

# REBRANDING

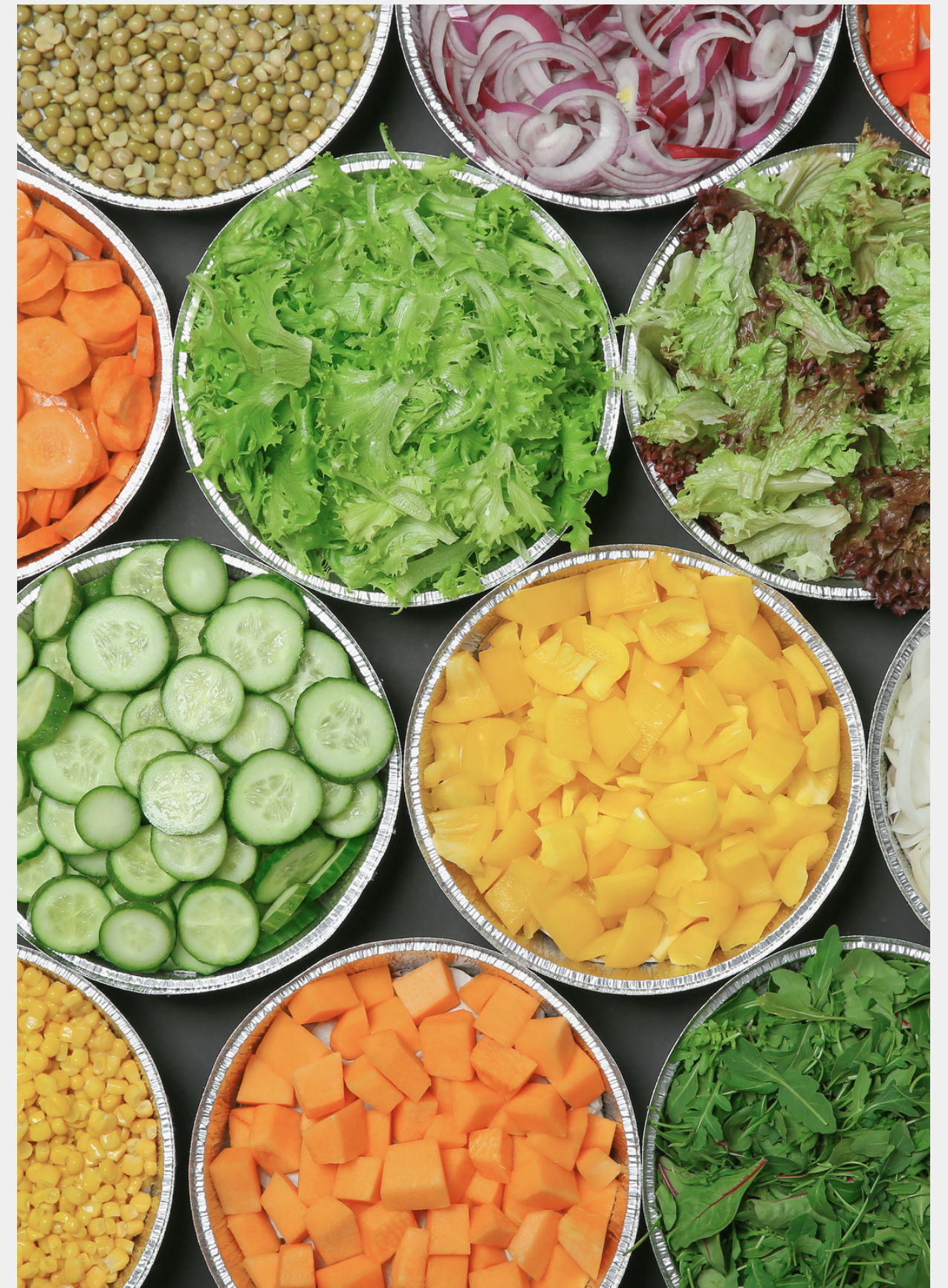
Ponte  
Fresco®

**Soups • Salads • Poke  
& Avocado Bowls**

(current logo)

# WHAT DOES “PONTE FRESCO” STAND FOR?

- *Ponte Fresco is a contemporary concept salad bar that exudes freshness, serving healthful food within its elegant, spa-inspired, art & design*
- Casual dining
- Daily choices on how we energize our body, rebuilding ourselves from inside-out.
- “To boldly shape our own body.”



