

## [case study]

### Seasons | Bespoke Catering

It was a pleasure to create a new identity for Seasons Catering, a local family owned company based in Chesham, with many years of experience in catering for weddings and parties throughout Buckinghamshire and West London.

The brief was to design a fresh new identity for the catering part of the company, as it was sharing a logo with Seasons Café and Deli based in old Amersham and needed its own character and styling. Our initial meeting was at the end of January in the café (which yes, did involve coffee and cake!) with Andrew Fleming (Director) and Charlotte Griffiths (Marketing and Venue Manager) to outline exactly what was required. I had already done some initial logo ideas and in order to keep the link with the café we decided to keep the same colour scheme of pink and grey.

The decision was to go for a clean and simple logo which could be used along side the existing logo for an interim period and the café identity whilst working for all marketing material from business cards, to menus and advertising to invoices. We used a lowercase sans serif font (futura) to be friendly and approachable and echo the family owned element of the business, whilst giving it a new modern feeling.

The identity was created in stages starting with the logo design and advertising, the first deadline was for Bride magazine, followed by postcards for an up and coming wedding fair and leaflets to be used in the café and on the website. Then all of the stationary elements and word templates, so that the menus could be produced in-house as and when required. The new identity consisted of a mixture of printed and electronic elements. The business cards were printed by Moo.com and A5 leaflets and postcards produced by Inlink based in Chesham.



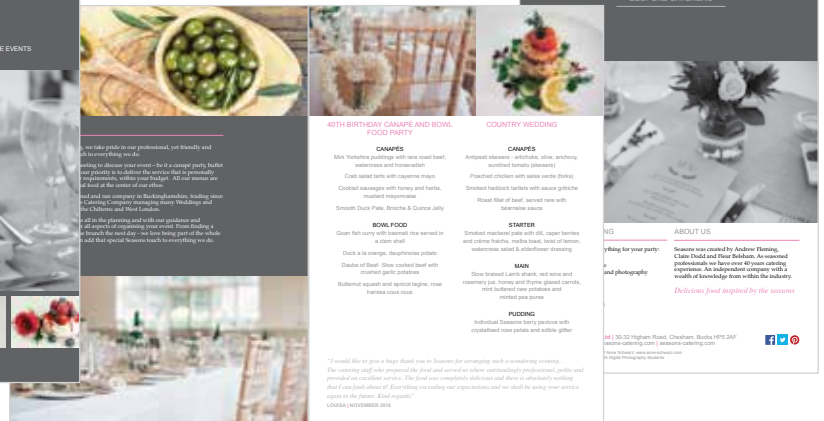
[logo design]



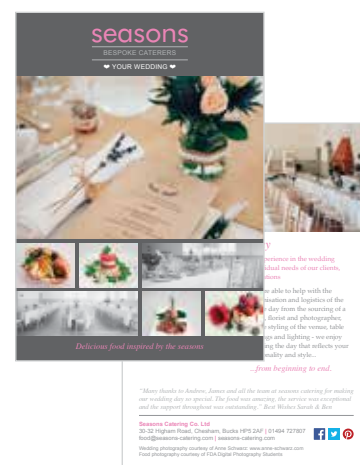
[general business card]



[general leaflet]



[named business card]



[wedding postcard]

[advert]

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A very important element as you can imagine was the food photography. We involved local Amersham and Wycombe College FDA Digital Photography Students, giving them the opportunity to use this as a real project. We took over their studio for the day and Claire Dodd (Chef Director) together with Radek Lewenda (Head Chef) from Seasons prepared the food and the students photographed, from buffet and bowl food to main plated creations. It was a really enjoyable day and really took me back to my days at college in a photography studio.

It was important to use real application photography of events so the majority of the application photographs came from weddings and were courtesy of Anne Schwarz, mixing both black and white and colour photography.

