

Client
Project Name

Red Eye Cookie Co.
Brand Standards, Web Audit, and Menu Design

Background

Red Eye Cookie Co. opened in 2014, offering freshly made cookies and beverage delivery to the central Richmond area. The service was met with positive reception from their clientele, resulting in an immediate growth of the company. The expansion spurred by such success meant Red Eye needed to update their branding language and current marketing practices.

Problem

Red Eye Cookie Co. is lacking consistency through several aspects of their image, resulting in management having to use more time and money than preferred. Q & Agency was tasked with streamlining their Branding Standards and updating the language of their brand.

Solution

Met with the client to discuss the current identity of the company versus the original language they were using. The team compiled research on effective and economic solutions to their need for a leave-behind menu. Finally, the team conducted a Web Audit to evaluate inconsistencies.

The team compiled a set of branding standards to be utilized internally by future designers. An updated 'about us' section was written based on the client's vision of what the company is now, rather than at its inception. Next, a streamlined leave-behind menu was created to attach to delivery boxes. The Web Audit was presented to the client for in order to strengthen the online delivery site.

Results

The rewrite of the company's 'about us' was accepted and updated. Following the web audit, Red Eye Cookie Co.'s website was edited to correct the inconsistencies cited by the team. New leave-behind menus to attach to the delivery boxes in order to aid in their marketing were accepted and printed.

Reference

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