Sunday Market



A little jar.
A proper meal.

Identity, packaging, campaign and ecommerce.
One connected design system.

A good market haul, brought home.

Owned design explorations and generated imagery: a direction board, not customer research.



Food at home



Physical presence

A / NAME FIRST

Sunday Market

Name first

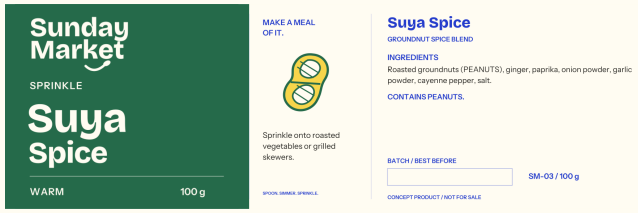
GOOD THINGS START HERE.

Scotch bonnet
BRIGHT HEAT

Tomato
A GOOD BEGINNING

Groundnut
ROASTED WARMTH

Drawn from the pantry



Useful labels

Sunday Market

A little pepper.
A lot of plans.

SPOON. SIMMER. SPRINKLE.

A generous voice

The market, in six colours.

Colour identifies the range. Product names, cooking verbs and heat words carry the same meaning.



Cobalt crate

#253DCC / 30% target use

RGB 37, 61, 204

CMYK approx. 82, 70, 0, 20

Brand / actions / lids

Label paper

#FFFCF2 / 40% target use

RGB 255, 252, 242

CMYK approx. 0, 1, 5, 0

Information surfaces



Tomato

#EF442E / 10% target use

RGB 239, 68, 46

CMYK approx. 0, 72, 81, 6

Relish / campaign

Corn yellow

#F7D54A / 8% target use

RGB 247, 213, 74

CMYK approx. 0, 14, 70, 3

Stew base / emphasis



Pepper green

#256A4A / 7% target use

RGB 37, 106, 74

CMYK approx. 65, 0, 30, 58

Spice / secondary



Market ink

#24231F / 5% target use

RGB 36, 35, 31

CMYK approx. 0, 3, 14, 86

Body copy

A market sign. A clear label.

Bricolage Grotesque / 800

Spoon. Simmer. Sprinkle.

Display carries the sign and product name. Body carries ingredients, heat, weight, prices and controls. Keep essential product information as live text.

Instrument Sans / 400 + 600

A bright pepper relish with a slow, smoky finish. Spoon over eggs, rice or a bowl of beans.

Hero / 76-112 px

Section / 44-72 px

Product / 28-32 px

Body / 14–17 px

Utility / 11–13 px

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