



shiloh's pantry process book

JENNIFER JUDD

project brief

proposal

Charcuterie has come to describe more than just cured meats. In recent years, there have been trends for charcuterie boards, or party platters, to take on a wider variety of content. Plus, the artful styling of them has been a focus in both the entertaining and culinary realms.

These boards reflect fine art and hands-on work to mirror the fine art and hands-on actions around a party table or a kitchen counter. There is a link to international culture with the addition of various content as well as a back-to-basics approach of simplifying the serving of food.

The variety of cultural influences on delicacies, both savory and sweet, will be explored.

objective

To create a charcuterie-related brand that connects with a variety of charcuterie related provenders with supplies, accessories, and specific content recommendations.

audience

The primary audience for this project will be foodies with an eye towards artful presentation and experimentation.

goals

Create a distinctive brand for all activities related to charcuterie boards and their contents.

Develop a unique, artisan-crafted product line.

Develop printed material to support the brand.

deliverables

Brand identity system

Special interest publication with

- History of boards
- Exploration of foods
- Cheese variations
- Various cultural influences
- Savory vs. sweet
- Recipes

Packaging for charcuterie board accountments

*Possible addition of paper supplies to the product line

schedule

Class 2: Discuss and finalize proposal.

Class 3: Concepts developed.

Class 4: Sketches started.

Class 5: Begin digital drafts for deliverables.

Class 6: Complete branding package & initial publication layout.

Class 7: Begin packaging & surface designs.

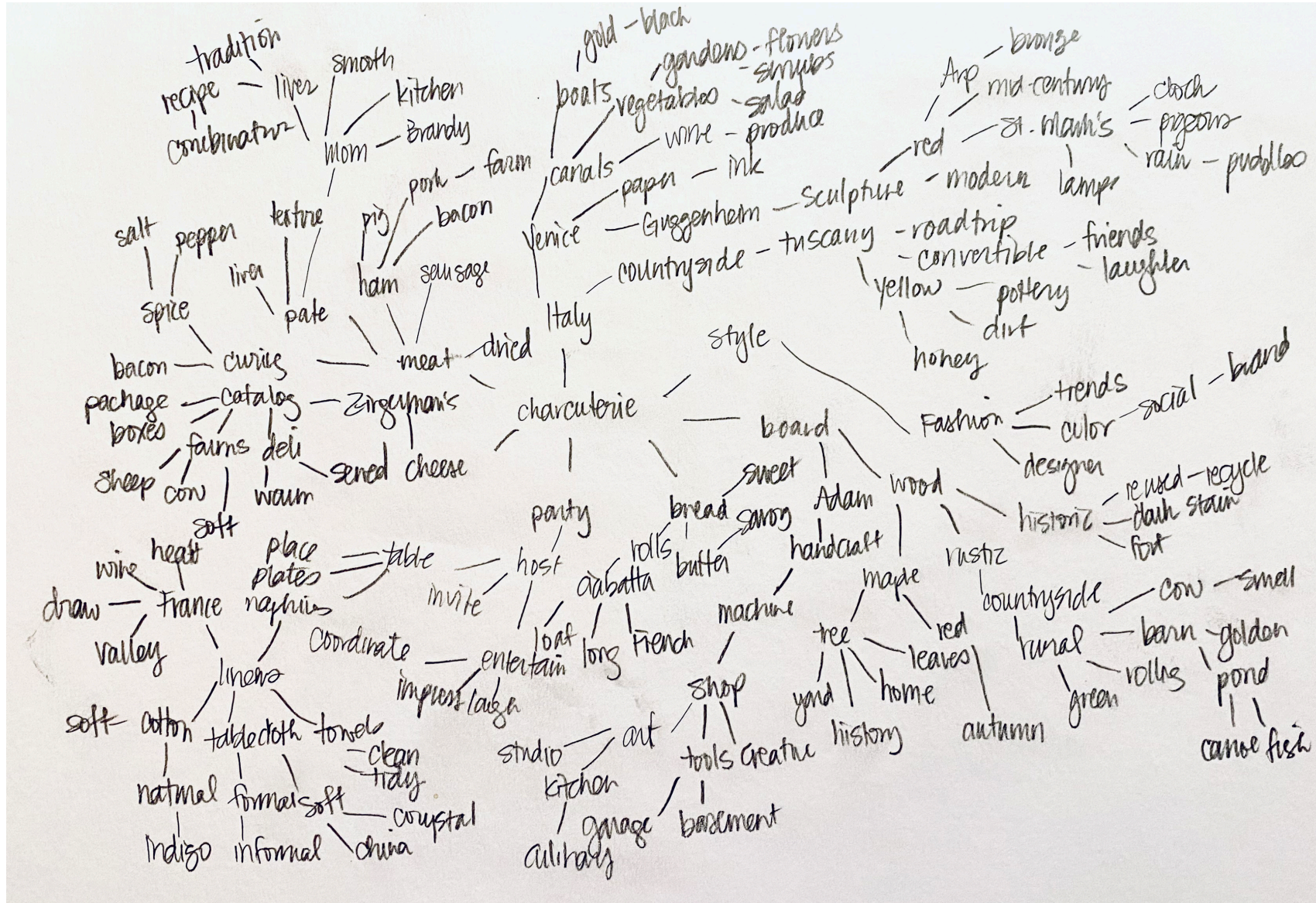
Class 8: Completed publication comp.

