

VIMANA

SLOW RISE CASE STUDY

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SLOW RISE

SERVICES

Brand Strategy
Branding & Identity Design
Collateral Design & Production
Web Design & Development
Packaging Design & Production
Merchandise Design & Production
Signage & Wayfinding
Photography

CHALLENGE

Elevate the branding in order to expand from local level of success to a nationally recognized brand.

OUTCOME

A new brand identity, website and marketing materials that repositioned Slow Rise to deliver their assortment of Sourdough breads on a national scale.



DEFINING THE SLOW RISE BRAND



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SLOW RISE IS WHOLESOME ARTISTRY

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**SIMPLIFIED
POSITIONING**

Slow Rise produces real sourdough breads through an **honest** and **inclusive** process that **educates** their audience, creating a deeper sense of **community** by sharing the **wisdom** behind their **passion**.



Slow Rise

**BY NASHOBA
BROOK BAKERY**

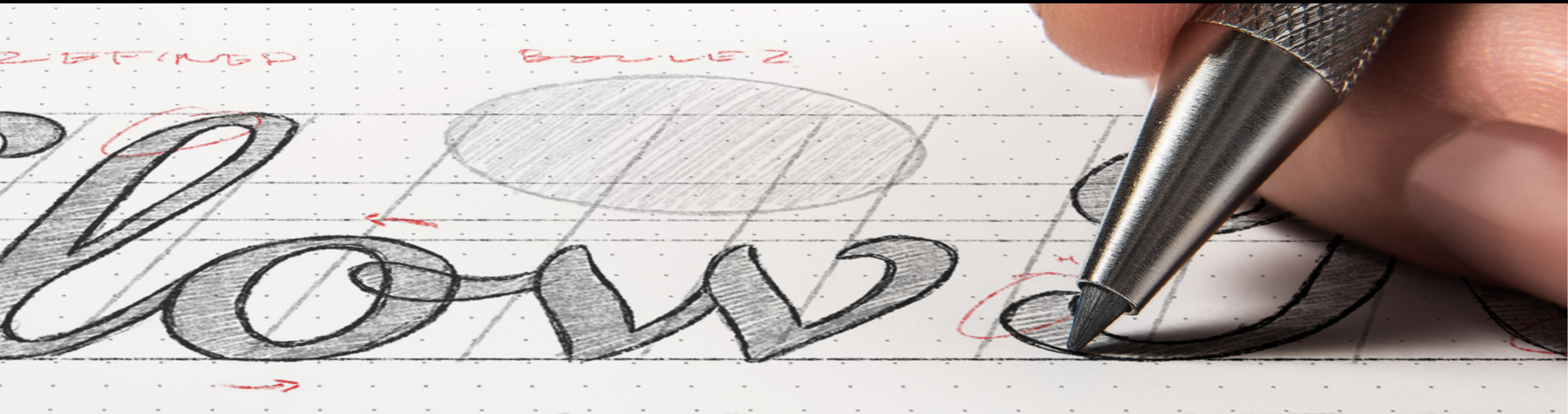
HAND REFINED BOWLER FROM

Slow Rise



CLASSIC





PROCESS NOTES

We thought the attributes of the logo should match the qualities of the product. Since every bread that comes out of the oven is unique and individually crafted by hand, we felt the logo should receive the same treatment.

Like Slow Rise, we like to craft our logos from scratch. Script logos although readable, are also artworks all on their own. They are timeless as opposed to fonts that follow trends which

come and go with the passage of time. Like the beautiful sourdough bread that Slow Rise uses, the script we created is flowy with soft edges yet firm and bold at the same time. Besides mirroring the qualities of the product in the brand, we also wanted to subtly pay homage to the classic hand - painted signage so often used by bakeries in the past. A hand crafted logo to pair with a hand crafted product.

