

Peter Rubi Brand Presentation

August 2020

PREPARED BY: THE TEAM NEXT DOOR

How Did We Get Here?

In the following pages, we will provide you with messaging that gives you a unique, advantageous stance in the market. More importantly, we created language that speaks to who you truly are and what makes Peter Rubi what it is today.

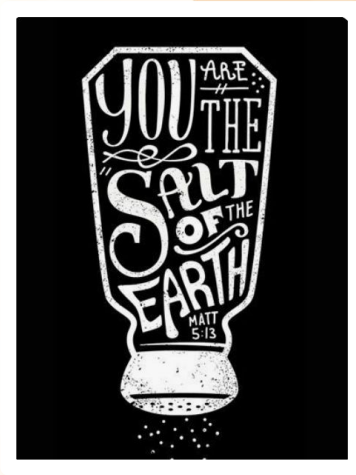
We got there by experiencing your store, conducting workshops to learn more about your processess and team culture, researching the industry, and analyzing your competition. After reviewing the findings and collaborating as a team (an extension of your very own), we believe we have landed on a brand position for Peter Rubi that is strategic and effective.

Name Rationale

Where We Come From

Inspired by the tale of a young Italian couple, Peter and Rubi, who peddled fresh fruit and vegetables across Chicago in the early 1900s, a peter rubi (noun) is a box of fresh, seasonal produce.

Peter Rubi began as a small sprout of a produce stand at the Plainfield Farmers Market until 2013, when we carried that homegrown spirit into a family-owned brick-and-mortar store. Today, Peter Rubi provides an abundance of fresh produce, wholesome pantry goods from local and global purveyors, and grab-and-go items to inspire a healthier lifestyle, healthier you.



Positioning Attributes

The positioning attributes define the specific qualities that can, and should be, attributed to the brand. This suite of attributes will be distilled into key impact areas only—those that are relevant, compelling and create distinct experiences for store customers.

- Genuine. Not dishonest.
- Empowering. Not disapproving.
- Informative. Not pushy.
- Optimistic. Not hopeless.
- Curious. Not unconcerned.
- Loving. Not cold.
- Lighthearted. Not worried.

Create a healthy dialogue *around food*

We are simple ingredients, not banned ingredients

We are balance, not cheat day

We are wholesome, not clean

We are nutritious, not guilt-free

We are healthy lifestyle, not diet plan

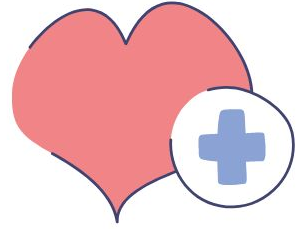
We are intuitive, not restrictive

Brand Pillars

As the foundation of Peter Rubi, the spirit of the pillars should be used often when selling, marketing or even talking about the market with guests and friends. They serve as a rallying cry for all of us that will help solidify Peter Rubi as the grocery store of choice in the hearts and minds of our current and prospective customers, and teammates.



Education



Health



Community



Trust

Our Vision

To lead with light and by example
to nourish, inspire, and educate
communities through the power
of abundant, nutritious food.





Nourish

with high-quality, nutrient-rich food.

We water the connection between food and mind, body, and spirit. That's why everything we offer should be fresh, nutrient-dense, sourced from trusted purveyors, and use simple ingredients.

Acceptable Alternatives:

- Nutrient-dense
- Nutrient-rich
- Nutritious
- Wholesome
- Balance
- Good-for-you food

Unacceptable Alternatives:

- Not guilt-free
- Miracle food



Guide

people towards healthy lifestyle changes

We know navigating nutrition labels isn't everyone's jam. Customers trust our selection is continuously vetted for quality and informed by research before hitting shelves, so they can pick for taste rather than nutrition label.

Acceptable Alternatives:

- Journey
- Balance
- Healthy lifestyle

Unacceptable Alternatives:

- Diet plan
- Cheat day



Connect

with the community through food

We believe sharing a nutritious meal is a celebration of communion. Food brings our community and team together, and these are the relationships that give substance to the Peter Rubi mission.

Acceptable Alternatives:

- Intuitive

Unacceptable Alternatives:

- Restrictive
- Off-limits



Grow

as a trusted nutrition source

We know navigating nutrition labels isn't everyone's jam. Customers trust our selection is continuously vetted for quality and informed by research before hitting shelves, so they can pick for taste rather than nutrition label.

Acceptable Alternatives:

- Vetted ingredients
- Habits
- Lifestyle
- Change

Unacceptable Alternatives:

- Banned ingredients

Brand Essence

Your Brand Essence brings the different pillars of your story together to create a unified core identity for your brand. It provides you with an even greater focus for Peter Rubi moving forward, giving you deeper insight from both an internal and external perspective. Thus, the purpose is two-fold: to clearly communicate your brand message and to inspire your staff to rally behind the brand identity and harness its power.

Traditional Market, Healthy Lifestyle

Shopping at Peter Rubi evokes memories of walking through local markets on a warm afternoon, bringing home an abundance of produce to cook up for the family.