Class 9: Finalize all deliverables.

Class 10: Project poster and final deliverables completed.



concepts | ideation



- | Handcraft - Tradition | Bronze - Pig | Sowed - Savory |
|-----------------------|---------------|----------------|
| - historic | - mid-century | - whimsy |
| - recipes | - Hans Arp | - tablescape |
| - craftsmen | - pork | - flavor |
| - North Carolina | - farms | - combinations |
| - wearing | - tools | - menu |
| - textiles | - meat | - spice |
| - woodworking | - gardens | - presentation |
| - room & board | - vegetables | - gathais |
| - Inns & B&Bs | - fresh | - warmth |
| - hand woven | - tools | - yellow |
| - colonial | - rustic | - autumn |
| - Bedford | - bacon | - French |
| - Pennsylvania | - golden | - etiquette |
| - Amish | - warm | |
| | - provender | |
| | - peppercorn | |
| | - moonish | |
| | - fashion | |
| | - oink | |
| | - snout | |
| | - hoof | |
| | - jeans | |

idea

Charcuterie has come to describe more than just cured meats. In recent years, there have been trends for charcuterie boards, or party platters, to take on a wider variety of content. Plus, the artful styling of them has been a focus in both the entertaining and culinary realms. These boards reflect fine art and hands-on work to mirror the fine art and hands-on actions around a party table or a kitchen counter. There is a link to international culture with the addition of various content as well as a back-to-basics approach of simplifying the serving of food.

goal

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concept

Flavors and serving are the highlight of this view of charcuterie boards. The two-pronged approach looks at taste combinations as well as the artistic presentation of those tastes to delighted audiences. Inspired by unique combinations of flavors found in large supermarkets and international groceries, we will present novel ideas to incorporate into a traditional meat and cheese board.

As for the serving aspect, we will work both on unique ways to create and arrange boards as well as focus on etiquette and presentation in the overall tablescape of various types of events or gatherings. For the product line, we will emphasize unique accessories that hint at the sweet versus savory juxtaposition. A play on opposites, like salt vs pepper will be a running theme.

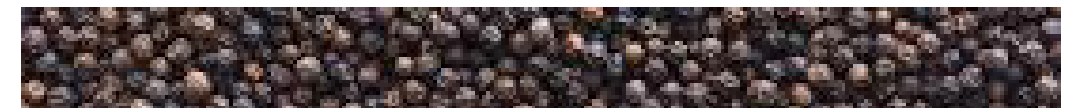
audience

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shiloh's pantry

jennifer judd

warm
classic
tasty
unexpected
funny
inspiring
rustic



deliverables

Brand identity system
Special interest publication
Packaging



typography

Annisette Standard Petite
Sweet & Savory:
a charcuterie adventure

Poppins Regular
Prosciutto and Turkish delight on the same table providing a taste of different cultures and an adventure for guests around the table.



