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DOROTHY'S POWER FOODS  
BRAND DEVELOPMENT  
& WEBSITE CREATION  
CASE STUDY

# BACKSTORY

Entrepreneurs are passionate about their brands. It can be *very* personal. Even more so if the roots of a company are family and the company is named after your mother.

This is the story of a fruitful collaboration with my client, Dorothy's Power Foods founder Kent Stones, resulting in a brand expression that reflects his passion for his company.

## IN THIS CASE STUDY

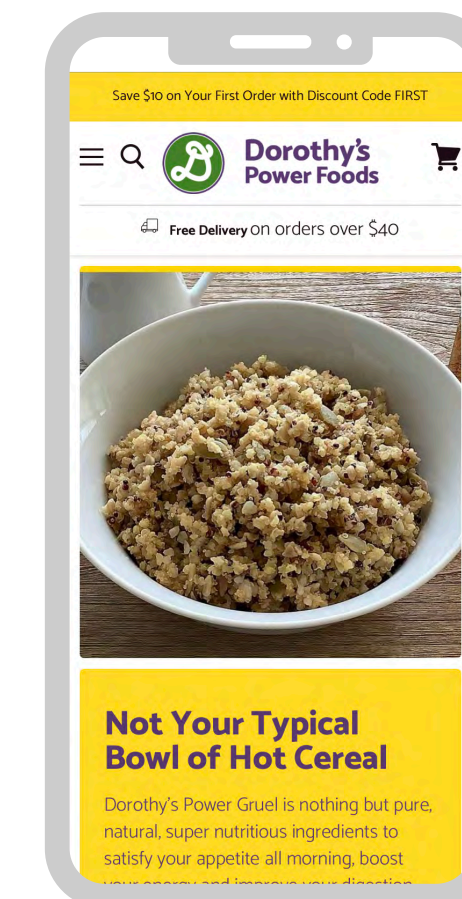
Logo  
& Color  
Palette

Brand  
Standards

Animation

Photography

Website



If you're the person who jumps to the end of a book to decide if you want to read the whole thing, then here's a link to the website to save you a trip to the last page.



[Visit the site](#)

And while you're there, you should order some Dorothy's Power Gruel, it's great stuff!

# EARLY EXPLORATION

Before spending too much time going in a direction that might not capture Kent's vision for his company, I presented a few quick design ideas. This proved very valuable by allowing Kent to explain that while his company was named after his mom, he didn't want that connection to be too literal in the company's logo. This moved me away from my initial impulse to bring Dorothy herself into the logo and led me to present the new logo options shown on the following pages.

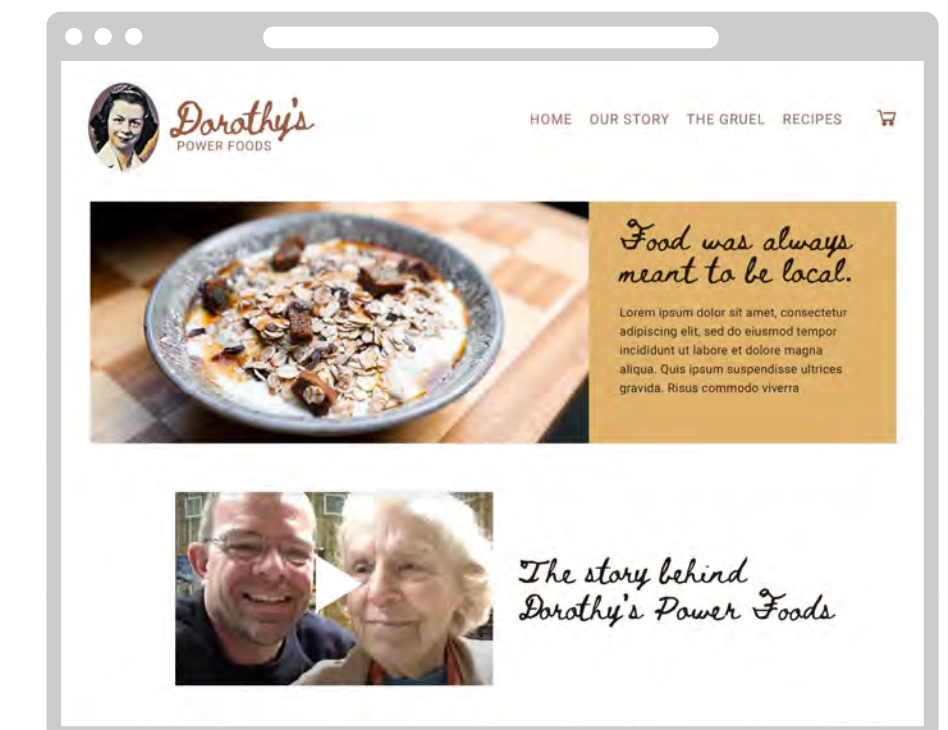
Dorothy's

Dorothy's

DOROTHY'S

 DOROTHY'S  
POWER FOODS

 Dorothy's  
POWER FOODS





# DOROTHY'S SIGNATURE "D"

Kent expressed the desire to explore a strong "D" icon as part of his logo. I agreed this was smart especially given the importance of a recognizable avatar for social media. He mentioned that his mom had distinctive handwriting, especially the "D" in her signature. After studying samples of her writing this uniqueness was particularly striking in how she signed the bottom of pottery that she created (sample shown here).

Dorothy's unique "D" became the inspiration for several of the logo options presented (and ultimately for the final design).





# COLOR INSPIRATION

Kent's philosophy led me to be inspired by the colors of pure, natural foods as the basis for the brand's color palette. ▶

▶ A survey of products in the category showed that those using simple, uncluttered designs and strong, distinctive colors are the brands that stand out from the crowd.





# LOGO DESIGN OPTIONS

Beginning with the six options shown on the following pages, Kent narrowed the selection to the two designs he felt best reflected the brand he envisioned for his company.