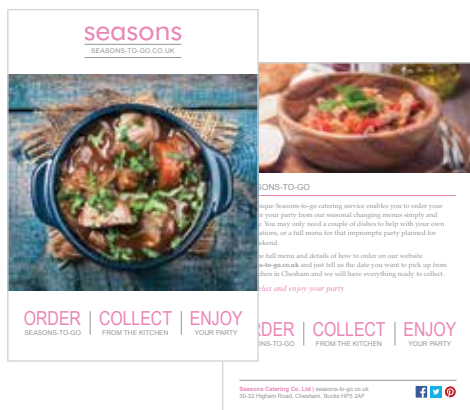
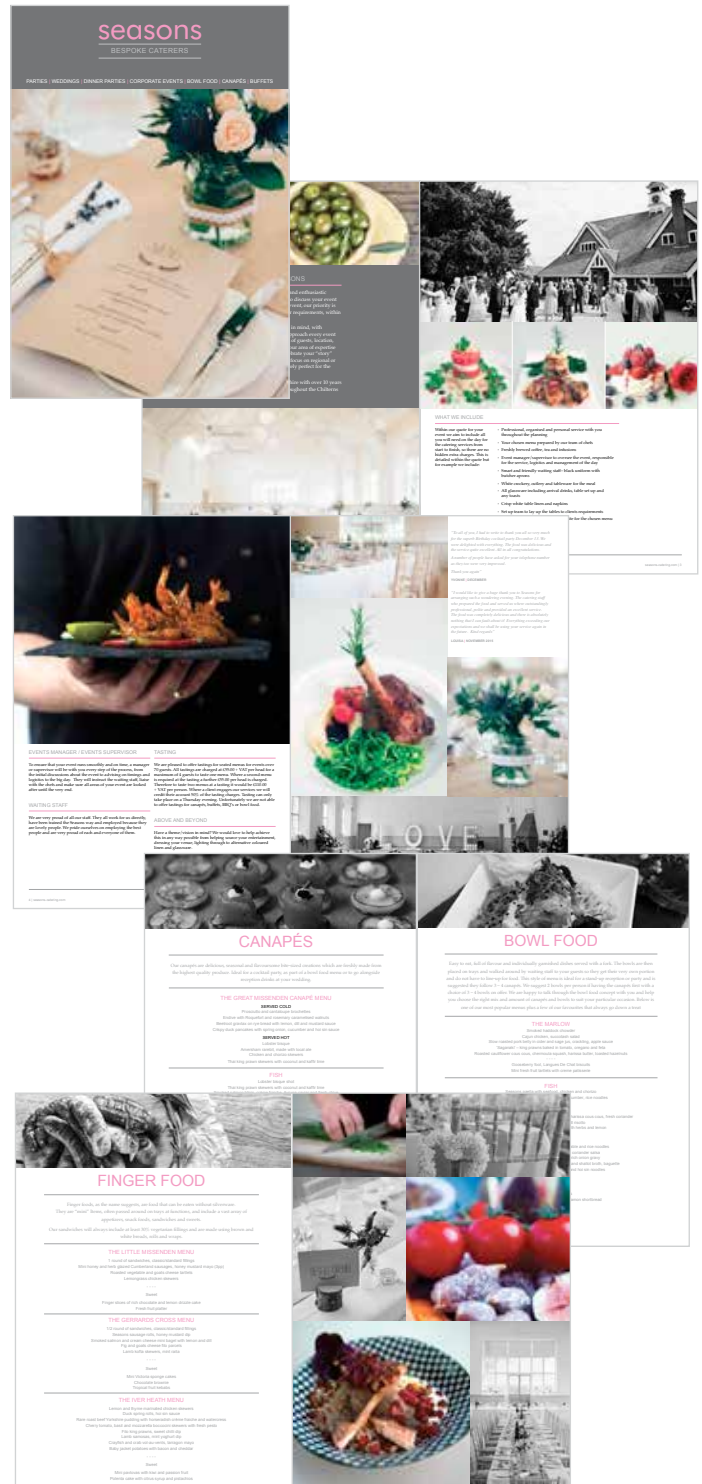
#### Seasons-to-go

Part of Seasons Catering is Seasons-to-go where dishes can be prepared especially for your party and can be ordered online and then picked up directly from the kitchen in Chesham. So the new logo was adapted for this and the ORDER, COLLECT and ENJOY showing the 3 easy steps.

Some elements are still to be completed, but this has been a great project to work on and my biggest one since going freelance in January. It has been a massive learning curve for me, but I have enjoyed every moment of it. Thanks to everyone for their support and advice. Especially Juice Creative who were at the end of the telephone for any questions and for the proofing.

“Thank you so much for all of your hard work on this project, from the initial meeting you understood us completely even coming prepared with lots of ideas on which direction we should take. From there you were always on hand to make changes (lots of them as our brief evolved along the way!) very quickly. You went above and beyond our expectations and we’re so happy with the end result. We won’t hesitate to recommend you and look forward to working with you again soon.”

Charlotte (Marketing and Venue Manager) and the team at Seasons



[seasons-to-go postcard]

[A4 online general brochure]

#### Contacts

Seasons Catering - seasons-catering.com | Seasons-to-go - seasons-to-go.co.uk | Seasons Café and Deli - seasons-cafe-deli.com  
 Amersham and Wycombe College - amersham.ac.uk | Moo - moo.com | Inklinc - inklincprinters.co.uk | Juice creative - juicecreative.co.uk | Anne Schwarz: anne-schwarz.com

I am a freelance graphic designer, with over 20 years' experience, based in Amersham, Buckinghamshire with a real passion for graphic design, ranging from corporate marketing material to bespoke wedding stationary

I graduated as a BA (HONS) Graphic Designer in 1993 and have spent the last 22 years progressing from Desktop Publishing Assistant to Head of Design and Digital Publishing for a global lighting manufacturer.

I have now decided to go back to my real passion of graphic design! My knowledge and experience of design, branding, global marketing and project management, ensures that I can offer you the complete package to meet your requirements.

Please contact me by phone, email or visit my website:  
 +44 (0) 7875 277072 | michelle\_shield@icloud.com | michellecreates.co.uk