brand

Shiloh's Pantry, named for this magical mouse named Shiloh, will be a source for unique charcuterie board-related items. On the food side, we will partner with the finest purveyors of products including cured meats, cheeses, pickles, candies and mustards. In terms of tablescaping--or "boardscaping," as we call it--we will source a collection of handmade and interesting boards as well as unique serving utensils, pottery and coordinating linens.

publication

As part of our design launch, we'll create a special publication called *Sweet & Savory: Adventures in Charcuterie Boardscaping*. Since charcuterie boards are a current hot topic right now, there are already plenty of how-to guides so we will differentiate this magazine-sized booklet with funny and unique stories. Exceptional product photography combined with whimsical illustrations will also be part of our storytelling. Everything in the publication will work towards showcasing our line of products.

spreads

Room and Board. We'll go back to the basics of eating from a board. Where did the term "room and board" come from? We'll accent the joys of hosting guests at our own homes in the cozy ways that inns and B&B's did it in the past. Our branded handmade boards and their associated linens and accessories will be highlighted.

Alicia & Jenny Go To Tuscany. While living abroad, these two young women jumped in their convertible and headed through the hills of Tuscany. One of their favorite memories centers on the first bit of pecorino cheese dipped in honey. The absolutely perfect example of sweet and savory creating magic together as they reveled in their adventure while watching couples fight at tables all around them. Their layout will include a chart of good cheese pairings.

Pickles are Actually Cucumbers? One of my favorite childhood memories is the day I was in the kitchen watching my mom make pickles, using cucumbers. I was shocked and amazed! How could that be? My mom thought I was making it up, but I was genuinely confused. This layout will talk about the simple pickle and its heritage in many cultures, including some recipes with our branded spice blends. We'll focus on our array of branded pickles.

The Fried Ham Song. It's a classic Girl Scout camp favorite that I thought everyone knew. Apparently it's an oldie but a goodie so it will be fun to introduce it to a new audience and it will be a perfect introduction to our variety of cured meats, bolognas, and cheeses.

Macaron vs. Macaroon. We will take a closer look at these delectable little bites and explain what makes a macaron different than a macaroon. We'll also reminisce about walking the streets in Paris and how we can find some unique items for our boardscapes in flea markets and antique shops.

competition

business model

Shiloh's Pantry will be based around a brick-and-mortar storefront that sells cured meats, cheeses, pickles, candies and mustards. In terms of tablescaping--or "boardscaping," as we call it--we will source a collection of handmade and interesting boards as well as unique serving utensils, pottery and coordinating linens.

