

HB DESIGNS

Identity
Package
Proposal:

Original Sub Shop & Deli
START



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PROJECT SUMMARY

HB Designs is proposing a rebranding of the Original Sub Shop & Deli, including a new logo, color design, and social media campaign that helps them stand out amongst their competitors in Toledo. As a local sub and deli shop, there is great competition with larger chain sub shops and need a bolder presence.



The Original Sub Shop & Deli is Toledo's first and longest running sub shop opened in 1979 by Jackie and Sarkis David. Over 36 years, the Davids perfected their sandwiches, soups, salads, and their amazing secret sub sauce. 36 years later, Maureen Brogan purchased the shop while introducing new menu options as well as vegan and dessert options. Original Sub prides itself on fresh ingredients, scratch made soups and sauces, and locally sourced cheeses, jams, and seasonal veggies.

The primary limitation will be budget and networking reach via social media. Other chain shops have a wider reach customer base, but Original Sub has the benefit of its roots being in Toledo.



COMPANY PROFILE



Demographics:

Address: 402 Broadway Street, Toledo OH.

Phone: 419-243-4857

Website: originalsub.com

Social Media: @originalsub

Date Established: 1979

Economics:

Founded by: Jackie and Sarkis David

Number of Employees: 4-5

Age Range: 20-60 year olds

Company Budget: 1,500 \$

Management Plan:

Original Sub prides itself on its fresh ingredients, scratch-made soups and sauces, and locally-sourced cheeses, jams, and seasonal veggies. We serve every sandwich on fresh-baked All Crumbs Artisan Bakery breads, spend every Saturday morning at the Farmers' Market collecting inspiration and ingredients, and love working with our local vendors any chance we can get.

Competition:

Subway, Jimmy Johns, Jersey Mikes, Firehouse Subs

Audience:

Original Sub Shop is for anyone looking for a local scratch kitchen experience with vegan options offered as well as desserts.



PROPOSED SOLUTION

My goal is to redesign the company aesthetic with bolder and brighter color choices, such as golds, oranges, and purples, but still keeping the original font.

I want to use tones that are nostalgic of the 70s, when Original Sub was opened. I want to keep the basis of what is there but elevate it to the next level. This will include a new logo, business card design, envelope and letterhead designs with retro colors. I will work closely with the company owner to reach her desired goals.



JOB ESTIMATE

LOW	MODERATE	HIGH
UPrinting	Business Printing	OfficeMax
500 Business Cards: 42.65\$	500 Business Cards: 46.59\$	500 Business Cards: 29.98\$
1000 Letterhead: 146.02\$	1000 Letterhead: 145.91\$	1000 Letterhead: 530.00\$
1000 Envelopes: 172.42\$	1000 Envelope: 427.88\$	1000 Envelope: 635.96\$
Total: 361.09\$	Total: 620.38\$	Total: 1,201.94\$

Designing

Logo: 250.00\$
Identity Package: 500.00\$
Total Design Cost: 750.00\$

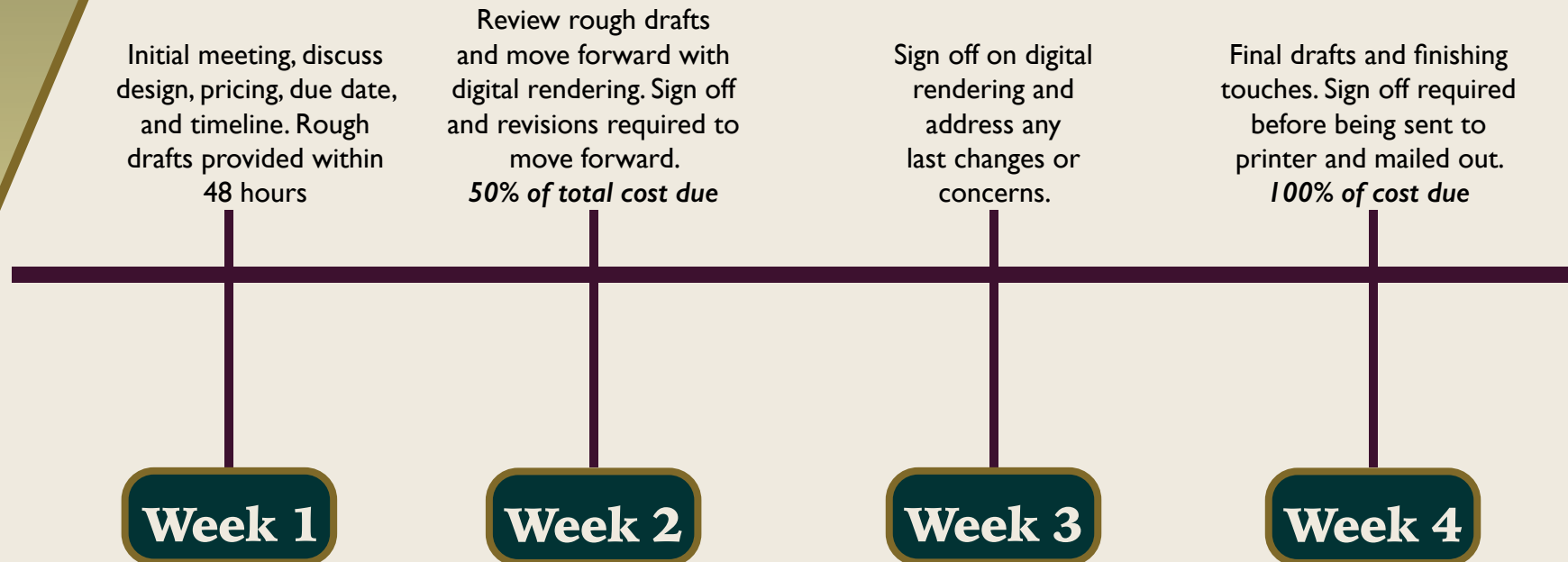
Total Cost

Design: 750.00\$
Printing: 620.38\$
Total: 1,370.38\$

**Business Printing is my personal recommendation based on quality of materials and cost effectiveness.*



TIME LINE



QUALIFICATIONS & EXPERIENCE

Education:

Bachelors of Fine Arts; Painting concentration
University of Toledo 2020

Graphic Design Certification
Owens Community College 2025

Skills:

Experience in Adobe Photoshop, Illustrator, and Indesign

Contact Information:

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