

Beyond the Lunch

able®

able® is a renowned service platform helping professional kitchens, businesses and people to meet, eat and evolve.

Challenge

How do you cater to a btb-lunch market, where macro trends screams sustainable, plant based and healthy nutrition while the majority of the crowd keeps cheering for Friday burgers, roasted pork and a budget deal. How do you actually own and change a highly conservative and price aware market into a better future?

Brief

Create a global brand with the ambition to seriously challenge and change the future of btb-lunch.

Solution

A profoundly purpose-driven brand with a coherent mindset, services, tonality and design throughout the brand journey. Pushing the market in the new name, look and feel of able® - helping professional kitchens, businesses and people to meet, eat and evolve.

Design Drivers

- 0.1 Altruistic
- 0.2 Compassionate
- 0.3 Lean
- 0.4 Aspirational
- 0.5 Globally appealing

Dia Regular Bold

able.® Taste the new

AaBbCc123—

Dia Regular—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Dia Bold—
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Primary Typography— Dia is a family that captures the diverse spirit of the early Grots while distilling them into a concise and cohesive family that functions as well for text as it does for display copy. Dia offers a break from the cold and calculated air of contemporary type without sacrificing its conveniences.

Able® Wordmark—

able.® able.®

Social & App icons—

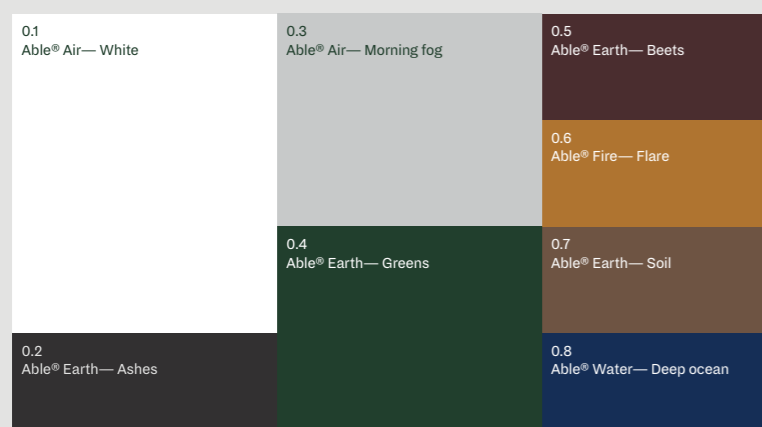


Brand photography— The photography language covers a spectrum all the way from sourcing produce to serving and eating a perfectly cooked meal.



- 1.4 In the field**
Researching and sourcing
Locally sourced
- 2.4 Fresh produce**
Developing and preparing
- 3.4 In the kitchen**
Lunching together
- 4.4 On the plate**

Design elements—



Brand Colors — Inspired by the natural elements of food creation: air, earth, fire and water the color palette draws inspiration from the topic itself.

ITEMS
Ricewood Lunch

TYPE
Contemporary Thai Cuisine

RECOMMENDATION
Brainworkers

ALTERNATIVE
Homemade Noodle

RYOMI SAKURA

Your lunch was delivered

KITCHEN

DATE

Delivery

Kitchen: _____ **Date:** _____

Username _____

Password _____

Remember me

Tuesday

Vegan Healthy 4 Dec.