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BEFORE



AFTER

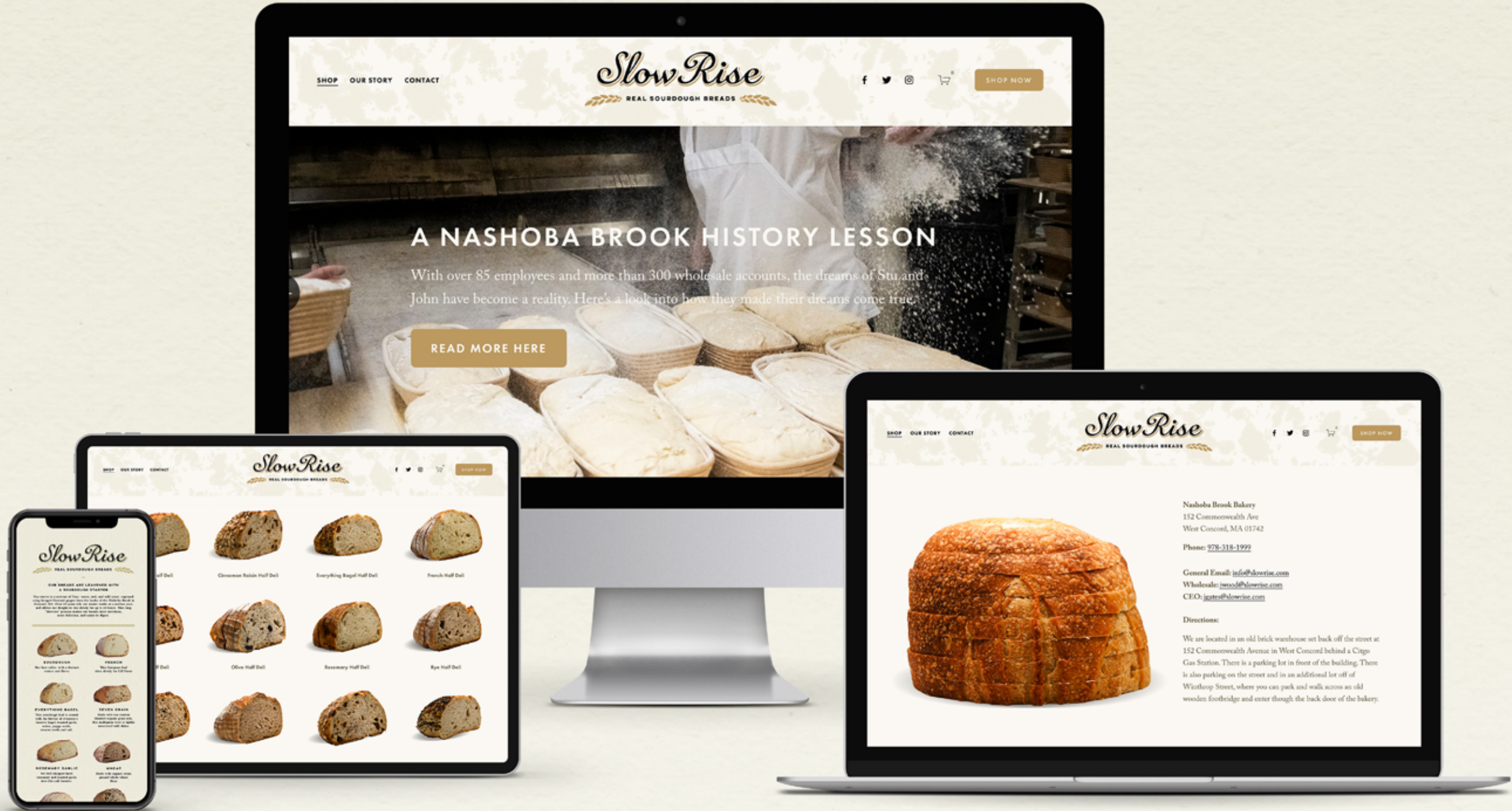
BEFORE



AFTER



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In today's age, with the speed of technology at our fingertips, people want to know what they want to know, and want to have what they want to have as fast and easily as possible. With this in mind, we made sure the desktop and mobile versions of the website were simple and easy to navigate while also supplying the user with the pertinent information in a concise and digestible way.

Slow Rise has always prioritized transparency into its production methods and ingredients. With the end user in mind, we decided to document every stage of their sourdough process, from the making of the dough all the way to the packaging of the final product.

Since the product itself is such a piece of art, we felt the most effective way to display it on the web was to simply show it in all its beauty, using multiple angles to capture the ingredients, textures and crust.

Some of the best sourdough bread in the world is less than a click away.

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A

B

A. (Pictured Left)
Vehicular signage design for Slow Rise' fleet of delivery vehicles.

B. (Pictured Above)
Slow Rise Business Card Design

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PHOTOGRAPHY STYLE

We also extracted favorable attributes from the sourdough breads to inject into the photography style, capturing texture, grain, saturation, warmth and a feeling of raw realism.

Slow Rise is a symbolic counterpoint to the culture of instant gratification. We wanted to celebrate the human element in the craftsmanship that makes each product special and original.







ANYTHING WORTH HAVING IS WORTH WAITING FOR

EST. 1998

Slow Rise

REAL SOURDOUGH BREADS

★ OLIVE ★

Sourdough swirled with Calamata olives and hearth-roasted caramelized onions

Nashoba Brook Bakery
www.slowrise.com

REAL INGREDIENTS. NOTHING ARTIFICIAL

BAKED Fresh DAILY

NET WT 21oz (1.3LBS)(595g)

ANYTHING WORTH HAVING IS WORTH WAITING FOR

EST. 1998

Slow Rise

REAL SOURDOUGH BREADS

★ EVERYTHING BAGEL ★

Our classic Sourdough coated in everyone's favorite bagel seasoning! White and black sesame, toasted onion, garlic, poppy seeds, and salt

Nashoba Brook Bakery
www.slowrise.com

REAL INGREDIENTS. NOTHING ARTIFICIAL

BAKED Fresh DAILY

NET WT 21oz (1.3LBS)(595g)

WORTH HAVING IS WORTH WAITING FOR

EST. 1998

Slow Rise

HAND MADE DAILY

★ FRENCH ★

Long, slow fermentation enhances the flavor of this traditional European-style loaf

Nashoba Brook Bakery
www.slowrise.com

REAL INGREDIENTS. NOTHING ARTIFICIAL

BAKED Fresh DAILY

NET WT 21oz (1.3LBS)(595g)

“Working with Vimana has been as good as I could have possibly hoped for it to be. The creativity and aesthetic quality of their work speaks for itself, but the compassion and caring they bring to their relationships with clients is extraordinary, literally extra-ordinary.

They have helped Nashoba Brook Bakery with a brand refresh that involved graphics for our packaging, signage, point of sale materials, marketing brochures, sell sheets and website design. Joseph hand drew a font for us and blew us all away from the very first mock up he showed us. Honestly, you all out there should be so lucky to work with this talented designer and his growing agency. “

TESTIMONIAL

- John Gates (CEO of Nashoba Brook Bakery & Slow Rise)

THANK YOU