competition

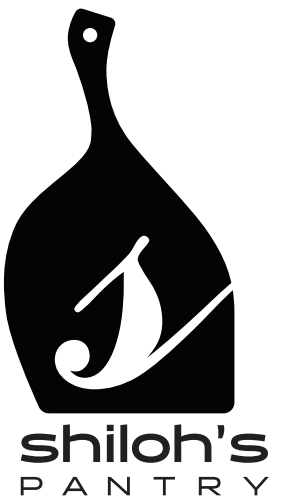
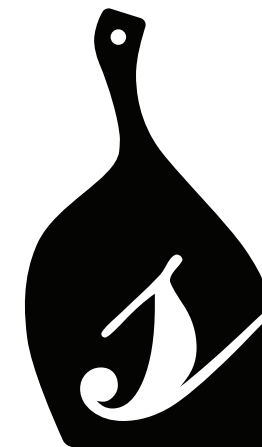
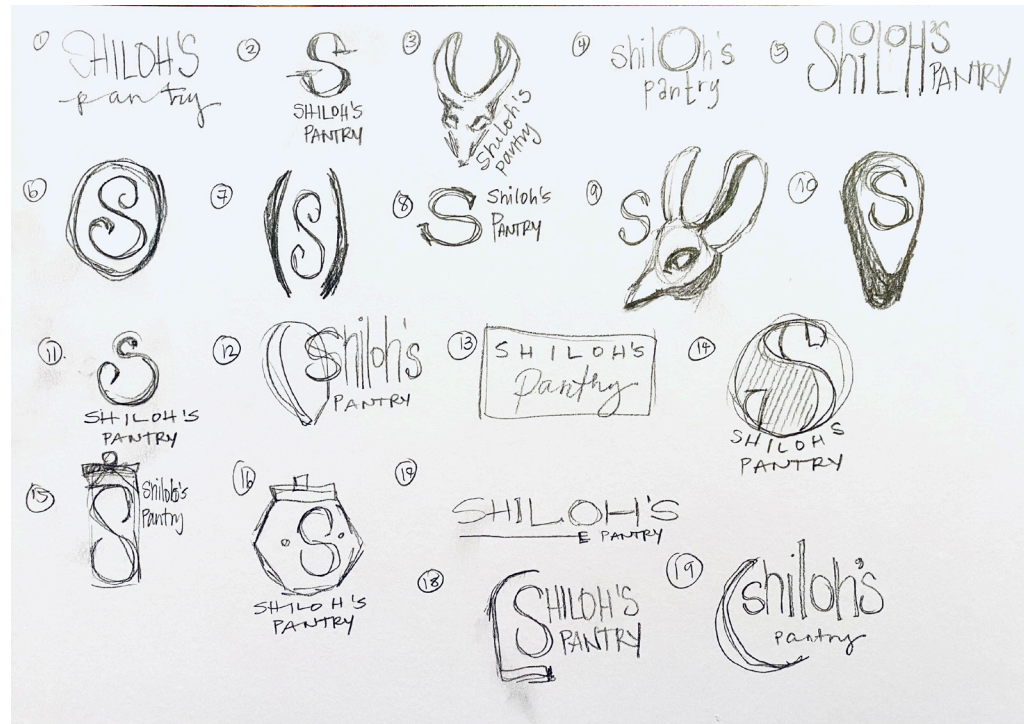
In my small town of Bedford, there are two places that are inspiring the move into this space.

The first is **Peppercorn Market**. They provide a complete array of fancy foods, kitchen tools, and supplies for entertaining. Their model is based on their placement in a historic building in the downtown area. They have branded their bulk oil and vinegar, but otherwise do not have a line of their own products. They also feature wooden bowls and cutting boards created by local craftsmen.

The second business related to this area is **Fisher's Country Store**. This is a grocery store and deli owned and managed by Pennsylvania Dutch Family. They have bulk spices and baking supplies as well as their own branded pickles and other specialties. Many of their products are created in the Pennsylvania Dutch tradition. They also have a take-out window for hot food. Peppercorn Market does not have an outlet for serving food.



logo exploration



logo system



The primary logo is formed from a shape representing a wooden charcuterie board that also brings to mind a ham or a bottle of wine—all related to the pantry's charcuterie “boardscaping” concept.

Shiloh's Glow
Hex: #cd7928
RGB: 205 121 40
CMYK: 16.63 59.26 100 2.82

The typography combines a classic lower case “s” in Commercial Script with modern Halogen sans serif type in a variety of weights and cases.



standard logo



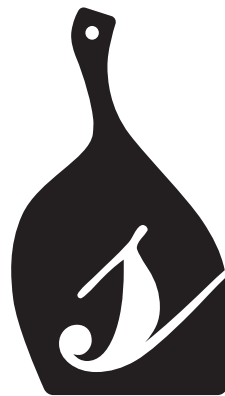
black & white



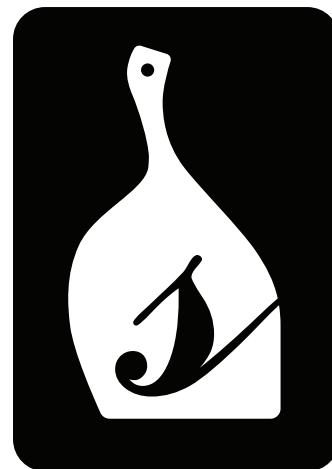
knockout



standard logomark



black & white



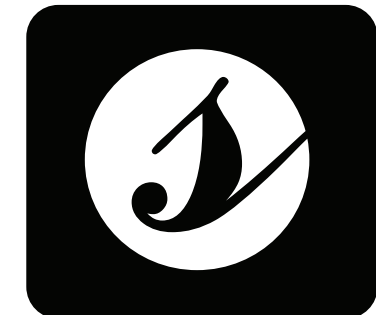
knockout



secondary logo



black & white



knockout

system colors & typography



Hex: #292526
RGB: 41/37/38
CMYK: 0/0/0/100



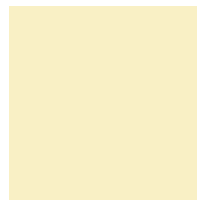
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RGB: 205/121/40
CMYK: 16.63/59.26/100/2.82