# COMPETITORS



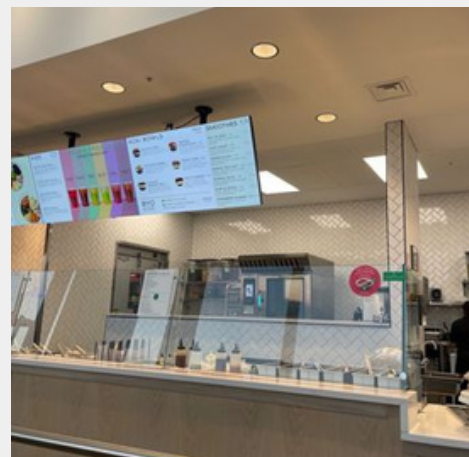
## Fresh-Mart:

- Local supermarket
- Freshly produced food “to-go”
- Same price range as Ponte-Fresco.
- 2 Locations on metro area.



## Freshii:

- “Fresh-food” menu and fast food.
- Located in metro area.
- Eco-friendly environment.
- Serves Vegan Dishes



## Tres Bé:

- Vegan options
- Dine-in, also serves to go
- Located in metro area.
- Same price range.

# TARGET AUDIENCE MEET: CARLA



- *25-55 year old that lives in the metro area of Puerto Rico*
- *Mid-high income.*
- *Works in accounting.*
- *Always on "On the go" works in the city woman or man.*
- On her/his free time enjoys physical activities such as beach tennis.
- Has a big family and lacks time to meal prep.
- Enjoys a healthy lifestyle and is always looking for healthy opportunities on the go.