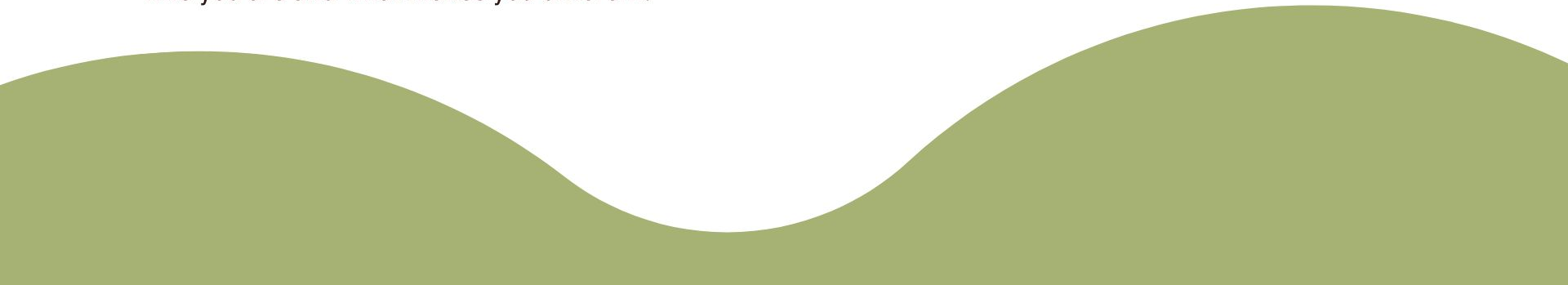
Yet a healthy lifestyle includes more than just good food—so we cultivate the physical, emotional, mental, and spiritual aspects of wellness, too.

Positioning Statement

The positioning statement is just that—a statement that simplifies the combined elements of the brand.

The point is to get everyone at Peter Rubi on the same page, to focus on the same vision and stay on the same path leading to the fulfillment of the common goal: your success. This is your story in a nutshell, your elevator speech, the summary of who you are and what makes you different.

For the health-conscious shopper on a wellness journey, Peter Rubi provides quality produce and pantry items sourced from mission-driven purveyors, as well as nutritious ready-made food. Unlike other markets, we lead with light, approach health holistically, and cherry pick only the best products for our community.



Our Brand Promise

The promise that is being made by the store to every person who experiences the brand.

Healthier Lifestyle, Healthier You

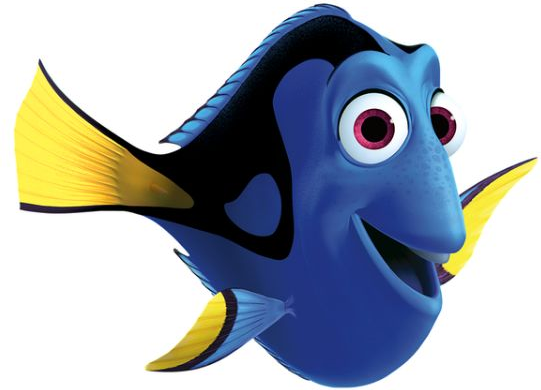
As a trusted partner in your wellness journey, Peter Rubi promises to vet vendors and products, discover new good-for-you foods, and create a shopping experience ripe for foodie adventures.

Brand Persona

Putting Things Into Perspective



Peter Rubi is the directness, boldness and confidence of Edna from The Incredibles.



Peter Rubi is the excitement, positivity and cheerfulness of Dori from Finding Nemo.

Brand Personality + Vibes

Peter Rubi is...

Bright like the acidic burst that completes a dish

Confident like biting into a juicy peach with gusto

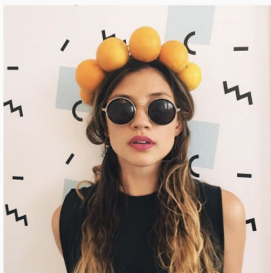
Approachable like pulling up an extra chair to the dinner table and

Young-at-heart like a spoonful of dad humor for breakfast

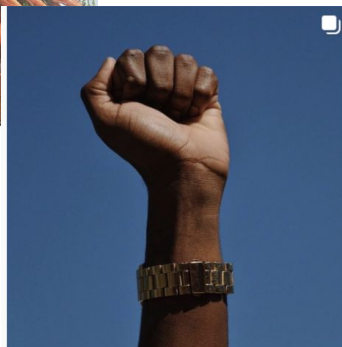
Imagine Peter Rubi as a spunky mentor: We'll teach you our ways of how to eat well so you can share in the joy we discovered through natural living.

We are...

Bright & Playful



Bold & Confident




Approachable & Inviting



Tone of Voice

Speaking to foodies, health nuts, and neighbors next door, our brand voice should always be:

- **Informational**, but more of a spirited neighbor's helping hand than a rambling professor
 - **Enthusiastic**, with organic and lighthearted silliness
 - **Positive**, like a beacon of warm light Intentional and free of additives, just like our products
 - **Confident**, like an honest friend who knows what's best
- 

The background consists of a solid orange band in the center, flanked by lighter orange and white wavy shapes at the top and bottom, creating a layered, organic effect.

The Look and Feel



PETER RUBI



PETER RUBI

Healthier Lifestyle. Healthier You.



PRIMARY COLORS



RGB: 233, 158, 84
HEX: #E99E55



RGB: 245, 198, 125
HEX: #F5C67D



RGB: 252, 245, 230
HEX: #FCF5E6



RGB: 255, 255, 255
HEX: #FFFFFF



RGB: 34, 31, 33
HEX: #223F21



RGB: 61, 119, 87
HEX: #3D7757



RGB: 163, 175, 108
HEX: #A3A96C



RGB: 238, 243, 201
HEX: #EEF3C9



RGB: 135, 54, 121
HEX: #873679

TRADITIONAL MARKET.

