Southern Herb Blend

A weeknight supper workhorse, this casserole is usually made with a cream of mushroom soup, but the flavors are so much fresher and better with a homemade sauce.

Gala Gamberi alla Romana
Salt Table Boheme Blend

Chicken Pot Pies
Salt Table's Savannah Spanish Moss Blend

Herb Roasted Salmon
Salt Table Southern Springtime Salt Herb Grinder Blend

SALTTA

Salttable
graphic standard guideline

brand identity
packaging
web design

Design Objective
The project aims to refine the old style of local spice store images into a natural, homestyle brand for customers. The company is facing a problem with their brand recognition, as a tradition old seasoning store, there is a lack of customers due to the shift in customer ages from baby boomers generation to the millennial. The project requires a full set of communication system for the new generation, middle-aged and young audiences, union included print, packaging, website, and application to deliver a new image of the brand.

Solution
A complete set of branding identity is needed, which includes the typography, color scheme, monogram, and other graphic elements. The design includes a set of tourist postcards and a new set of packages. Rather than showing the traditional side of the brand, the design focus on the naturalness of the salt and high quality of the products.

Our Mission
The Salt Table is a Savannah based brand of salts, seasoning blends, oils and vinegars, tea and other specialty foods. Whether online or in our coastal Georgia shops this 'Savannah Original' looks forward to providing you with the finest specialty foods and best customer service available anywhere. And, you know, The Salt Table 's foods and wines are awesome because the products sold by The Salt Table are Georgia Grown.

Design Statement
Our goal is to redefine the Salt Table into a natural homestyle brand for customers. The project requires a full set of a communication new tools for the new generation of customers, including applications in print, packaging, website, and application to deliver a new image of the brand. A complete new branding identity is needed, including logo, typography, color scheme, and other graphic elements.

Concept
The purpose is to promote the company natural sea salt and the Himalaya salt. We focused on the idea of the sea, wave, and salt. The formation of sea salt layers and the relationship with water.

Creative Exploration
The project requires a full set of a communication system for the new generation of customers, including print, packaging, website, and application to deliver a new image of the brand.

Media 1: Brand identity
Creating a new set of logo system of The Salt Table for middle and young tourists and customers to understand the brand. A complete set of branding identity is needed, such as the typography, color scheme, monogram, and other graphic elements.

Media 2: package
In order to complete the whole brand language with a new identity, there is a need to redesign a set of new packages for different products and categories.

Media 3: web design
Website as the main digital platform for the brand to communicate with the new target audience, it would be necessary to reorganize the structure and information for a higher efficiency design for browsing the website.

Software

ai   in

The Salt Table

Brand began since christmas approached in 2007
The 1st store built in 2010
Existing logo and without visual identity work
Designed by the Dave, owner's husband

Over 200 flavors products with brands in the Georgia Grown® program
(loose tea, sugars, oils, vinegars, popcorn, pecans, and much more)
Buy in shops, online, and in fine stores throughout the South

Salacia Salts

high quality collection of salt soaks, moisturizers, scrubs and other skin care and home fragrance products

The Spice & Tea Exchange of Savannah

140 spices, over 80 exclusive hand-mixed blends, 16 naturally-flavored sugars, an array of salts from around the world, and more than 30 exotic teas

"Creating & sharing the experience of a more flavorful life,"

General public
Staff
Tourists

Women and men between 25 - 60 who is interested in cooking. They can be married with children and had stable jobs every day. It could be tourist from other towns or countries and travel here.

People can spare time stay at home. Willing to spend money on cooking equipment and materials. They care about their health and concern about the food resources.

LOGO SKETCHES
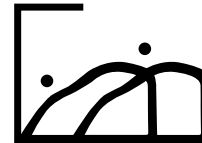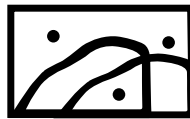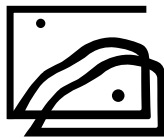
WAVE /SEA + SALT