Hex: #5a7ba8
RGB: 90/23/168
CMYK: 68.08/45.3/12/5.04



Hex: #99320b
RGB: 153/50/11
CMYK: 0/83/100/43



Hex: #faefc4
RGB: 250/239/196
CMYK: 1.81/3.48/26.64/0

Logo & Logotype

S - Commercial Script

shiloh's - Halogen Medium

PANTRY - Halogen Medium Caps

Labels & Publications

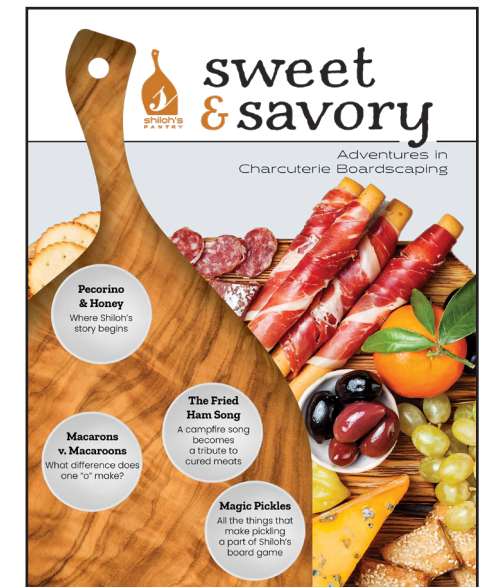
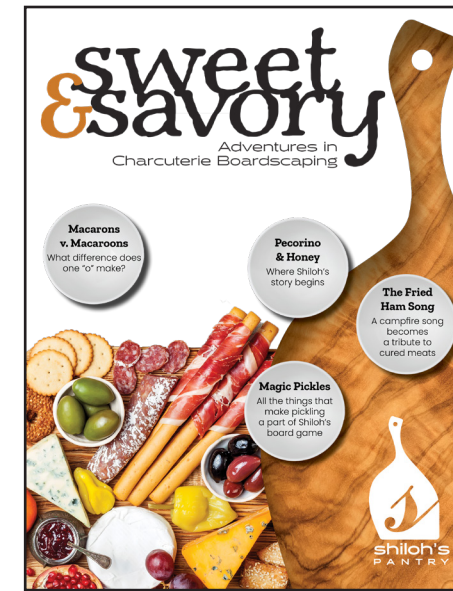
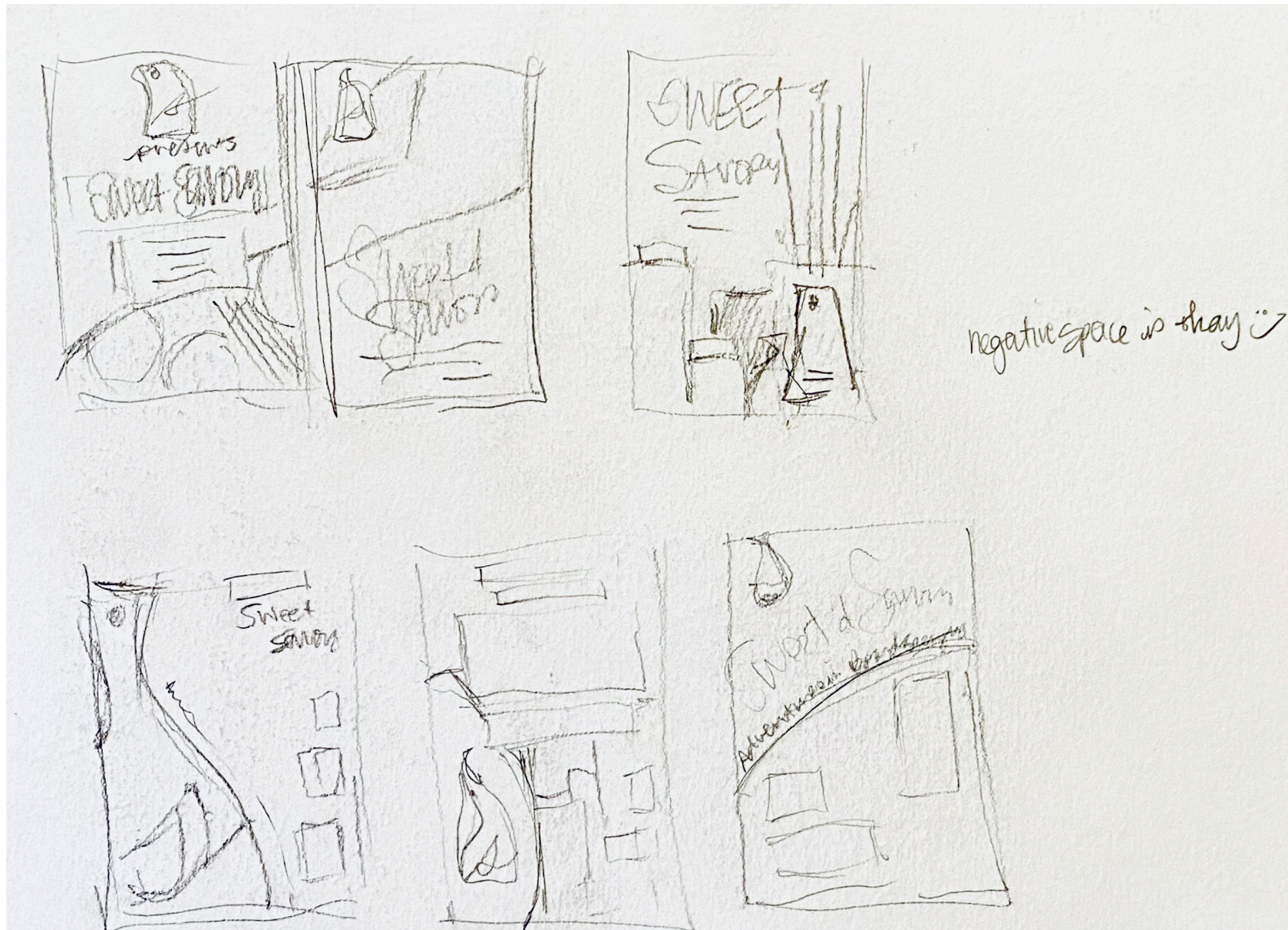
titles - Charcuterie Serif Regular