Progressive Lifestyle.

We believe in you and the power of your life.

Body text, set to Montserrat Regular goes here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad inline link, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

CALL TO ACTION

CALL TO ACTION

CALL TO ACTION

CALL TO ACTION



We make it
accessible
and affordable
for everyone

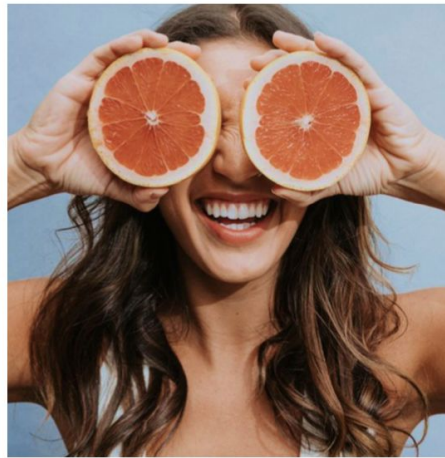
BUY ONLINE



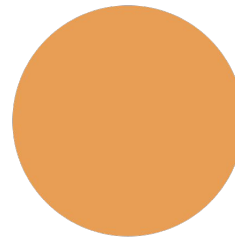
Fruits

Lorem ipsum dolor
sit amet, consectetur
ad quis nostrud.

BUY ONLINE

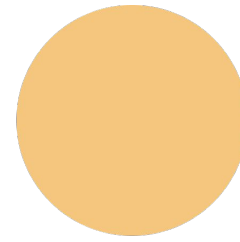


Color Palette



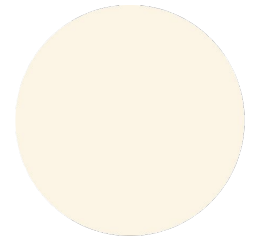
**Something
Clementine**

RGB: 233, 158, 84
HEX: #E99E55



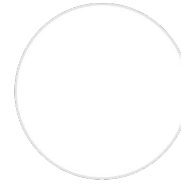
Honey Me Orange

RGB: 245, 198, 125
HEX: #F5C67D



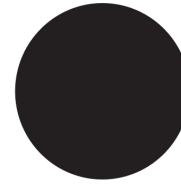
Sandy Wood

RGB: 252, 245, 230
HEX: #FCF5E6



White Seeds

RGB: 255, 255, 255
HEX: #FFFFFF



Almost Black

RGB: 34, 31, 33
HEX: #221F21



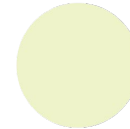
Aspagreen

RGB: 61, 119, 87
HEX: #3D7757



Matcha Green

RGB: 163, 175, 108
HEX: #A3AF6C



Crazy for Kiwi

RGB: 238, 243, 201
HEX: #EEF3C9



Purple Patte

RGB: 135, 54, 121
HEX: #873679

Logo Intro

The Peter Rubi logo is the key element in our master brand and must appear on all communications. It may not be modified in any way and it should never be re-created. Our logo consists of a symbol and wordmark.



PETER RU

Logo Before & After

Updated Peter Rubi symbol:

- Jacket replaces suspenders
- Plaid stripes and buttons added to shirt
- Smile/lip, nose and ear has been adjusted
- Crate line details adjusted

Tagline has been updated to the new serif font.

The symbol shouldn't be placed between PETER & RUBI as that isn't perfectly centered and makes it look off-balance.

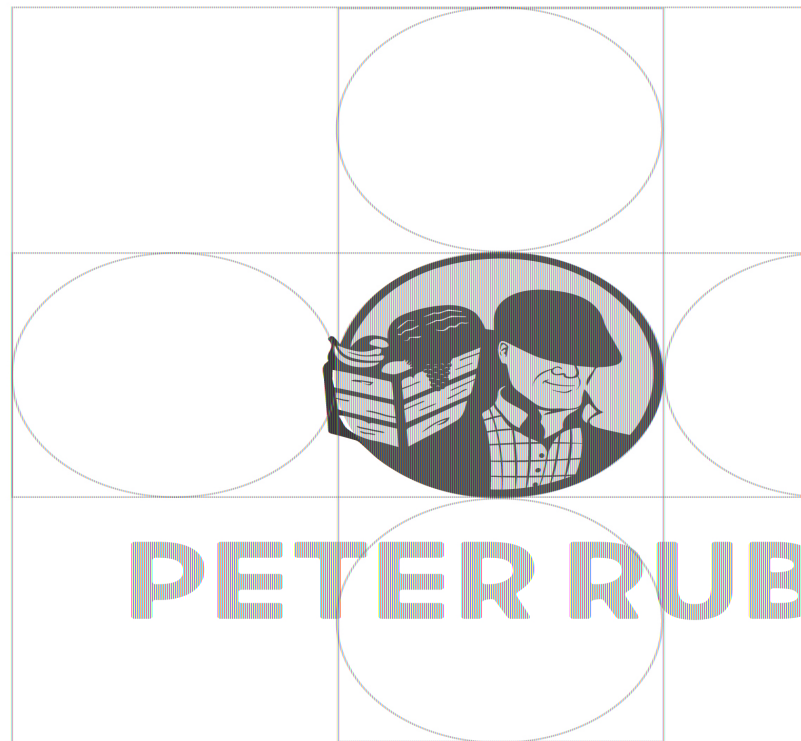


Clear Space

Clear space is the area around a logo that does not feature other graphics, partner identities, or typography. This ensures that the logo is clearly defined and maximizes its impact. As illustrated to the right, the diameter of the symbol dictates the minimum amount of clear space that must surround our logo.