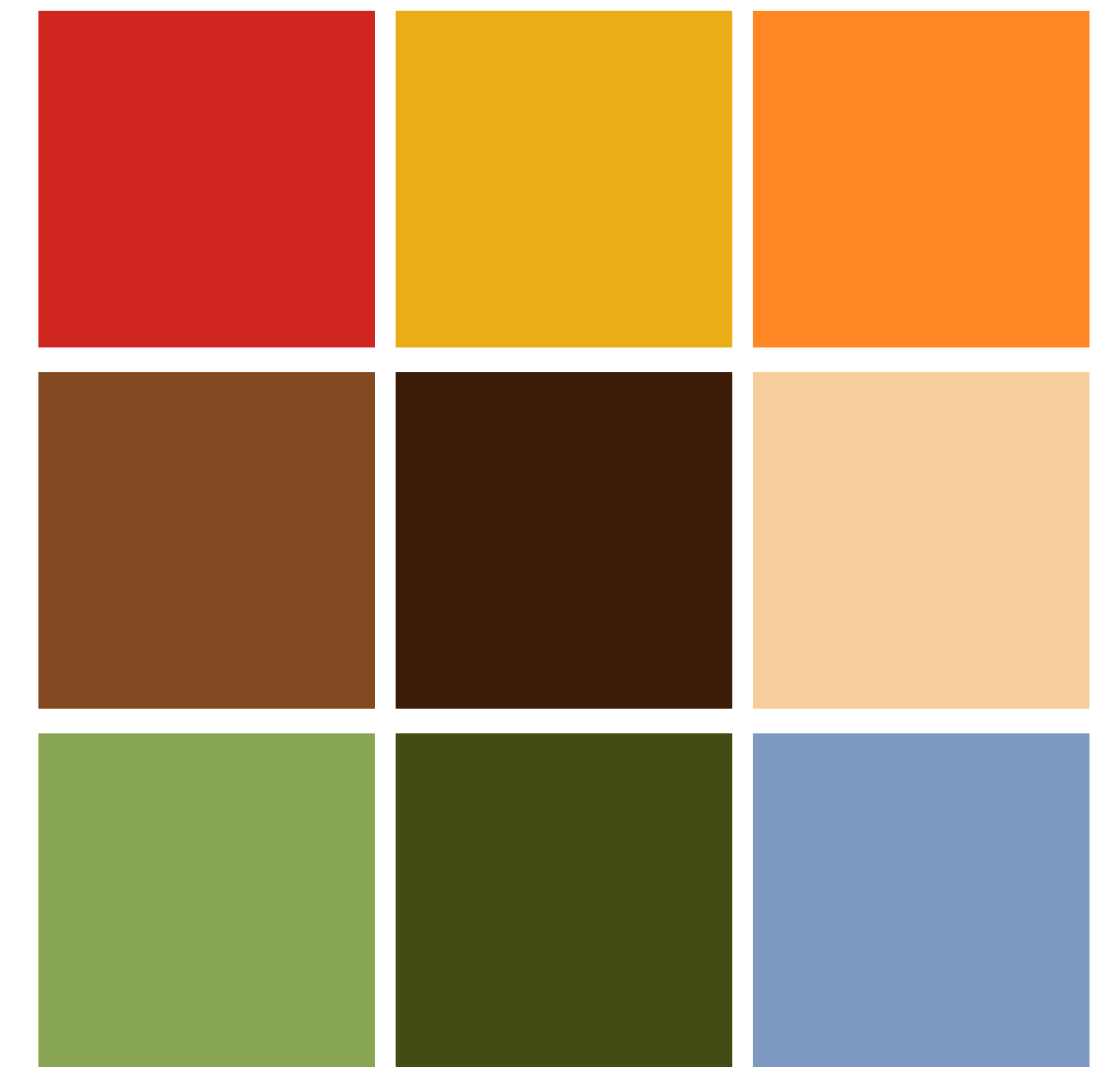
Those two were shown in context on mockups of a website, a delivery van and a package of Dorothy's Power Gruel.

1

One logo from the initial explorations remained in the mix. Kent felt that the humanity of the eyes was a subtle nod to his mom without being literal, and it reflected the spirit of a healthy lifestyle that his company promotes.



Dorothy's  
POWER FOODS





2

As with the first option, the opportunity to use the “o”s in “Dorothy’s” to create a face was just too tempting. In this case I selected a less whimsical font and used two seeds from the company’s products for the “eyes.”

**Dorothy's**  
POWER FOODS



3

In this option I removed the smile, rendering the face a bit more subtle, while keeping the seeds for the “eyes” and using a font that conjures a more organic feel.

Dorothy's  
POWER FOODS



4

Here, the “D” from Kent’s mother’s signature became the basis of the avatar as well as source material for a custom-drawn logo type, traced directly from one of Dorothy’s own signatures.



*Dorothy's*  
POWER FOODS



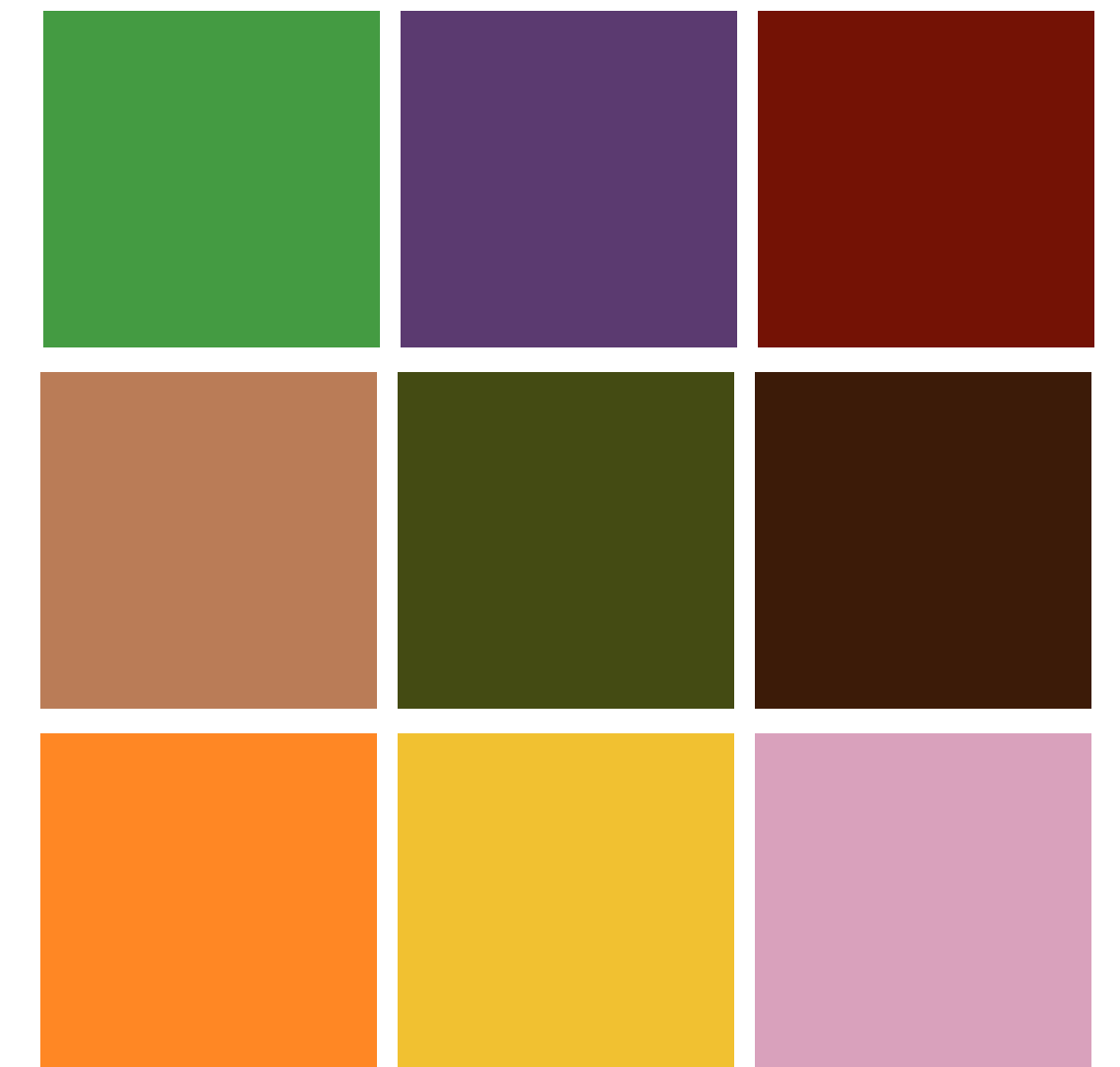


5

This option maintains the “D” from Dorothy’s signature and complements it with a font that strikes a balance between simple clarity and down-to-earth informality.



