

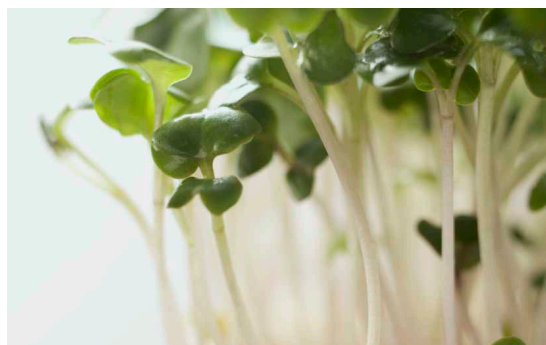
OUR BRAND MESSAGE

Journal – Brand Two



HERB N' KITCHEN

— NEW YORK CITY —





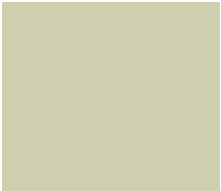
Our Herb N’ Kitchen Brand Pillars

Fresh:

Relevant:

Comfortable:

“It is not slickness, polish, uniqueness, or cleverness that makes a brand a brand. It is truth.” - Harry Beckwith



The Herb N’ Kitchen ‘Voice’

‘On Brand’

‘Off Brand’

“A brand for the company is like a reputation for a person. You earn a reputation by trying to do hard things well.” - Jeff Bezos



Everything Communicates

Place:

Process:

- | | |
|----------|----------|
| 1. _____ | 5. _____ |
| 2. _____ | 6. _____ |
| 3. _____ | 7. _____ |
| 4. _____ | |

People:

“A product can be quickly outdated, but a successful brand is timeless.” - Stephen King



Everything Communicates

Fresh

Place	Process	People

Relevant

Place	Process	People

Comfortable

Place	Process	People