Minimum Size

The Vineti logo must be easily legible in every application. To ensure maximum visibility, the standalone logo should never be reproduced in print any smaller than 1" inches in width. Although the minimum size is specified, the logo should generally appear larger.



Logo Variations

1. Primary Logo (stacked version)
2. Primary Logo with tagline
3. Secondary Logo
4. Secondary Logo with tagline
5. Tertiary Logo
6. Special Occasion Logos*

*On national holidays Peter Rubi may adapt a seasonal outfit.

1.



PETER RUBI

2.



PETER RUBI

Healthier Lifestyle. Healthier You.

3.



PETER RUBI

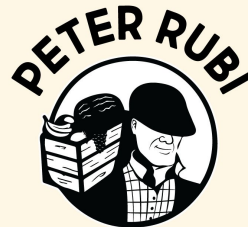
4.



PETER RUBI

Healthier Lifestyle – Healthier You

5.



6.

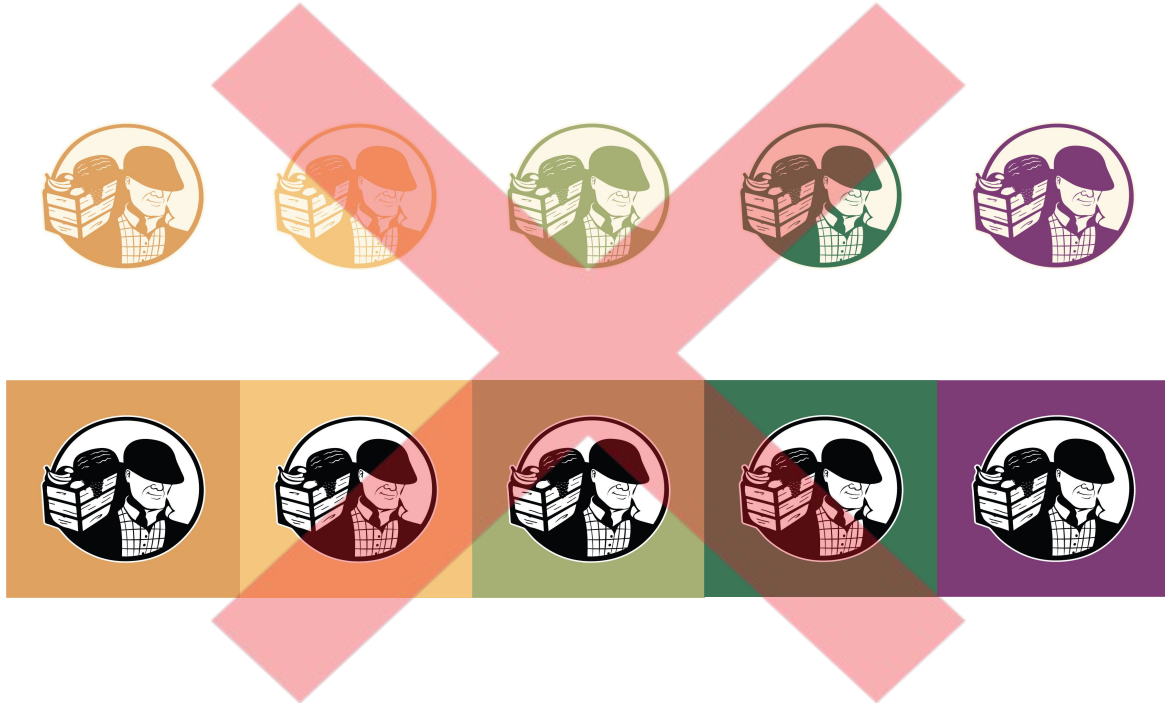


Logo Color



Logo Color Misuse

1. When the shapes are filled with color, don't fill the circle with the sandy wood color.
2. When the background is set to a color don't make the inner logo circle white, use sandy wood instead.



Peter Rubi
Approved Stamp



Typography

Font Selection

MONTERRAT

Montserrat Black, Bold and Regular are used as the primary typefaces throughout Peter Rubi's Digital content. In the event where the two primary typefaces are unavailable or do not render correctly in the user's chosen browser or application, Arial is used as a substitute

Aa

MONTERRAT - REGULAR

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(';"'"/)

Aa

MONTERRAT - BOLD

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(';"'"/)

Aa

MONTERRAT - BLACK

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(';"'"/)

Typography

Font Selection

PLAYFAIR DISPLAY

Playfair Display Bold, SemiBold and Regular are used as the secondary typefaces throughout Peter Rubi's Digital content.

Aa

PLAYFAIR DISPLAY - Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(',:;'"?/)

Aa

PLAYFAIR DISPLAY - Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(',:;'"?/)

Aa

PLAYFAIR DISPLAY - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*(',:;'"?/)

Typography

Font Selection

HANLEY ROUGH SIGNATURE

Hanley Rough Signature is used as the primary Display typeface. It may be used on digital ads, print collateral and website.