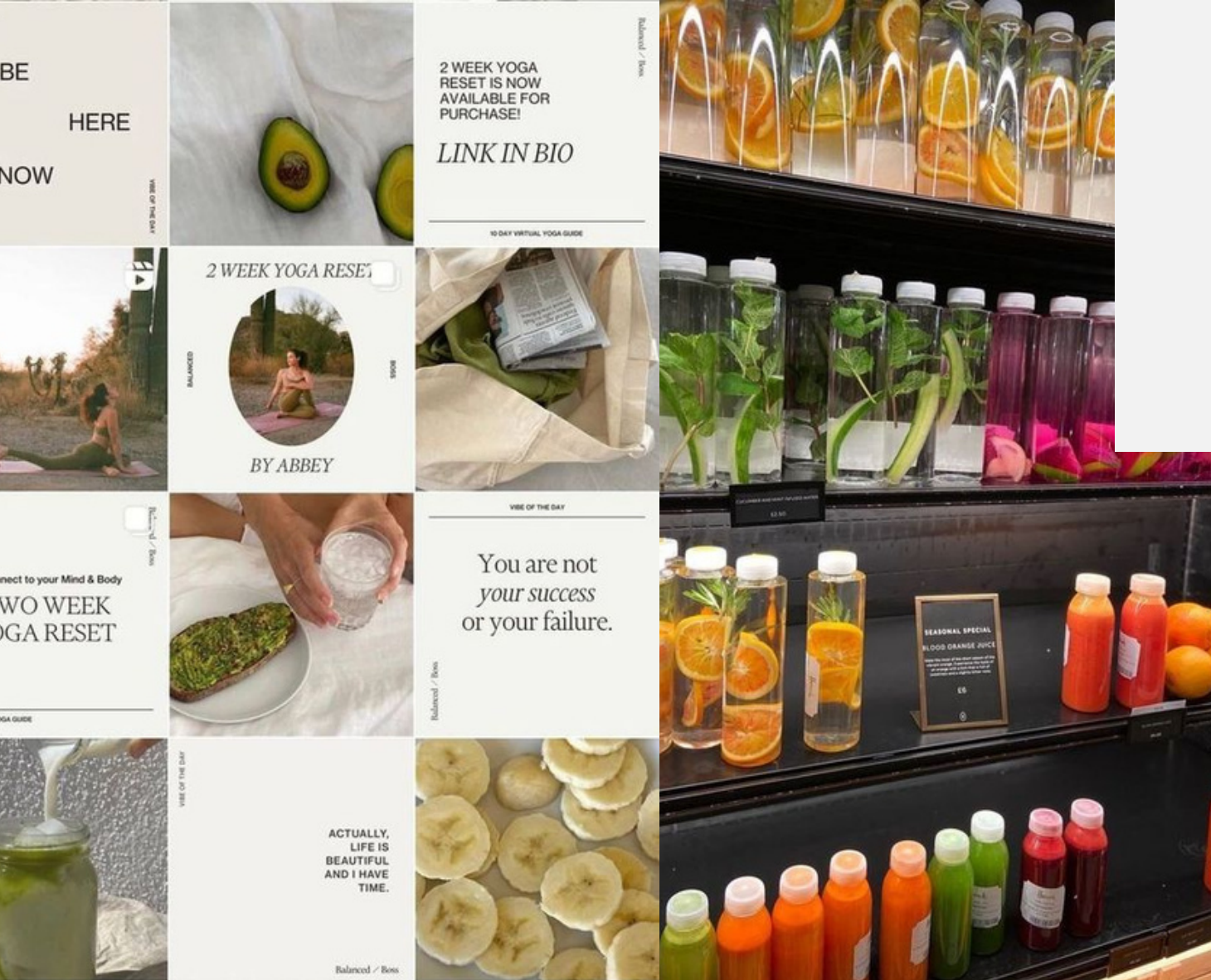
# TONE OF VOICE

THE TONE OF VOICE HAS  
CHANGED FROM  
WELCOMING AND FREINDLY  
TO:

Health-conscious and Nurturing, clean and trsut  
worthy.

Local and community oriented.

Casual while maintaning the elegant  
“Spa in the caribbean” look and feel.





# NEW LOGO

Ponte  
Fresco

- The idea behind the new logo is giving it a new user friendly “fresh” look that will go with an updated branding for the audiences taste. Fresh logo= fresh food.
- Further on will incorporate more illustrations like the one above (in the menu).

# TYPEFONTS

that evoke cleanness and spa experience. Motivating individual to accomplish their mind, soul and body shaping goals.

*THE SEASONS AND  
INTER*

# MAIN ILLUSTRATIONS



MENÚ

| PONTE FUERTE                                                                                                              | PONTE LIGHT                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| <div>Protein bowl</div> <div>Food description here, please explain the ingredients, details, etc</div> <div>\$20</div>    | <div>B.Y.O Salad</div> <div>Añade los toppings que desees en el salad bar.</div> <div>\$13</div>                            |
| <div>Fish bowl</div> <div>Food description here, please explain the ingredients, details, etc</div> <div>\$18</div>       | <div>Wraps</div> <div>Añade los ingredientes que desees en el salad bar.</div> <div>\$17</div>                              |
| <div>Beans Bowl</div> <div>Food description here, please explain the ingredients, details, etc</div> <div>\$14</div>      | <div>Soups</div> <div>Sopa calabaza y de papa.</div> <div>\$13</div>                                                        |
| <div>Toppings</div> <div>Choose your toping in the salad bar.</div> <div>\$17</div>                                       | <div>Hummus</div> <div>con zanahorias cortadas o chips.</div> <div>\$20</div>                                               |
| <div>Protein wrap</div> <div>Ingredients: chicken, guacamole and kale.</div> <div>\$10</div>                              | <div>Turkey Swiss</div> <div>Food description here, please explain the ingredients, details, etc</div> <div>\$11</div>      |
| PONTE VEGGIE                                                                                                              | PONTE O‘                                                                                                                    |
| <div>Tofú</div> <div>Food description here, please explain the ingredients, details, etc</div> <div>\$20</div>            | <div>Detox green juice</div> <div>Food description here, please explain the ingredients, details, etc</div> <div>\$20</div> |
| <div>Saiten</div> <div>Al vapor con kale y espinacas.</div> <div>\$11</div>                                               | <div>Orange juice</div> <div>Food description here, please explain the ingredients, details, etc</div> <div>\$15</div>      |
| <div>Garbanzos</div> <div>Garbanzos al vapor con espinacas.</div> <div>\$18</div>                                         | <div>Horchata</div> <div>Food description here, please explain the ingredients, details, etc</div> <div>\$11</div>          |
| <div>Kale wrap</div> <div>Kale with tomatoes</div> <div>\$15</div>                                                        | <div>Banana Smothie</div> <div>Water based</div> <div>\$13</div>                                                            |
| <div>Coliflower rice</div> <div>Food description here, please explain the ingredients, details, etc</div> <div>\$13</div> | <div>Stawberry smothie</div> <div>Food description here, please explain the ingredients, details, etc</div> <div>\$20</div> |

# MOCKUPS