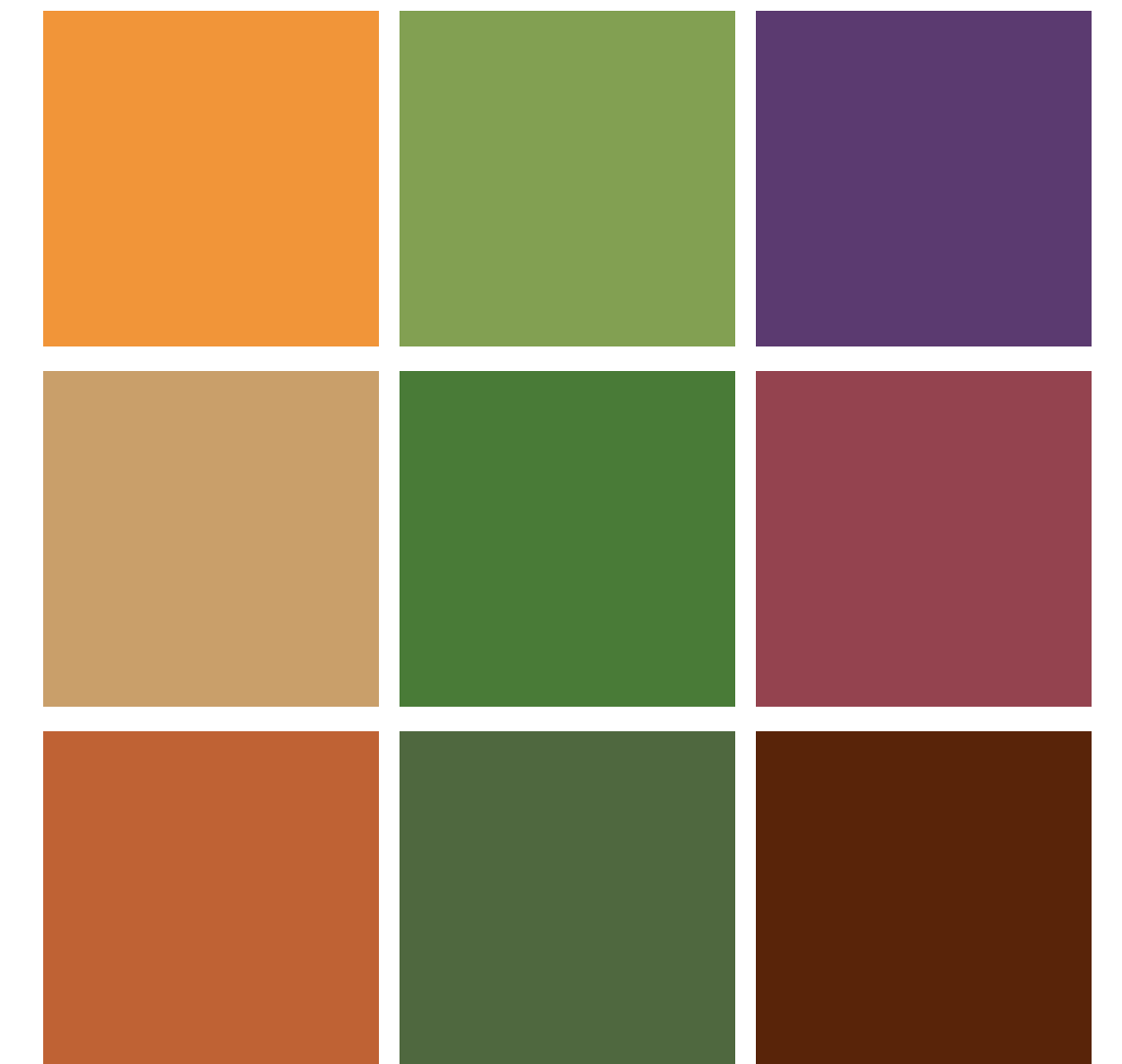
**Dorothy's  
Power Foods**



6

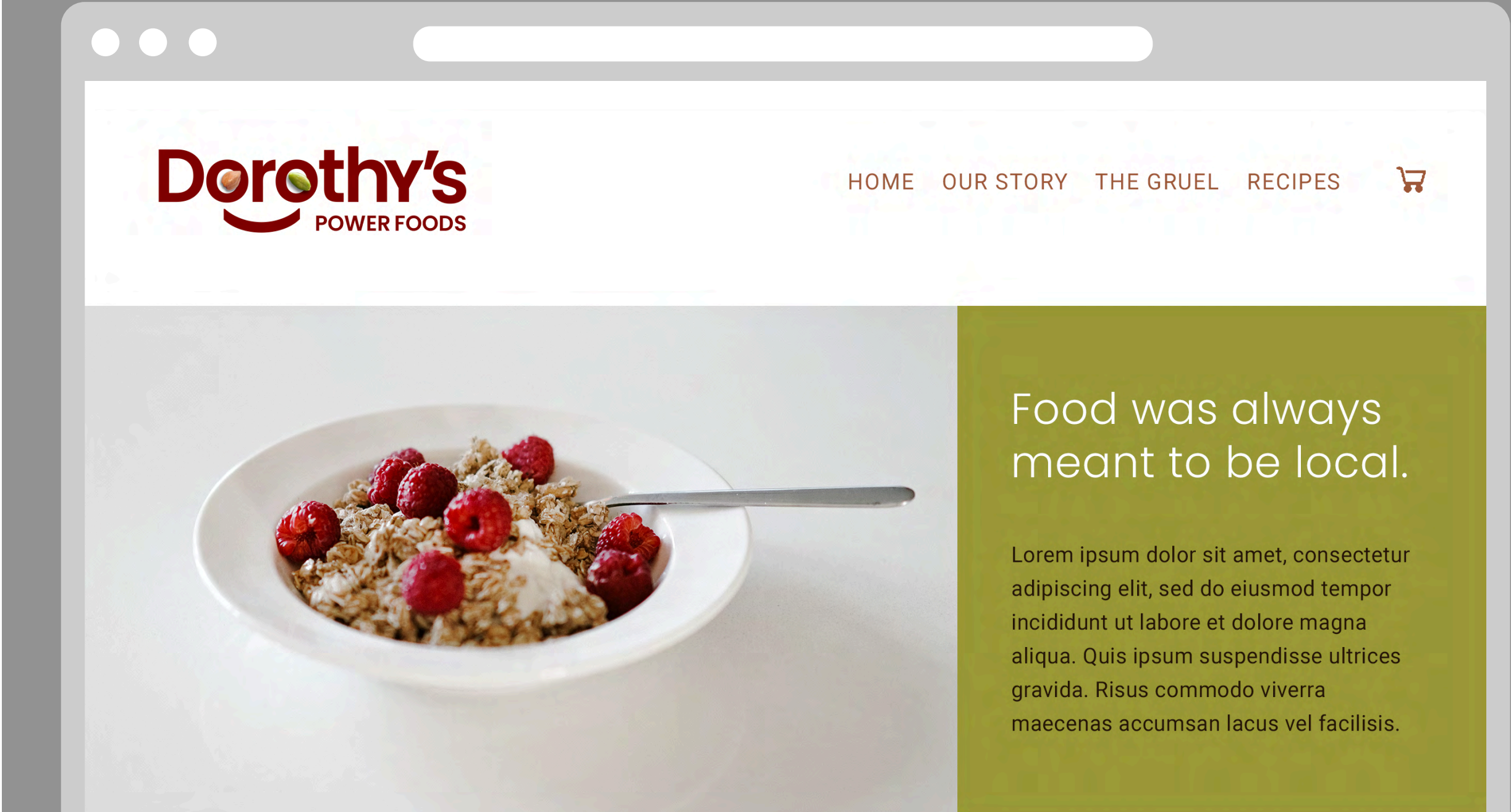
This final option departs from the rest of the pack. It's important to explore the boundaries of design to be able to find the center. In this case I believe Kent's comment was, "it looks like a bag of corn chips." : )

