



brand
positioning

ZeBi by sodexo
Zest Bistro. Fueling your body. Preserving your world.

brand positioning



positioning

The ZeBi brand stands for ethical and social consciousness. ZeBi (short for Zest Bistro) is a unique dining destination that will inspire community, conversation, and the sharing of flavors and ideas on your campus. Feel good knowing that a percentage of ZeBi annual food and beverage sales is donated to a charitable hunger-related organization through Sodexo's STOP Hunger initiative.

This bright and modern bakery bistro features servery and seating elements thoughtfully crafted of recycled materials, locally sourced fresh foods, and ethically sourced coffees and teas.

Unique to the Sodexo Retail Collection, ZeBi is all about surprising and delighting students and pampering their palettes with sandwiches and salads that made to order, yet delivered fast.



pillars

Sustainable and local sourcing:
Doing the right thing for the environment, for the community, for society, for the world.

Personalization and customization:
It gives me what I need, what I want, and when I want it.

Community connection:
I am happy to be contributing to my community - local, global and online. A 1% royalty is built in, to give back to charitable local organizations.

Surprise and delight:
Avoiding stagnation and driving loyalty in unexpected ways.



results

With low installation costs, ZeBi offers a hip new bakery bistro that serves up sustenance with a healthy sprinkling of sustainability and social consciousness mixed in. Available as a retrofit of an existing coffee shop or as a brand new build-out, the concept is designed as a "stand alone" retail offer, well positioned for all day parts. ZeBi will keep more dollars onsite, increasing consumer penetration, frequency and loyalty.



brand elements

primary colors



PANTONE 7490 C
CMYK 63/23/100/6
RGB 108/149/60
HEX#6C953C



BLACK
CMYK 0/0/0/100
RGB 0/0/0
HEX#000000

secondary colors



PANTONE 390 C
CMYK 35/11/100/0
RGB 181/191/0
HEX#B5BF00



PANTONE 7406 C
CMYK 9/27/100/0
RGB 237/183/0
HEX#EDB700



PANTONE 7577C
CMYK 8/61/89/1
RGB 226/125/58
HEX#E27D3A



PANTONE 338 C
CMYK 52/0/37/0
RGB 115/209/183
HEX#73D1B7

logo



do's

1. Use the ZeBi logo with the tagline.
Exception:
Use the logo without a tagline at sizes smaller than 2"
2. Always use the ZeBi colors (shown at left)
Exceptions:
Use the white logo when it sits on a dark background
Use the black logo only on black and white documents

don'ts

1. Do not stretch, recolor or outline the logo
2. Do not place the logo on a visually busy background
3. Do not remove or recolor the "by Sodexo" endorsement.



minimum sizing



The ZeBi logo with the Sodexo endorsement must never be smaller than 2" wide.

clear space

The logo's clear space is the surrounding space, and needs to be kept clear of any text or imagery. The clear space on all sides must be equal to the vertical part of the "Z".



brand elements

primary typefaces

Courier STD Bold

The ZEST logotype is based on Courier STD. It is recommended that to maintain the emphasis and presence of the logo, the use of this font family should be limited to headers or sub-header text.

Courier STD Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Courier STD Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro

The tagline under the ZEST logo, "Fueling your body. Preserving your world", uses Myriad Pro. General body copy, and informational text are some examples of areas where this font can be used.

Myriad Pro Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Light Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold Condensed Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



uniforms

chef works



Tan Twill
Casual Pant



BNBK - BLK Black Beanie with ZeBi Logo
on Front (Design #99270)



White Short Sleeve Polo Shirt
Men: 401183-WHT
Women: 401211-WHT



F8 - BLK Butcher Apron with
ZeBi Logo Center Chest (Design
#99271)





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