DESIGN PROPOSAL

WELLINGTONS™

HANDCRAFTED IN *California*

HOW CAN WELLINGTONS

REDEFINE FAST-LUXURY

WHILE POSITIONING ITSELF FOR CATERING AND D2C

CORE TENANTS

HANDCRAFTED ALL-NATURAL GOURMET

APPLY NEW-FOUND DIRECTION TO

BRAND IDENTITY
BRAND MESSAGING
UX AND VISUAL DESIGN
ART DIRECTION
PACKAGING DESIGN
WEBSITE

THAT’S A WELLINGTON W

CONCEPTUAL DIRECTION

WELLINGTONS
NUTELLINGTON
OUR VERSION OF A CANNOLI. EXCELLENCE
IN - AND AROUND - YOUR MOUTH.
SHIPPED IN DRY ICE
Handcrafted in California
SALMON
CENTER-CUT FILET MIGN
AND MUSHROOM DUXELLE
PUFF PASTRY.
SHIPPED IN DRY ICE
Handcrafted in California
BUFFALO
CENTER-CUT FILET MIGNON
AND MUSHROOM DUXELLES,
PUFF PASTRY.
SHIPPED IN DRY ICE
Handcrafted in California
BREAKFAS
CENTER-CUT FILET MIGNON, DI
AND MUSHROOM DUXELLES, WRA
PUFF PASTRY.
SHIPPED IN DRY ICE
Handcrafted in California
WELLINGTONS
CHEESEBURGER
CENTER-CUT FILET MIGNON, DIJON MUSTARD,
AND MUSHROOM DUXELLES, WRAPPED IN FLAKY
PUFF PASTRY.
SHIPPED IN DRY ICE
Handcrafted in California

STAPLE

LIMITED

EMPHASIZE QUALITY

USE COLORS TO SEPARATE PALATES

RE-THINK LUXURY CATERING AS A BOTH A DISCOVERY POINT AND SOLUTION FOR GOURMET

CHEESEBURGER

CENTER-CUT FILET MIGNON, DIJON MUSTARD,
AND MUSHROOM DUXELLES, WRAPPED IN FLAKY
PUFF PASTRY.

FURTHER CONCEPTUALIZE CATERING, GIFTING DIGITAL AND PACKAGING

EMPHASIZE HAND-MADE AND LOCALLY PREPARED

Sincerely,

Wellingtons

INSPIRATIONAL BRANDS

Ggiata
DELICATESSEN

Levain
BAKERY

fuku

INITIAL EXPLORATIONS FOR
SAKE OF DIRECTION
AND DISCUSSION

GOAL
TEST VARIOUS MARKETING APPROACHES

UNDERSTAND OUR TARGET DEMOGRAPHIC AND SET THE FRAMEWORK IN PLACE TO BUILD A MEMORABLE BRAND

"BACK IN MY DAY YOU HAD TO MAKE WELLINGTONS BY HAND.

NOT A WELLINGTON W"

-SIR DUKE WELLINGTON

Brand & Redesign Options

1. Package Redesign

- Revamp existing packaging while retaining the current logo
- Improve **visual appeal, layout, and material** considerations
- Print-ready files + dielines for production

2. Comprehensive Rebrand

- **New logo concepts** and visual identity refresh
- Packaging redesign (D2C and catering)
- **Brand messaging framework** (tone, positioning, tagline)
- **Marketing visuals** (social assets, inserts, campaigns)
- **Video content concepts** for brand storytelling,

3. Full-Service Brand, Packaging & Digital Overhaul

- Everything in the Comprehensive Rebrand, plus:
- **UX/UI design for website** (wireframes & visual design)

Payment Terms
50% upfront
30% midway
20% upon completion