Aa

Hanley Rough Signature
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%& (.,:;'"?/)*

Typography

Font Selection

MARKET FRESH BOLD

Market Fresh Bold is only used on the logo and should not be used as a typeface.

Aa

MARKET FRESH BOLD

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*('"/)

Type Use

Header Typeface

Paired together to create a visual dichotomy reflective of the hotel's "Moments Worth Collecting" positioning. Montserrat – Black is always used first, followed by Hanley Rough. In other occasions Playfair Display may also be used as a header typeface.

Subhead Typeface

Playfair Display Regular when Montserrat is used as the header. Montserrat when Hanley Rough Display is used as the header.

Body Copy Typeface

Montserrat Regular

Call-out Typeface

Montserrat Bold in ALL CAPS

HEADER: MONTERRAT REGULAR

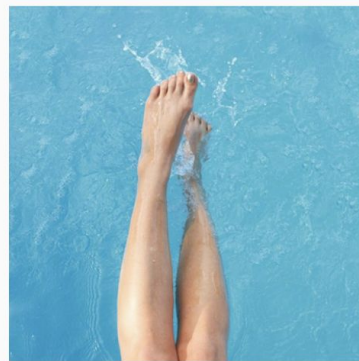
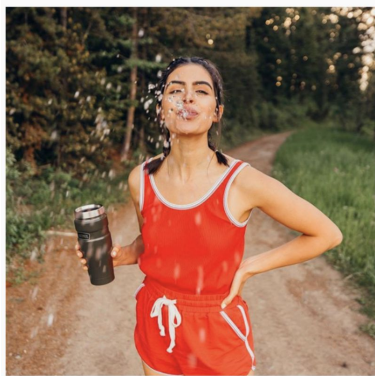
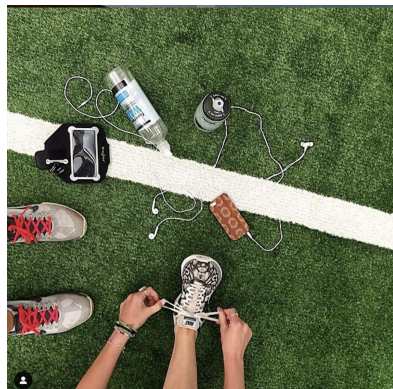
HEADER: HANLEY ROUGH

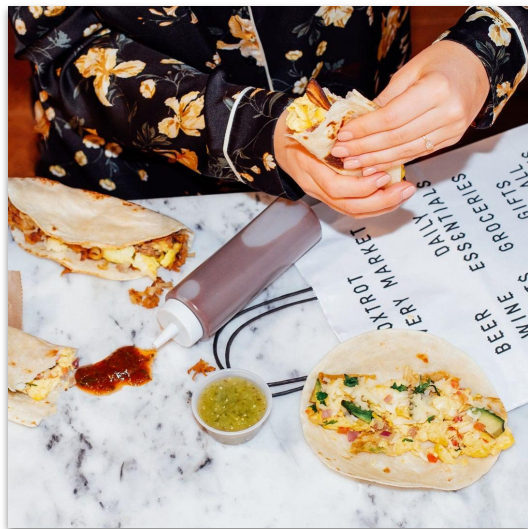
BODY: MONTERRAT REGULAR

SUBHEAD: MONTERRAT BOLD



Photography *Wellness Lifestyle*





In-Store Activations

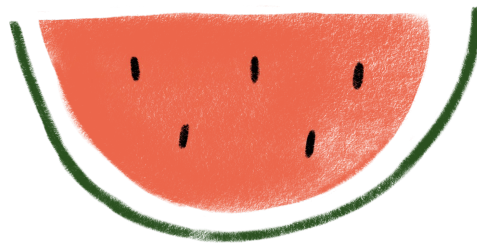
In the following pages, we will provide you with small to large scale events and initiatives to build awareness of the re-opening and restructuring, while aligning with core values & beliefs of Peter Rubi. These activations are not finalized, but are our recommendations for your team to consider executing within the upcoming months and upon the launch of Peter Rubi Uptown.

Ask Peter Rubi

Evergreen

Feature little signs and cut-outs throughout the stores with health & wellness facts, tips and tricks, and employee favorite items. This added layer of personalization alludes to Peter Rubi as an expert in their craft, service and industry, as well as introduces the friendly staff members in a creative and engaging manner.

With "less" John and Maria at both stores at once, their guidance and support will be trickled throughout the stores at certain departments, areas and locations where most questions are typically asked by customers.



Peter Rubi x Farmers Market

Saturdays/Sundays

A twice a month partners event offering outside the Uptown and Plainfield store locations, providing guests an immersive and experiential shopping experience. Peter Rubi to host 5-6 partners as part of their farmers market activation with each partner at their own table/stand/tent promoting their favorite products and snacks or recipe demonstration for customers to try and purchase on their own.

Fantastic selection of seasonal beverages and culinary offerings that will redefine the market vibe at Peter Rubi.



Bar Cart Activations

Saturdays/Sundays

Host 4-5 sample carts dispersed throughout the store to feature new products, recipes and partners on a weekly basis (Saturdays or Sundays); instituting same day for samples each week stirs excitement amongst new & repeat customers (establishes a “schedule” for guests).