text - Poppins Regular

headers - Zilla Slab Bold

deliverable 2: publication

cover sketches & comps



deliverable 2: publication

Spread variations

Welcome

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Peccorino & Honey
Where Shiloh's story begins

Pick a Peck of Pickles
Shiloh's cucumber memories

The Fried Ham Song
A comprise song becomes a tribute to fine cured meats

Macaroons v. Macaroons
What difference does one "o" make?

Features

2 | sweet&savory

Welcome

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6 | sweet&savory

1

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pecorino and honey

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Alpine Comte & Fresh Figs
Description and such in here.

Granny Smith Apples with Vermont Cheddar
Description and such in here.

Danish Blue & Berries
Description and such in here.

Soft Fries and Fruit Preserves
Description and such in here.

pairs of possibilities

5 | sweet&savory

pecorino and honey

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pairs of possibilities

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pairs of possibilities

8 | sweet&savory

1

2

3

deliverable 2: publication

spread variations

macarons vs. macaroons

Is there really a difference between a macaroon and a macaron? Yes! Just ask my mother and she'll tell you.

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a variety of macarons from Shiloh's Pantry compared to some delicious coconut macaroons.

sweetSavory | 15

macarons vs. macaroons

Does one "o" really make a difference?

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sweetSavory

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a variety of colorful macarons from Shiloh's Pantry compared to some delicious coconut macaroons.

sweetSavory | 15

1

2

3

pick a peck of pickles

When is a cucumber more than a cucumber?


Is there really a difference between a macaroon and a macaron? Yes! Just ask my mother and she'll tell you.