**Dorothy's**  
**POWER FOODS**



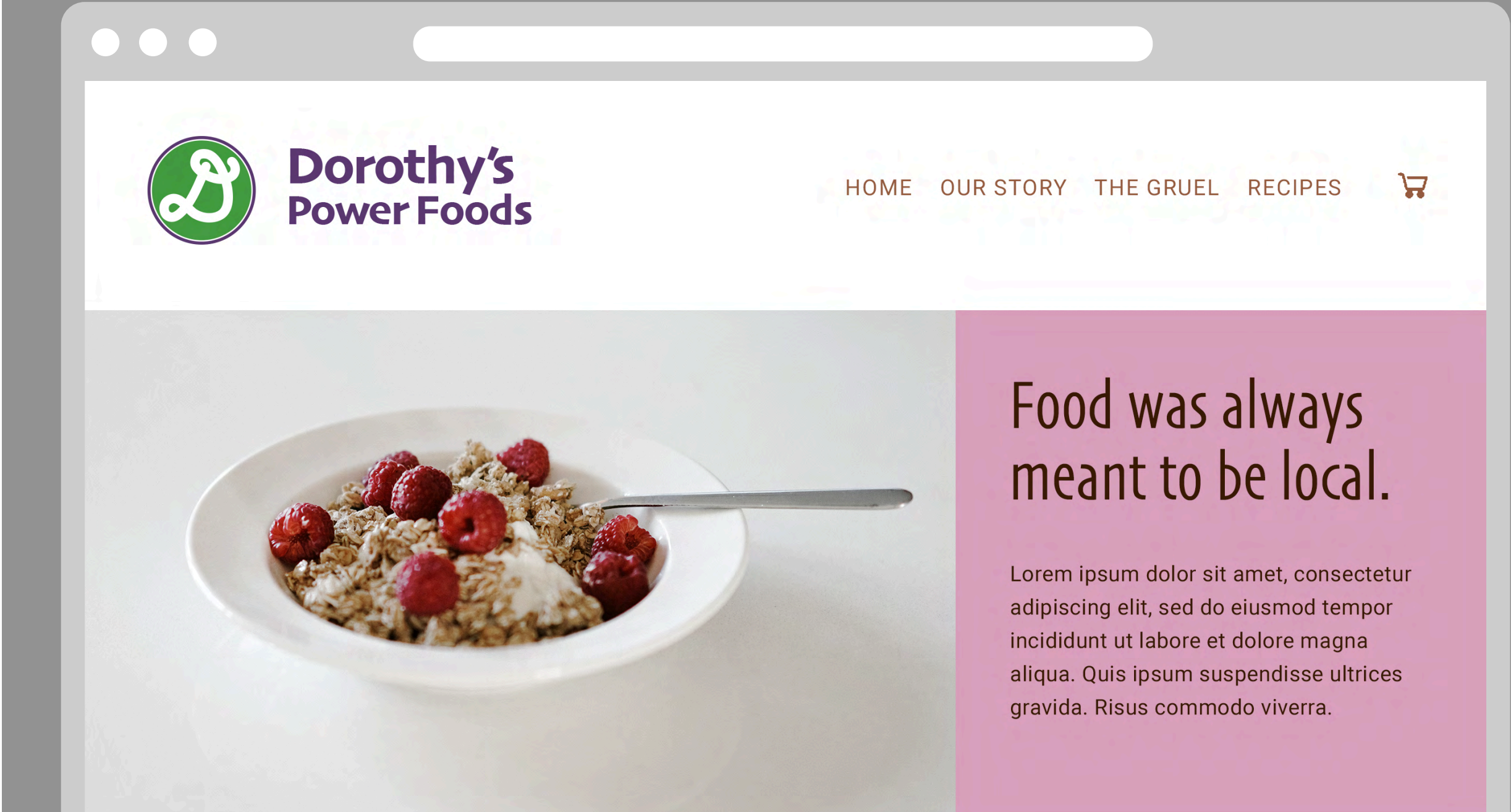


Finalist number one, shown in context.





Finalist number two, shown in context.