Copenhagen

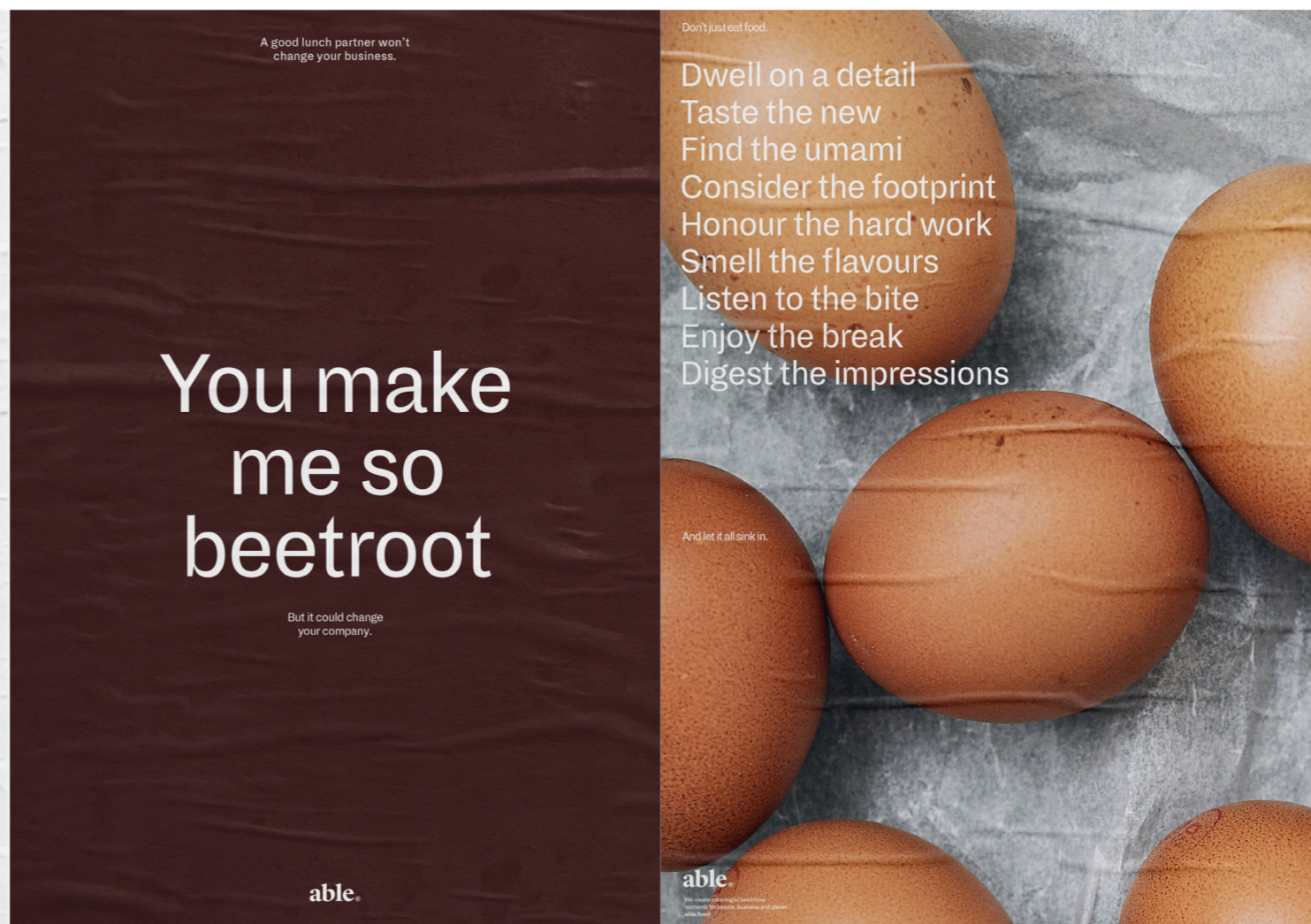


Print Collateral



Tote bag

Poster Ads





Delivery box



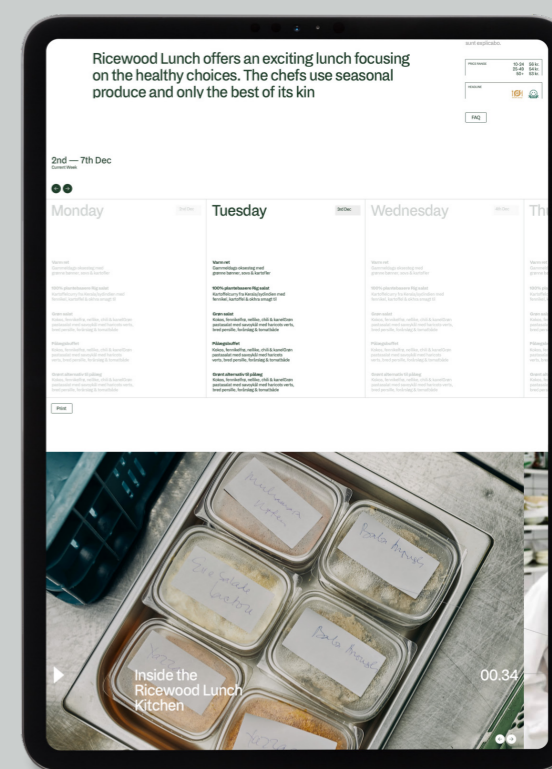
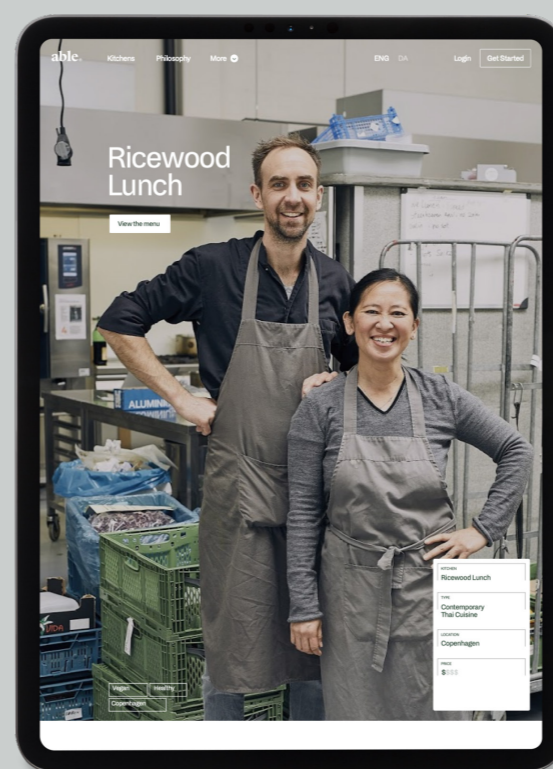