Feature vintage bar carts, decorated by raw ingredients, fruits and vegetables and embellished with plants, dried poppies and grasses for authentic appeal and understanding of where dish(es) derive from.

Provides a unique presentation and opportunity to feature new partners and thus, strengthen key relationships for expansion.



Postcards from Peter Rubi *Seasonal*

Create a selection of "Postcards from Peter Rubi" with on-brand graphic elements, quotes and narratives from the team for customers to collect and save at home. Team member quotes and narratives of the Peter Rubi brand history will allow customers to fully understand the Peter Rubi "story" and experience.

Postcards to be included as part of marketing collateral within the gift boxes, shared at check-out or passed out throughout the stores (on select occasions). Provides a more custom experience, bringing the Peter Rubi story from their shelves and grocery store aisles to your very own home — hanging on your fridge!



The Fruit-Tiers Concept

Employee Training Program

Background: Joe's Crew Members consider themselves "traders on the culinary seas" and are known for their bright, tropical-patterned shirts and for generally being nice, helpful, and well informed.

Create a training program focused around produce and health knowledge so employees feel proud to make it to the floor. This insures that our staff is a trusted source of information for our customers and lives up to the Peter Rubi brand mission. Additionally, helps create commodity and ensures people are more willing to stay at Peter Rubi long-term.

Website Elements

Search



PETER RUBI

Healthier Lifestyle. Healthier You.

HOME

ABOUT

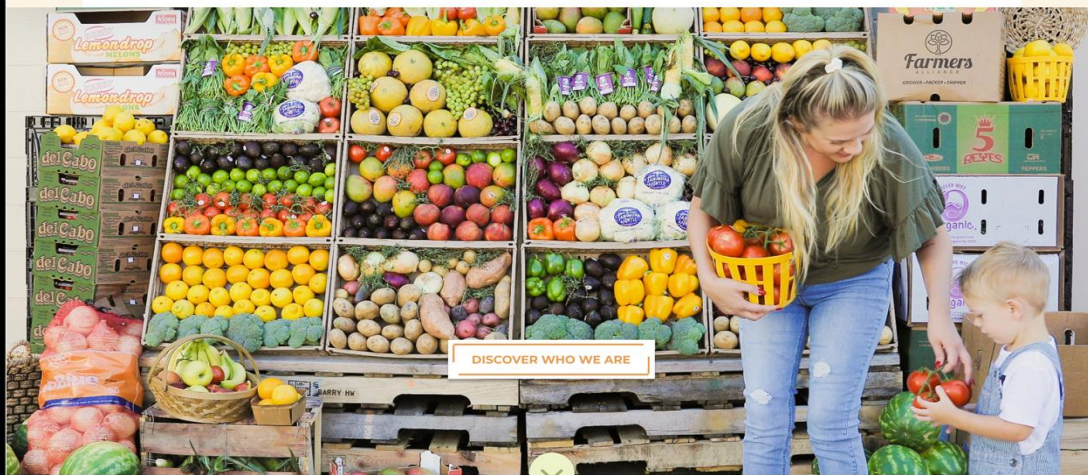
SHOP

GIFT-BOX

COMMUNITY

LOCATIONS

CONTACT



DISCOVER WHO WE ARE

Welcome Message

We're John and Maria, the owners of this greengrocer. Our story starts like any other—in a beautifully chaotic home. Between kids and work, there wasn't much time left for wellness.

In 2013, John was diagnosed with pleomorphic high grade undifferentiated sarcoma and given eight months to live. He survived through God's grace, Maria's support, and a new healthy lifestyle. But another storm followed, this time a house-destroying fire.

Farmers sometimes burn their land to fertilize the soil, making way for new growth. Little did we know, our suffering would also bloom into new opportunities.

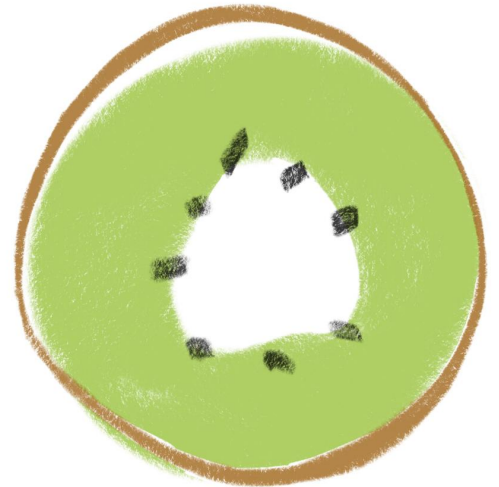
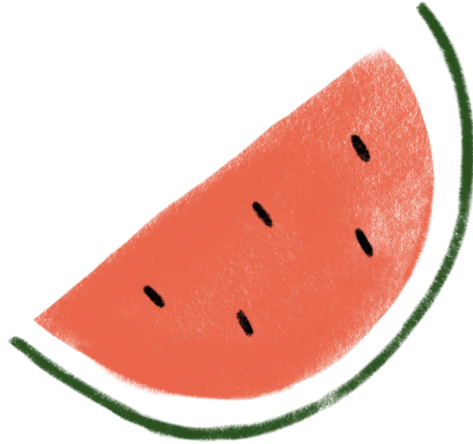
Our purpose became clear: to help our community harvest holistic wellness. That starts—but doesn't end—with nutritious food. The connection between your mind and body, and what you eat makes all the difference.