# FINAL LOGO, COLOR PALETTE & BRAND STANDARDS

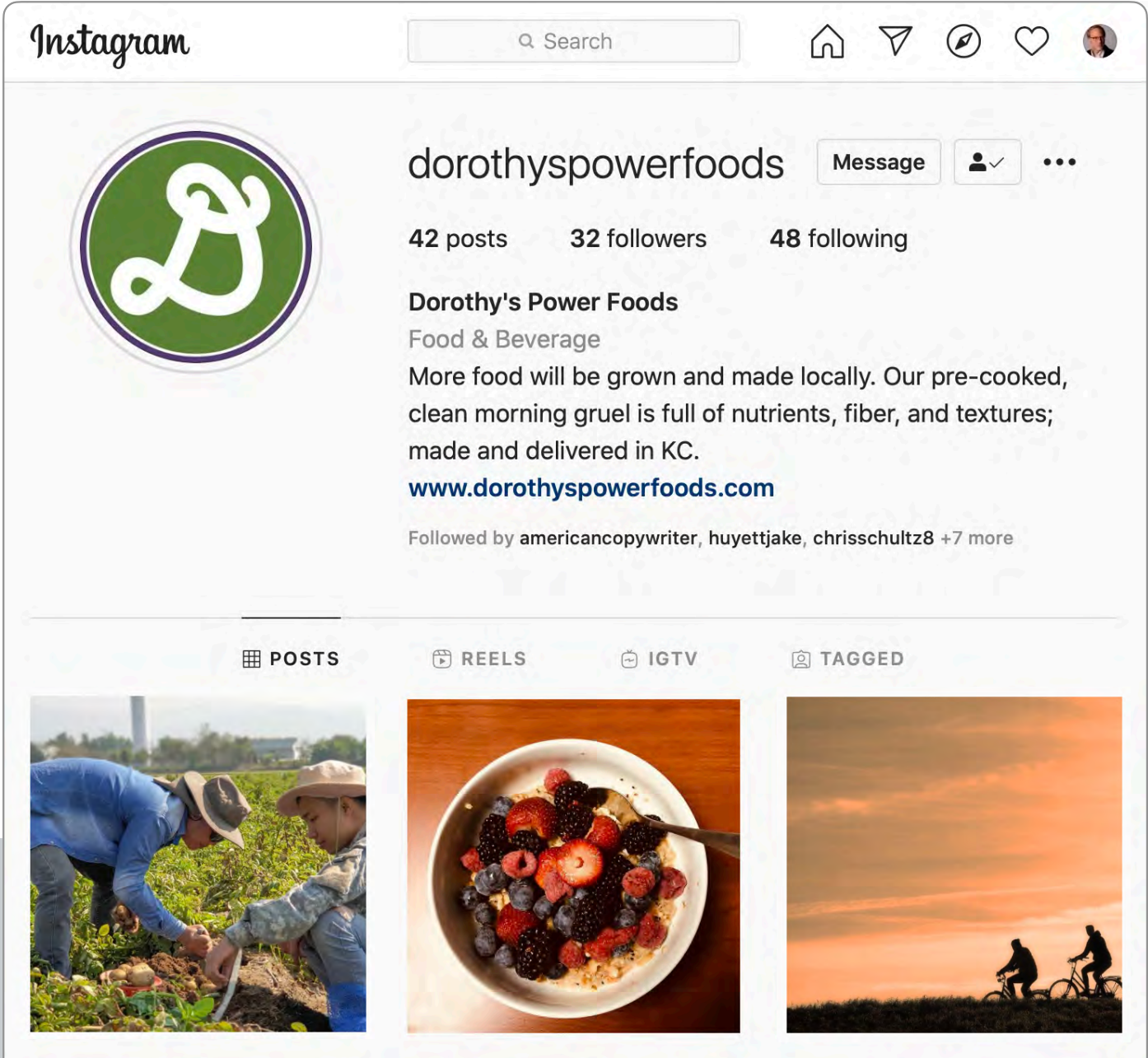
Kent's final logo selection was the design that featured the "D" icon inspired by his mother's signature. The following pages show elements that I codified in a corporate brand standards document:

- ▶ Final logo and avatar
- ▶ Color palette inspired by organic elements
- ▶ Preferred and allowed logo variants
- ▶ Corporate typography

The final logo achieves a balance between the company's heritage — Dorothy's signature — and the importance of owning a distinctive avatar in a world dominated by social media.



Dorothy's  
Power Foods





# CORPORATE COLOR PALETTE

A spectrum of colors inspired by nature with a range broad enough to cover many new products being planned.

|        | Logo  |   | Text  | Product   | Product   | Product   | Product   | Product   | Product   |
|--------|---|---|---|---|---|---|---|---|---|
| Accent |    |    |    |    |    |    |    |    |    |
| Base   |    |    |    |    |    |    |    |    |    |
| Faded  |   |   |   |   |   |   |   |   |   |
|        | Kale  | Eggplant  | Earth   | Zinnia  | Amaranth  | Water   | Quinoa  | Pea   | Beet  |
|        |  |  |  |  |  |  |  |  |  |

