

Huckleberry

—

Your Natural Grocer

Identity Overview

21/04/15

Huckleberry is Your Natural Grocer. A corner store that provides healthy, natural, and organic foods to Aucklanders. We are the 7-11 of organic supermarkets.

With the branding for Huckleberry we have created something that is fresh, contemporary and timeless with a warm and inviting tone as well as a localised design element in the emblem.

The next step in creating a fully cohesive brand experience is to tie in what's already been established into the spacial design and fit-out. Over the following pages we have gathered examples and reference images that represent the tone, textures and materials we believe are best suited to the spacial extension of the Huckleberry brand.

We want to create an environment that is light, spacious and fresh. It also must be durable enough to handle the constant moving and shifting of new product.

The design needs to be modular so it can be applied across a large amount of stores whilst remaining consistent throughout.

Must be

- Light
- Fresh
- Contemporary
- Timeless
- Open
- Approachable
- Refined
- Durable
- Practical
- Friendly

Must not be

- Trendy
- Gimmicky
- Dark
- Rustic
- Cluttered
- Too warm
- Dirty

Some touch-points we have identified that the branding and spacial design will be applied across.

External Space

- Awning
- Window Signage / Vinyl
- Entrance Mat
- A-Frame Sign
- Main logo / Raised sign
- Light-box
- Store hours
- Open / Closed sign

Internal Space

- Flooring
- Shelving
- Lighting
- Cash register
- Promotional boards
- Sign behind register
- Modular crate system
- Modular shelving system
- Fridges and coverings
- Product tables
- Crates
- Light-boxes / boards with interchangeable graphics

Other touch-points

Additional

- Staff Uniforms
- Grocery Bags
- Reusable tote bags
- Shelf price labels
- Pins
- Stickers for sealing packaging
- Shopping Baskets
- Packaging

A rough outline of the materials we would look to include and to avoid.

To include

- Light woods
- Exposed brick or Concrete
- Painted features
- Recycled papers
- Peg board

To Avoid

- Plastics
- Dark woods
- Decorative features
- Cheap fittings

Logo

huckleberry

Emblem
—
Main version



Location
Examples



Colour
Variations



Emblem
Clearspace



Tagline

Your Natural Grocer







huckleberry

**Your
Natural
Grocer**





At Morgan is a grocery shop that sells a wide range of ready-made
products and store-cupboard essentials. We hand
pick our produce from the best available
sources, and we deliver to your door, season by season with carefully
selected products.















Daily.

Fresh.

huckleberry



huckleberry!

When life gives
you lemons, ask if
they're organic.







When life gives
you lemons, ask if
they're organic.

AANBIEDING
CHINESE
KOOL
1,69

Artisjok
2,15

57 Snijbonen
8,45

7 Pannenkoek
5,29

74 Veldsla
1,95