THE SALT TABLE

THE SALT TABLE

SALT LAYERS

BOX / WINDOW
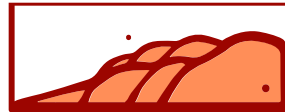
WAVE /SEA + SALT

THE SALT TABLE

Oxygen bold 22/30

THE SALT TABLE

quicksand bold 22/30

THE SALT TABLE

Signika bold 24/30

THE SALT TABLE

Amiri bold 14/30

THE SALT TABLE

muli bold 22/30

THE SALT TABLE

Source Code Pro bold 22/30

THE SALT TABLE

The Salt Table

THE SALT TABLE

The Salt Table

THE SALT TABLE

THE SALT TABLE

THE SALT TABLE

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The SALT TABLE

THE SALT TABLE

Salt Table

The Salt Table

THE SALT TABLE

SALT TABLE — playfair display

SALT TABLE — arapey

SALT TABLE — amiri

SALT TABLE — gudea

SALT TABLE — Alegreya_Sans

SALT TABLE — oxygen

SALT TABLE — Fira_sans

SALT TABLE — source code pro

SALT TABLE — signika

SALT TABLE — Dosis

SALT TABLE — quicksand

SALT TABLE — Josefin_sans

SALT TABLE — Miriam_Libre

SALT TABLE — quattrocento

SALT TABLE — Muli

SALT TABLE — Noto sans

SALT TABLE — questrial

Visual Identity

The logo is based on the concept of natural and homely with salt mountain symbolized the nature of salt and the table that refers to the kitchen.

SALTTABLE

SALTTABLE

Logomark for the Salt Table

The main logo that used on most of the design. Salt mountain as the top and the brand name "SALT TABLE" in the bottom. The two "T" in the middle is connected together as a table.

Wordmark for the Salt Table

The wordmark is used for a smaller size as the logo on designs, such as the website, and package.

Icon for the Salt Table

The icon and monogram that used on documents as pattern and graphics help.

Scale & Clear Space

The frame between the logo and the outside space is fixed as 0.61 inches. The height of the icon is 3 times bigger than the size of a letter .

3X

X

SALTTABLE

SALTTABLE

I "

The smallest width of the logo is 1 inches.
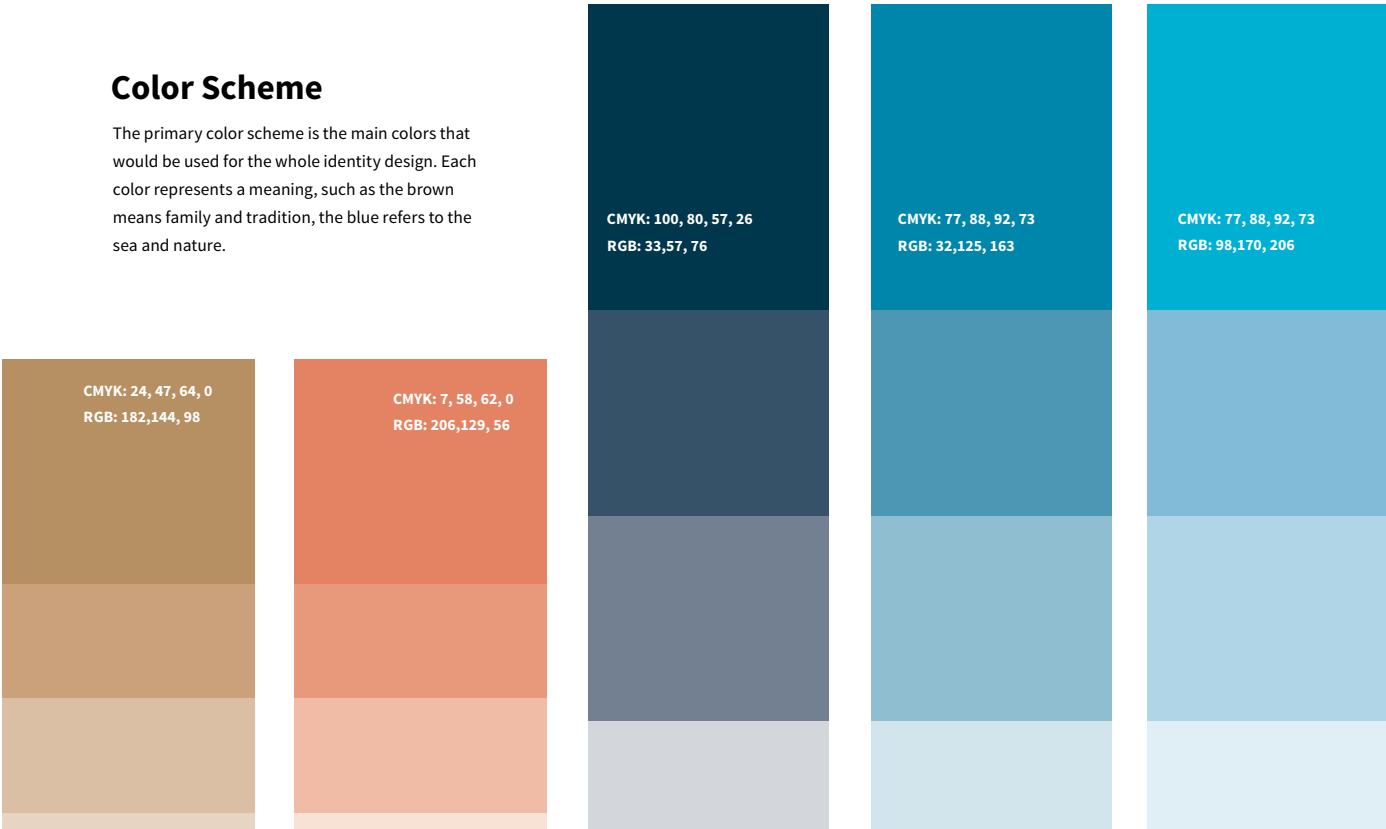
SALTTABLE