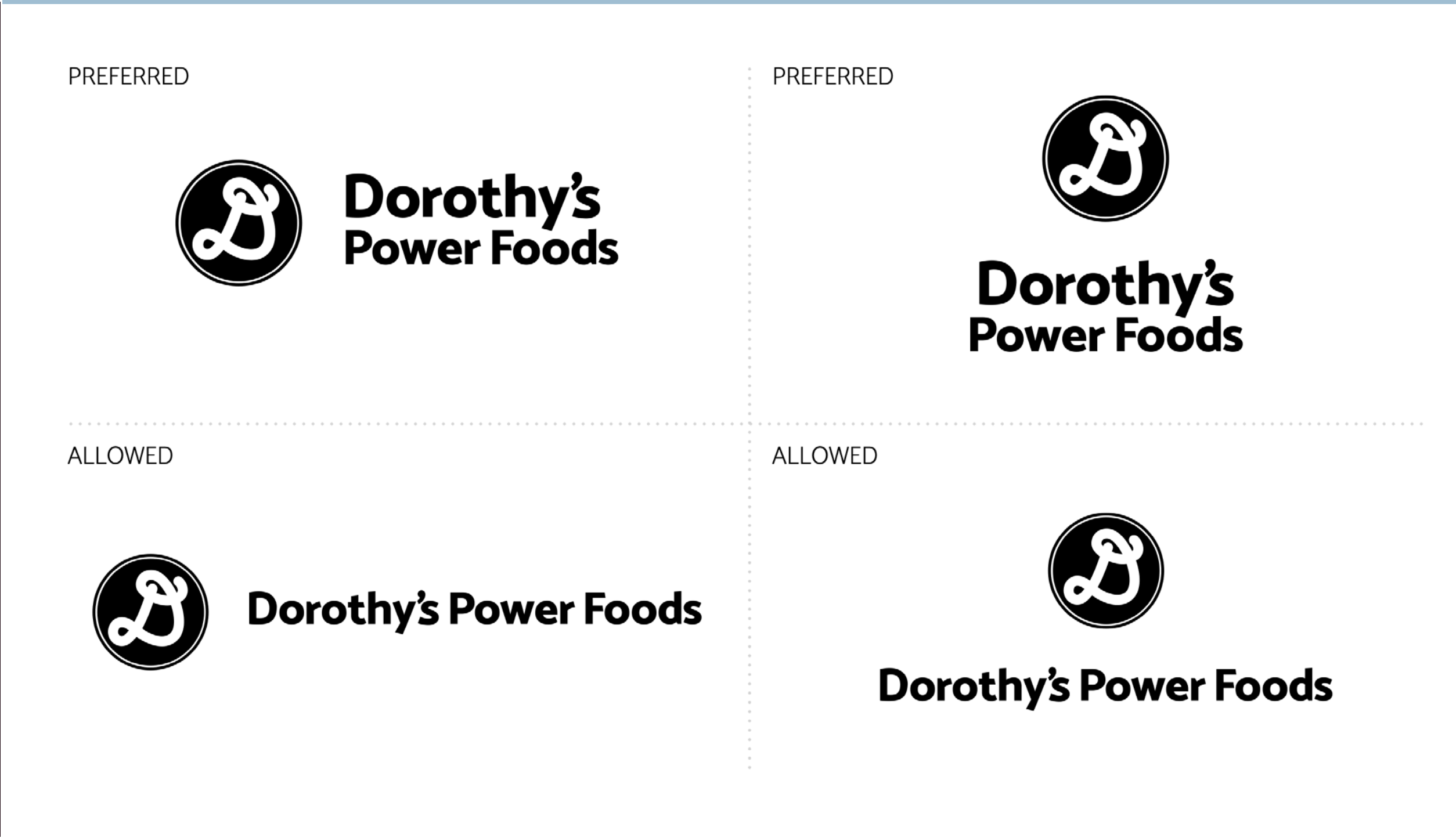
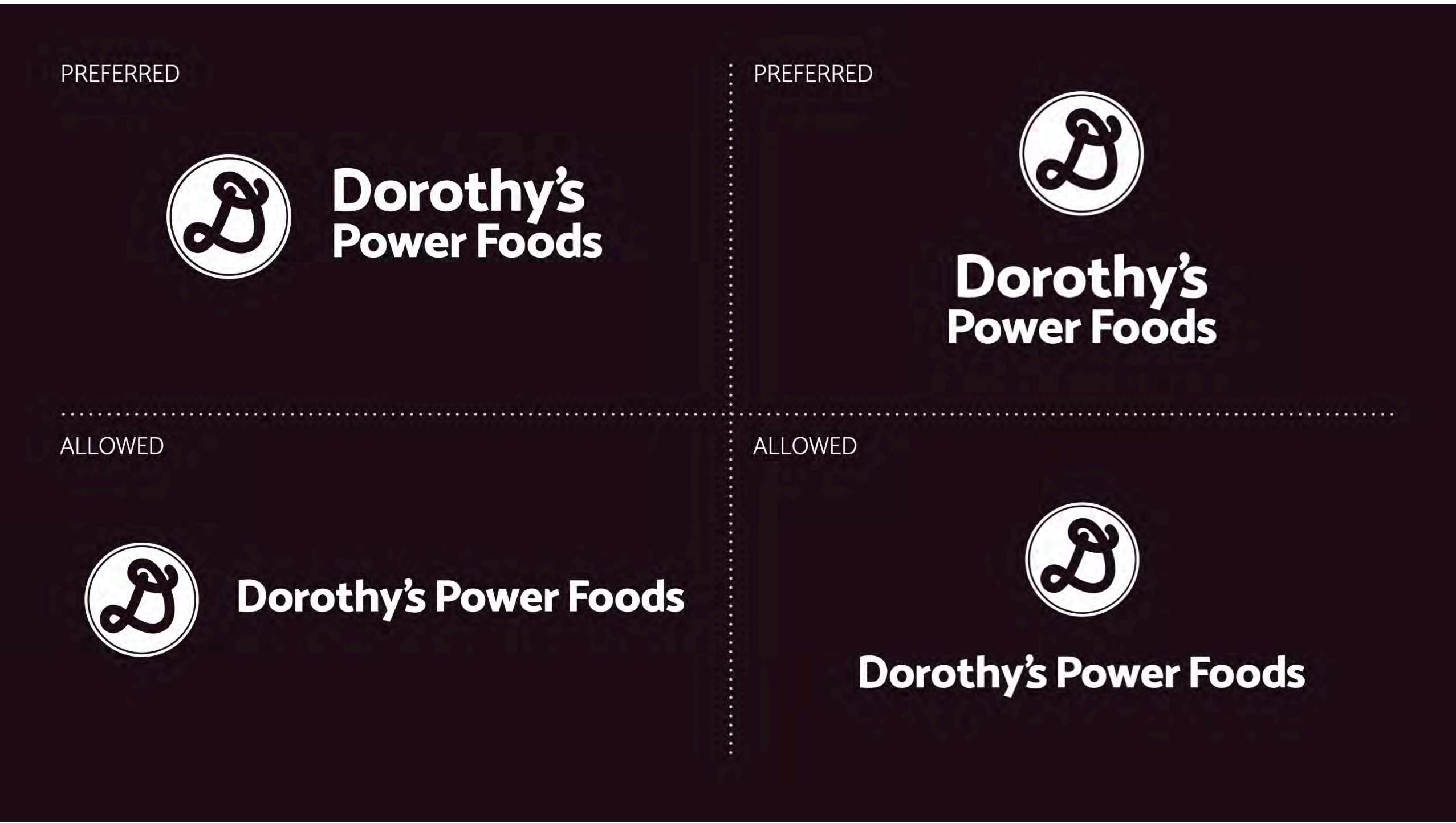
