Graphic Designer

Project Details

What we need:

- Work directly with La Cocina program staff and entrepreneurs to develop vision for brand
- Create a brand identity including:
    - Primary and secondary branding elements ready for use in different forms
    - Complete brand style guide (colors, fonts, etc.)
    - Business cards
    - Optional Additions: 9.5' x 2' banner design, menu design, packaging design (front and back labels)
- **Note**: this is a cohort-based project and we would love your help with supporting up to 4 emerging entrepreneurs on their brand development

What we have:

- Design inspiration, examples of past projects, collaboration time

How this will help:

- La Cocina's mission is to cultivate low-income food entrepreneurs as they grow their businesses in what is one of the most competitive culinary destinations in the country. This project will prepare a cohort of emerging food entrepreneurs from low-income backgrounds to formalize and successfully launch their businesses.

The Right Volunteer

Skills & Experience:

Graphic Design
- Excellent graphic design skills
- Proficiency with design software such as Adobe Creative Cloud
- Portfolio design examples to share

Availability

- Ideally able to attend an in-person kickoff meeting
- 3 months turnaround for 4 brand design projects

Note: Some designs that have been created by previous volunteers have been used by food businesses that have gone on to receive nationwide acclaim

Project Plan

- Prep: La Cocina entrepreneurs develop mood boards and gather inspiration for their brand style guide in preparation for collaboration.

- Milestone 1: Volunteer meets with a cohort of entrepreneurs for a presentation where each entrepreneur shares their company details and vision for branding.

- Milestone 2: Volunteer provides 3 initial ideas in black and white for each business for up to 3 rounds of feedback and discussion.

- Milestone 3: Volunteer provides final versions of brand guidelines and agreed upon assets.