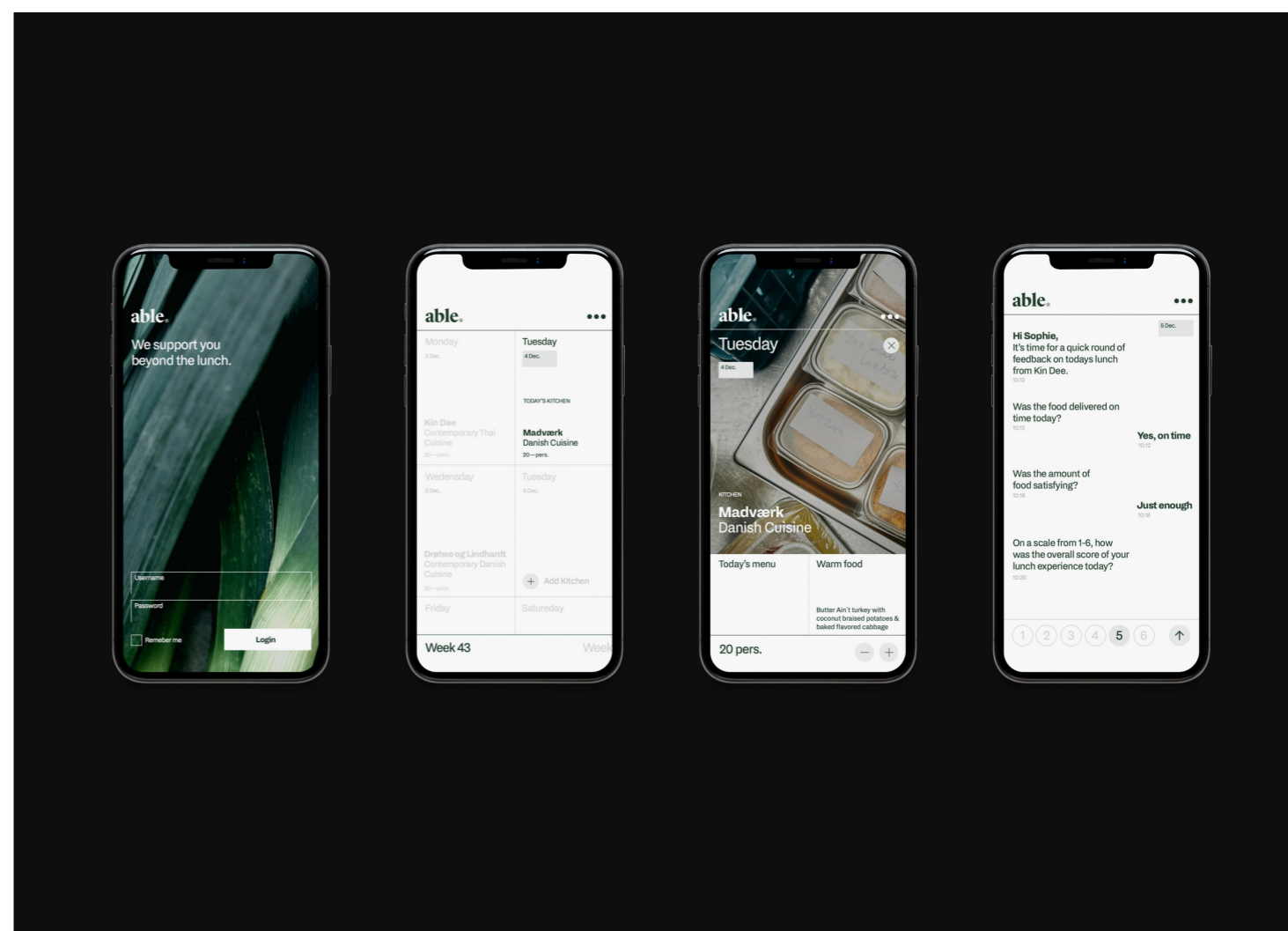
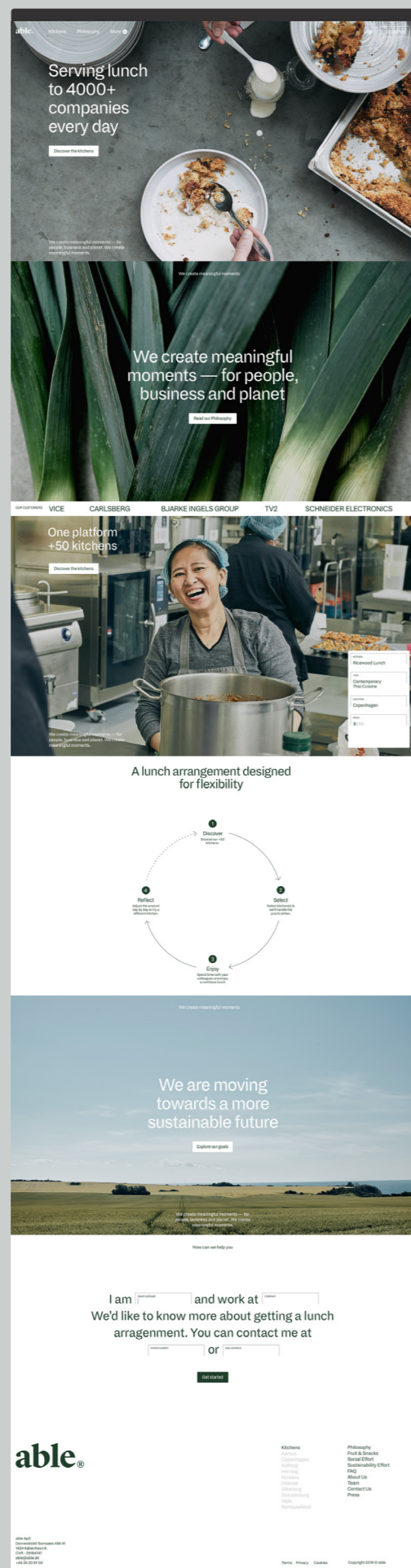
Outdoor



We truly believe,
that considerate
and delicious
food is a
meaningful way
to optimise
individual well-
being, business
performance and
planet footprint.

able®

We create meaningful lunchtime
moments for people, business
and planet.



Website + Digital Product