Peter Rubi is a home of healthy lifestyles, and we'd like to invite you over. We hope you roam our store like a kid in the candy shop (just replace the lollies with sweet corn!) and embrace the power of life.

John & Maria

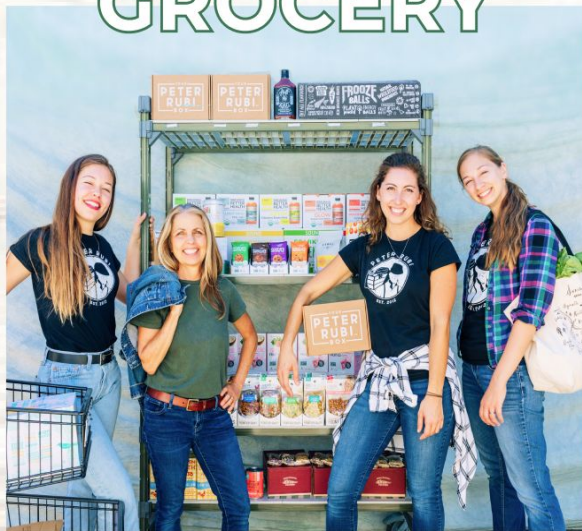
*Cheers to a life long
lived and loved.*

Graphic Elements
Hand-drawn Icons



The Peter Rubi team is a trail mix of personalities and passions, but we all rally around feeding healthy lifestyles.

GROCERY



Short team description goes here, we should keep it at 2 lines maximum.

RECEIVING



Short team description goes here, we should keep it at 2 lines maximum.

SALES FLOOR



Short team description goes here, we should keep it at 2 lines maximum.



We make it accessible and affordable for everyone

Lorem ipsum dolor sit amet, consectetur adipiscing elit vestibulum non dolor tincidunt.



Pick up in store

Lorem ipsum dolor sit amet

PREORDER ONLINE



Ship to your door

Lorem ipsum dolor sit amet

BUY ONLINE



WORD ON THE MARKET

Lorem ipsum dolor sit amet, consectetur adipiscing elit vestibulum non dolor tincidunt, sollicitudin mauris ac.

“

Lorem ipsum dolor sit amet,
consectetur adipiscing elit vestibulum
non dolor tincidunt, sollicitudin
mauris ac.

Alexis Fischer

“

Lorem ipsum dolor sit amet,
consectetur adipiscing elit vestibulum
non dolor tincidunt, sollicitudin
mauris ac.

Sebastian Arias

“

Lorem ipsum dolor sit amet,
consectetur adipiscing elit vestibulum
non dolor tincidunt, sollicitudin
mauris ac.

Toni Graves



THE PETER RUBI APPROVED PHILOSOPHY

REAL
SUPER
GOOD

Ingredients

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec consequat nisi quam, sit amet porttitor arcu semper non. Morbi odio felis, aliquet ut rutrum nec, faucibus quis felis.

REAL
SUPER
GOOD

People

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec consequat nisi quam, sit amet porttitor arcu semper non. Morbi odio felis, aliquet ut rutrum nec, faucibus quis felis.

REAL
SUPER
GOOD

Taste


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec consequat nisi quam, sit amet porttitor arcu semper non. Morbi odio felis, aliquet ut rutrum nec, faucibus quis felis.

VENDOR OF THE MONTH

LEARN MORE




Social Media

**Peter Rubi**
Sponsored


[Like Page](#)

Fuel your body > fill your body. For Sept only, receive 10% off when you order online.






Limited Time Offer: 10% Off Online Orders
Help your community build immunity.

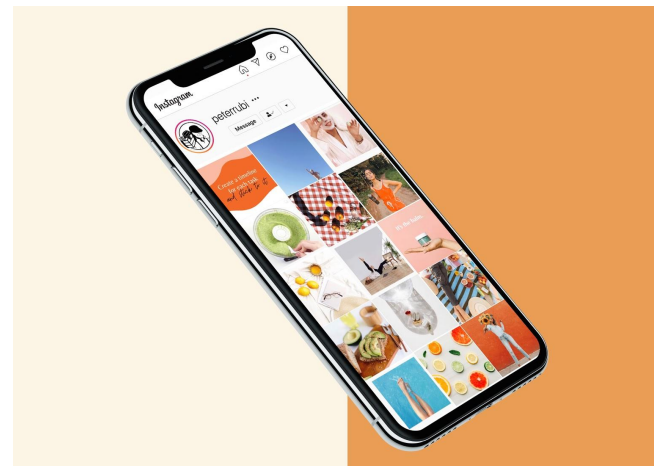
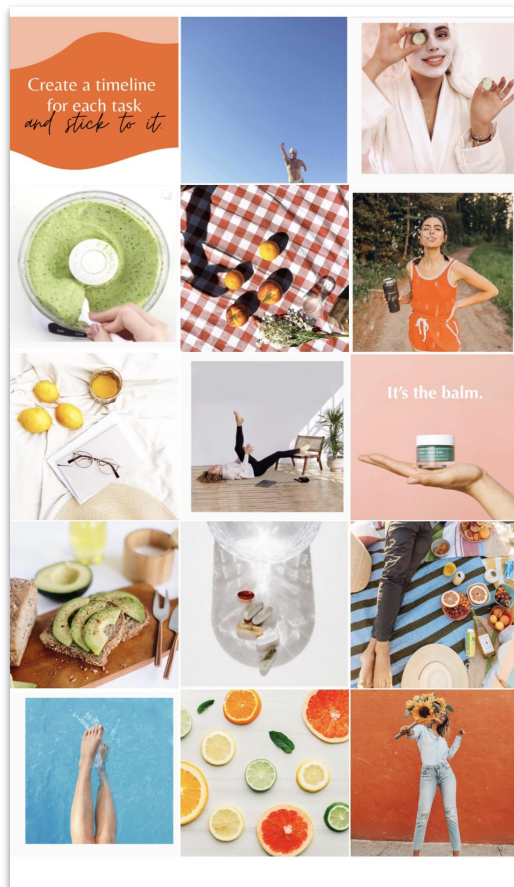
[Shop Now](#)