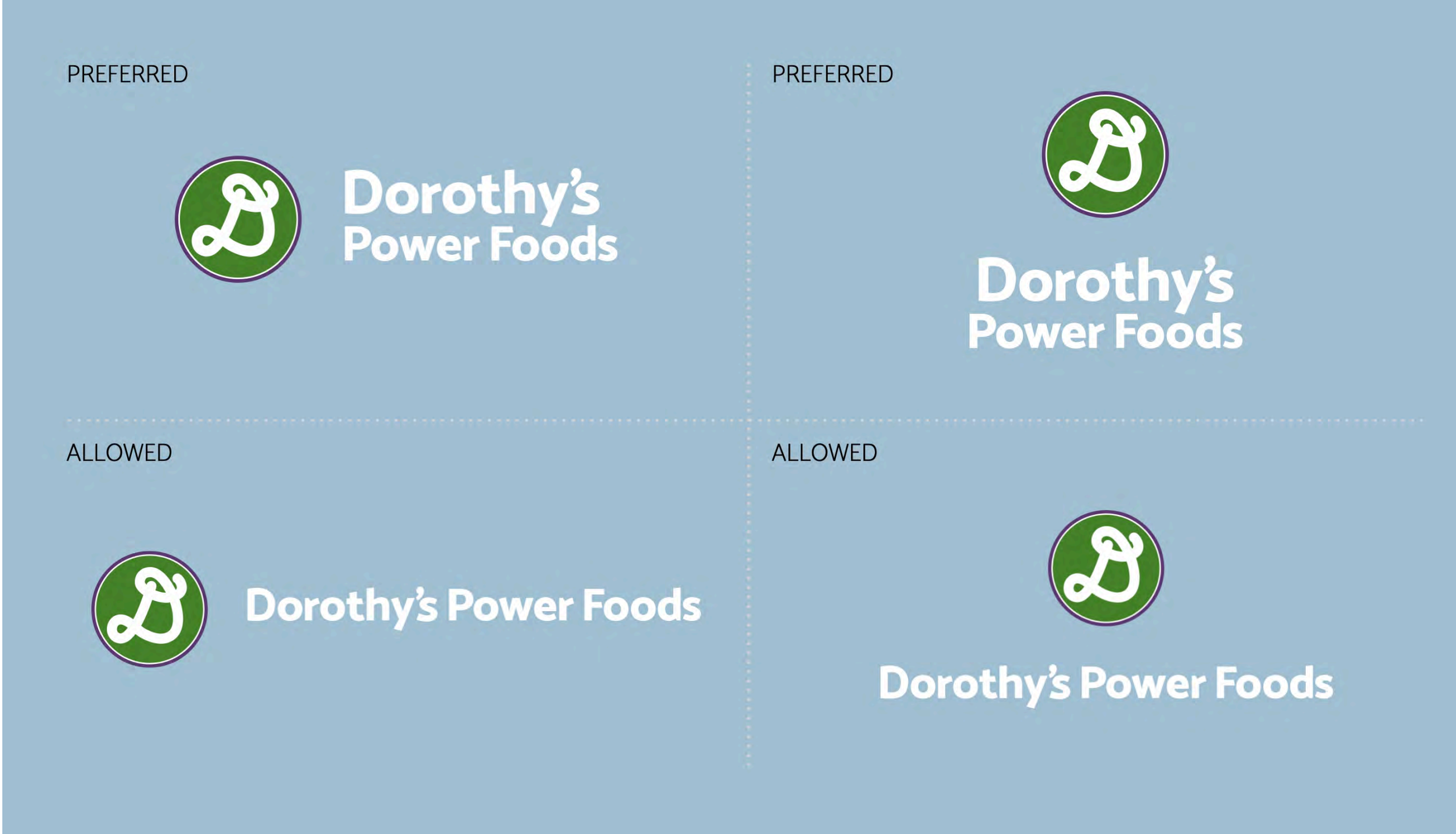
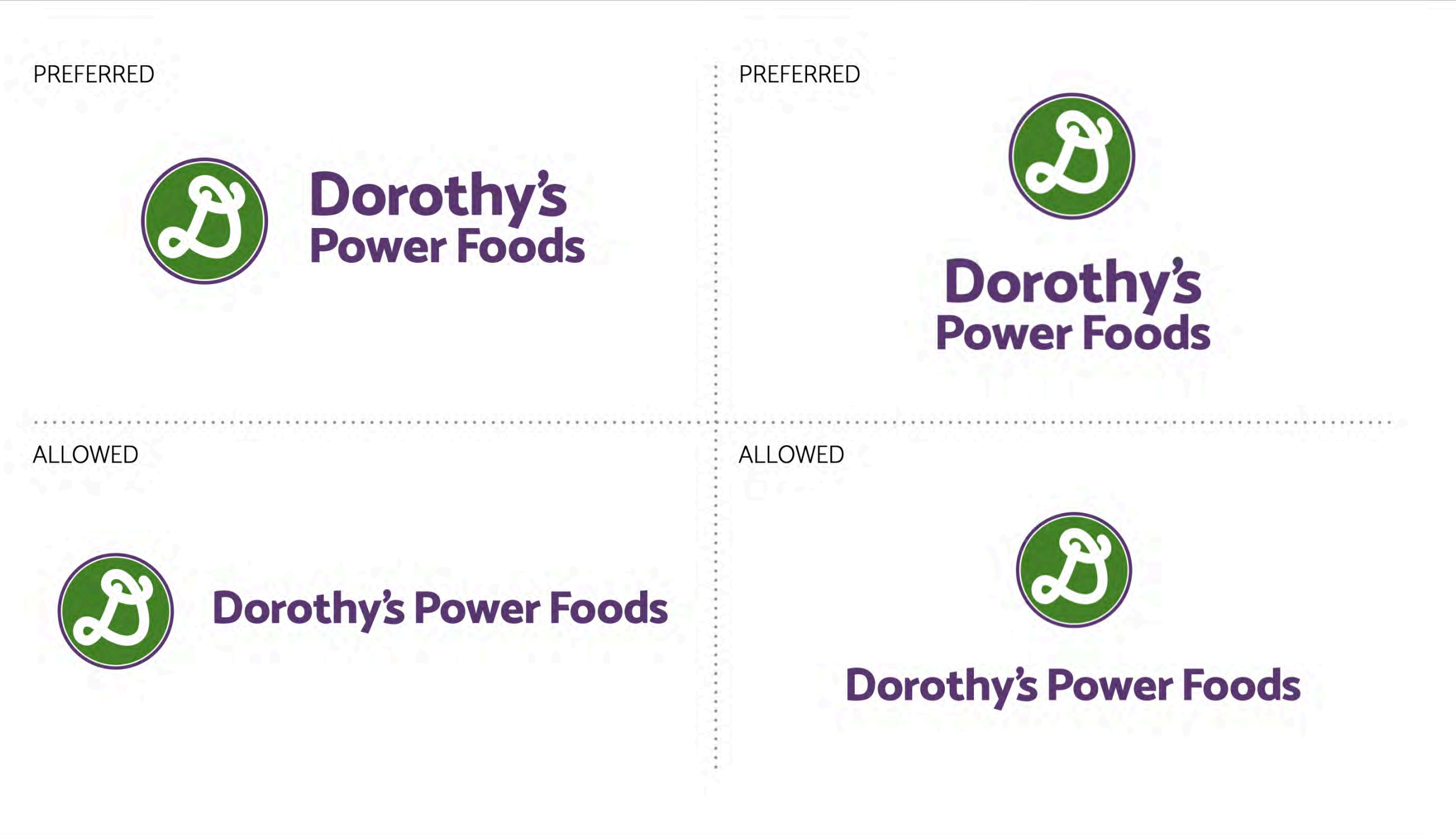