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a variety of pretty pickles that inspire Shiloh's Pantry.

sweetSavory

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Is all about my mother's kitchen when I think of pickles

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Shiloh's Pantry curries the best pickles and vinegars for pickling in addition to coming out fresh! homemade pickles from around Pennsylvania

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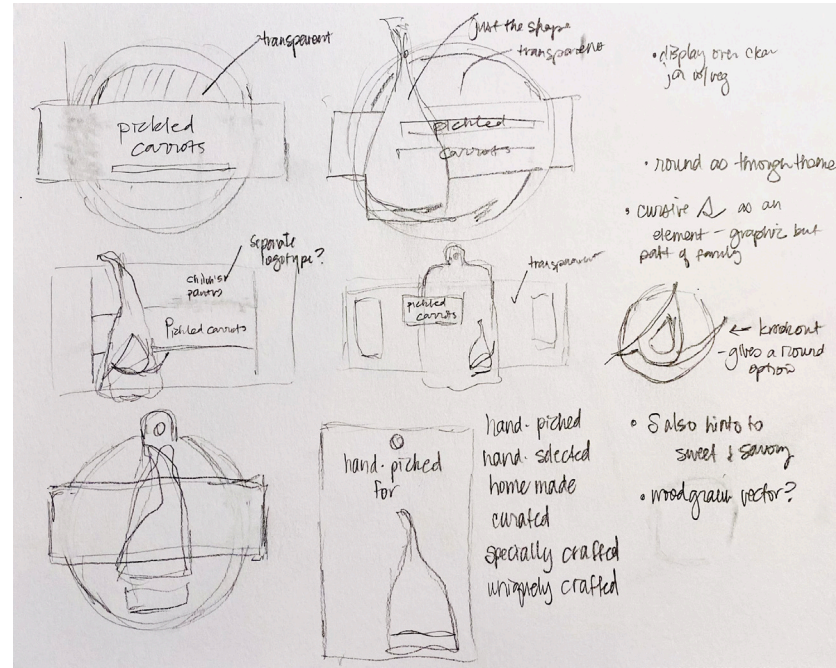
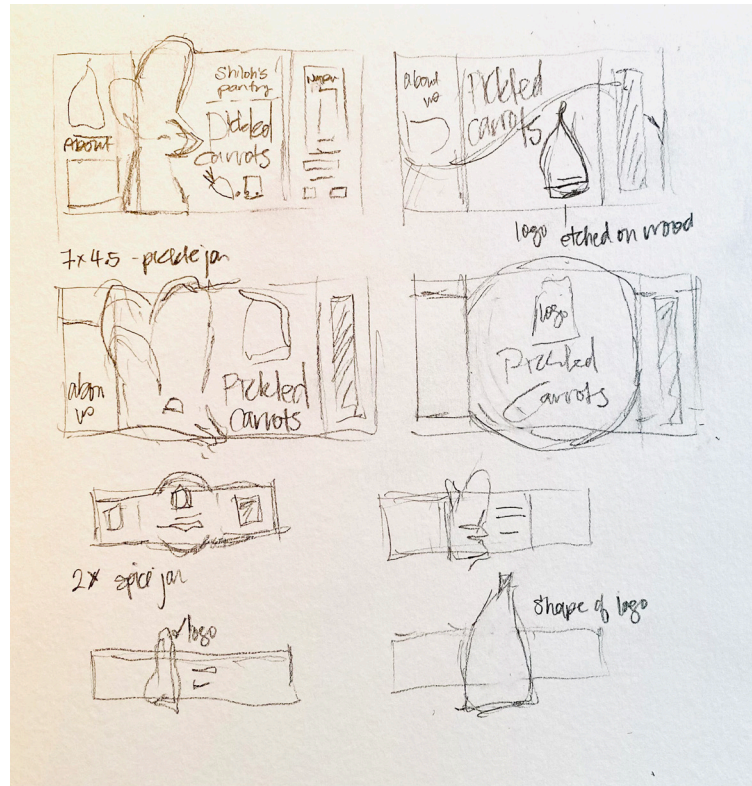
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2

3

deliverable 3: packaging exploration



Pickle Jar - 7" x 4.5"



Pickle Jar - 7" x 4.5"