0.6"

0.6"

Typography

The primary color scheme is the main colors that would be used for the whole identity design. Each color represents a meaning, such as the brown means family and tradition, the blue refers to the sea and nature.

Source Sans Pro Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz	aB
Source Sans Pro Semibold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz**	**aB**
Source Sans Pro Semibold Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz*	*aB*
Source Sans Pro Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz**	**aB**

Color Scheme

The primary color scheme is the main colors that would be used for the whole identity design. Each color represents a meaning, such as the brown means family and tradition, the blue refers to the sea and nature.

CMYK: 24, 47, 64, 0
RGB: 182,144, 98

CMYK: 7, 58, 62, 0
RGB: 206,129, 56

CMYK: 100, 80, 57, 26
RGB: 33,57, 76

CMYK: 77, 88, 92, 73
RGB: 32,125, 163

CMYK: 77, 88, 92, 73
RGB: 98,170, 206

Incorrect Uses

The logo mark should never be used in the
following ways on any circumstands. It will
see as a misused formate of the design.

No Distortion

No Shadow

No inverse

No Highlight

No Overlapping

No Extra Distance

No other typeface

No Gradient
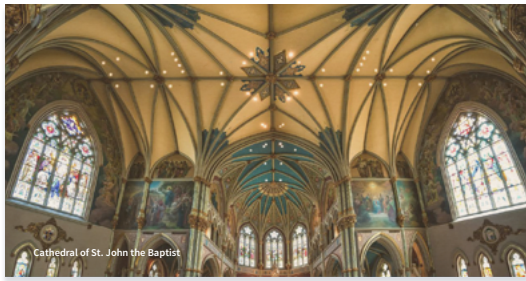

No additional change

#6 3/4 Regular Envelopes

SALTTABLE
51 Barnard Street Savannah GA 31401
salttable.com

Business card

2 "
3.5 "

Carol Legasse
Owner

SALTTABLE
912 • 447 • 0200
51 Barnard Street Savannah GA 31401
info@salttable.com
2 "
3.5 "

Postcard for Tourists

Cathedral of St. John the Baptist

Savannah spot: Cathedral of St. John the Baptist

SALTTABLE
51 Barnard Street Savannah GA 31401   @salttable   salttable.com

Stationery

The stationery used for the company that included the business cards, the cup, and the envelope. The pattern of the salt mountain is applied as a pattern on the bottom.

Envelope, Business card, and Postcard are designed based on the visual identity of the brand, logo, wordmark, an icon. Both papers are using brown kraft paper with 17-pt paper thickness for the business card.

The postcard is provided as a gift to the customer with different images of the traveling area in Savannah. A set of postcards contain around 6 different photography of Savannah tourist spots.
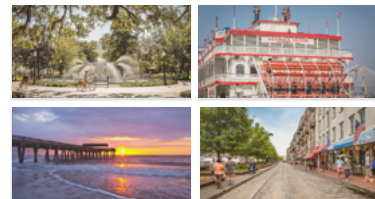
Web Page & Favicon

The website is divided into three sections, with the company mission on the top, the product information in the middle, and the contact in the bottom. The below is the favicon design for the website.