 20

62 Comments

311 Shares

 Like  Comment  Share



The Peter Rubi Revolution

Social Media Campaign

Share testimonials from loyal Peter Rubi customers in various stages of their journey and how Peter Rubi has helped them from small to large. Develop on-brand graphics with final colors and typography selection to feature customer testimonials in a creative and playful manner.

Will You Join The
#PeterRubiRevolution?

The background consists of three horizontal bands of color. The top band is a light peach color. The middle band is a vibrant orange color and contains the word "Resources" in a white, cursive script font. The bottom band is a solid white color. The boundaries between these bands are defined by smooth, wavy lines that create a fluid, organic feel.

Resources

approved phrases

Healthier lifestyle, healthier you

Fueled by carrots and curiosity

Take your plate back to basics.

A veg-powered pep in your step

Fuel your body—don't just fill it

Eat up the power of produce.

Live fruitfully.

Handpicked for your health

Box to nature

Ripe for foodie adventures

Cheers to a life well lived

Good food, good people, good mood

Live great, not good

Approved Words

Wholesome	Diet
Balance	Minimally processed
Nutrient-dense	Health-focused
Nutrient-rich	Health-conscious
Nutritious	Refresh
Good-for-you food	Powerhouse
Minimal ingredients	Superfood
Simple ingredients	Trusted partner
Vetted ingredients	Raw
Holistic Plant-based	Satiate
Healthy lifestyle	Organic
Wellness journey	Locally-sourced
Lifestyle choice	Staple

Words to Avoid

- Guilt-free
- Bad
- Indulge
- Diet plan
- Cheat day
- Detox
- Cleanse
- Miracle food
- Banned ingredients
- Restrictions
- Off-limits
- Low-calorie
- Low-fat

Style Guide

Names

- **Market name:** Peter Rubi, Peter Rubi Produce & Pantry
- **To describe vetted products/vendors:** Peter Rubi Approved

Grammar

- Use exclamation marks, but don't overdo it!
- Vitamins, minerals, health benefits are lowercase (ex. vitamin K)
- **Point of view**
 - Plural first-person pronouns (we/our) when writing as Peter Rubi the market, or as owners John and Maria
 - Singular first-person pronouns (I/my) when writing as John or Maria, for example
 - Third-person when writing about Peter Rubi or its owners

Sourcing

- **Image sourcing:** 📷: Photographer TK
- **HHS' 2015-2020 Dietary Guidelines:** Resource for nutrition information, dietary recommendations, etc.
- **Citing studies or experts:** Include a direct link to source on FB, blog. For IG, include source name at end of caption or in copy ("According to TK...")
Note: Do not have to cite basic nutrition information (i.e. "Thanks to anthocyanin compounds, blueberries are a sweet, heart-healthy snack.")

Style Guide

cont...

Language

- Can incorporate clever food puns, grocery/farming adjacent words, and emojis
- **Plant-Based/Vegan:** Describe specific products, but not to pigeonhole the Peter Rubi brand
- Use **Diet** as a type of eating plan or noun for eating habits (plant-based, pescatarian, etc.).
 - Avoid **restrictive diets** or copy like “diet starts tomorrow”.
- For ideas around “**food is medicine**” theme, use hedging language that diet can protect against disease and symptoms, not cure
- Use hedging language to avoid hyperbolic or unfounded health claims like **may help, can reduce, research suggests, sometimes linked to**
 - *Ex. Sunflower seeds are a good source of healthy fats; healthy fats are linked to cardiovascular health*
- Use the word **clean** sparingly: Unspecific term that assigns moral value to food. Since we want to avoid attributing shame or guilt to certain foods, only use “clean” in a context that promotes health benefits
 - **Note:** Range of products like a juice cleanse is ok
 - When possible, use more specific terms like **minimally processed, simple ingredients** or **no refined sugars**

Style Guide

cont...

Language

- **Avoid Clean Eating:** Seen as a form of food restriction, undefinable diet
 - Instead, use **health-conscious**
- **Avoid Detox/Cleanse:** Seen as an empty marketing term and form of food restriction. Our bodies remove toxins naturally.
 - **Note:** Certain foods and habits (i.e. antioxidants, hydration) can boost your natural detoxification system, so we can talk about how eating healthy can keep the body's natural ability to detox up to speed.
 - **Ex. "Sunflower seeds contain selenium, a mineral that can detoxify cancer-causing compounds."**
 - Instead, use **refresh** in place of detox



Thank You!