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|        |  |  |  |  |  |  |  |  |  |







# TYPOGRAPHY

Google font Catamaran was chosen for its clarity, attitude and versatility. For the corporate logo, the font was modified to smooth the shape of the “D” and to better balance the negative spaces between letters.



## CATAMARAN

Food was always meant to be local.

Food was always meant to be local.

Food was always meant to be local.

Food was always meant to be local.

Food was always meant to be local.

**Food was always meant to be local.**



# BRAND EXECUTION

- ▶ Logo animation
- ▶ Photography
- ▶ E-commerce website

# LOGO ANIMATION

I gracefully traced Dorothy's "D" to create an animated logo for use in social media and for the opening and closing titles of corporate videos.



[See it in motion](#)



# PHOTOGRAPHY

I can't claim special expertise as a food photographer, but when budget doesn't allow for that you make do as you can.





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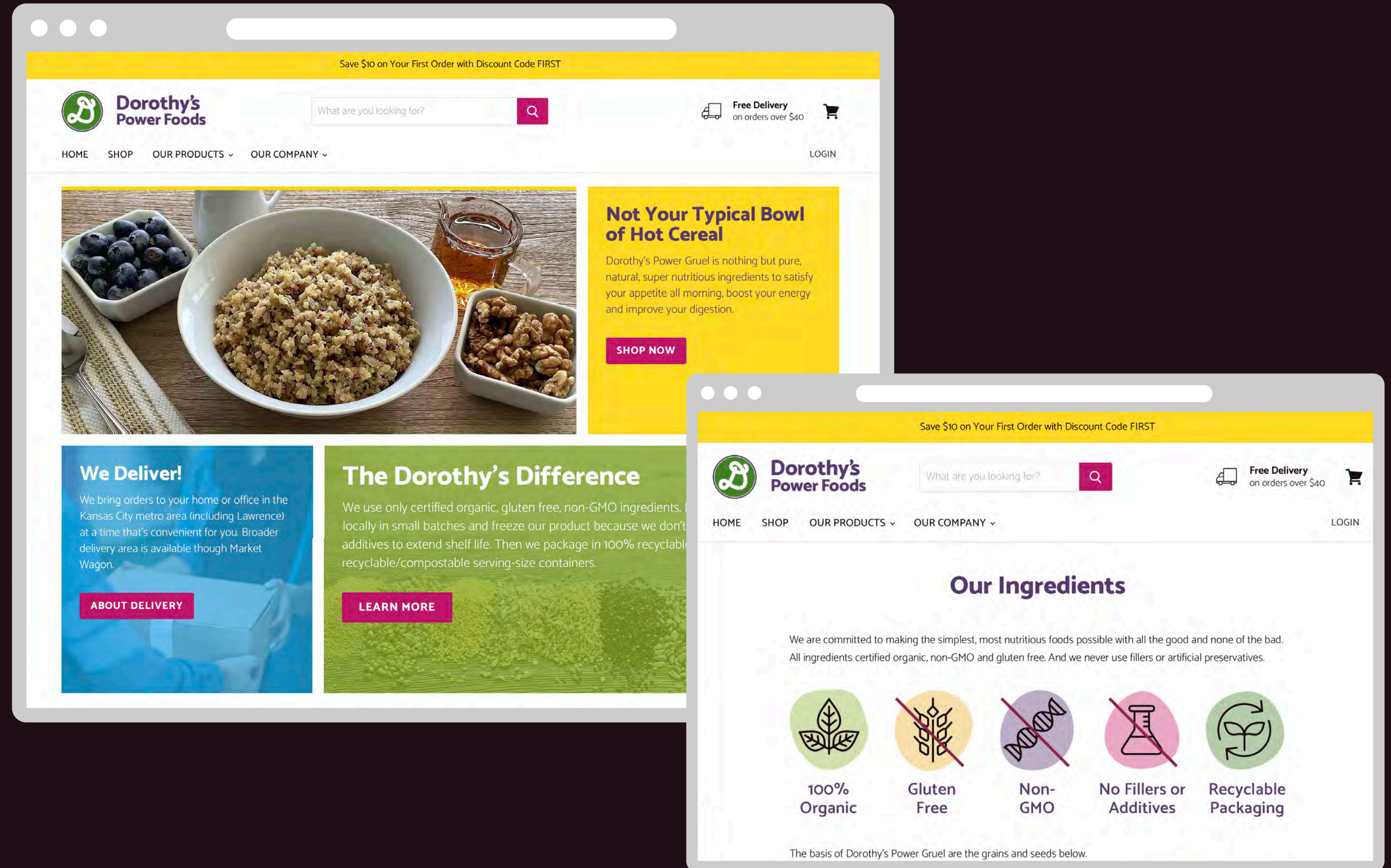
# WEBSITE

Shopify was the perfect platform for Dorothy's Power Foods.

By customizing an available Shopify theme, I was able to get very close to my initial conception of how to bring the brand to life online.



[Visit the site](#)



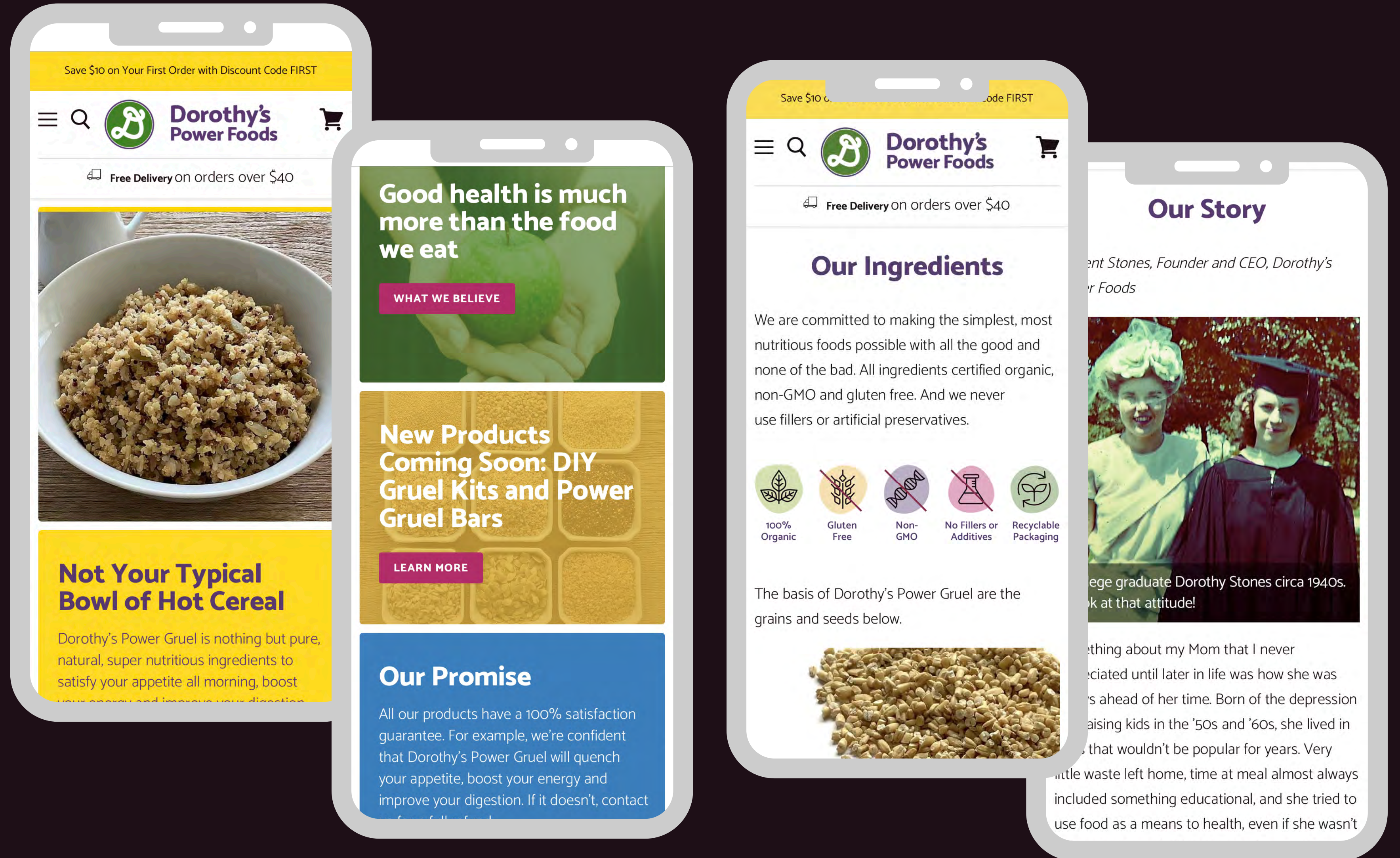


# WEBSITE

As with most sites, we can expect mobile to account for over 50% of the traffic. This is especially true in the food category. Shopify's responsive templates provided excellent mobile optimization.



[Visit the site](#)





# WORDS FROM THE CLIENT

“ My collaboration with John was characterized by thoughtfulness, rapid creative exploration, and deeply meaningful conversation, all with a laser focus on the objective and working at the speed required. John made sure he fully understood what I was trying to accomplish and was truly collaborative along the way. I work in a Bayesian fashion—rapid small actions with quick course correction, driven by the yes/no question “am I on the right path?”. John worked beautifully within this framework, iteratively delivering his work while putting ego aside. Our goal was to get to a brand that sang the essence of my Mom, and he delivered. I look forward to continued work with UX West, and I cannot recommend John highly enough for any brand, large or small.”

## **Kent Stones**

Founder and CEO, Dorothy's Power Foods