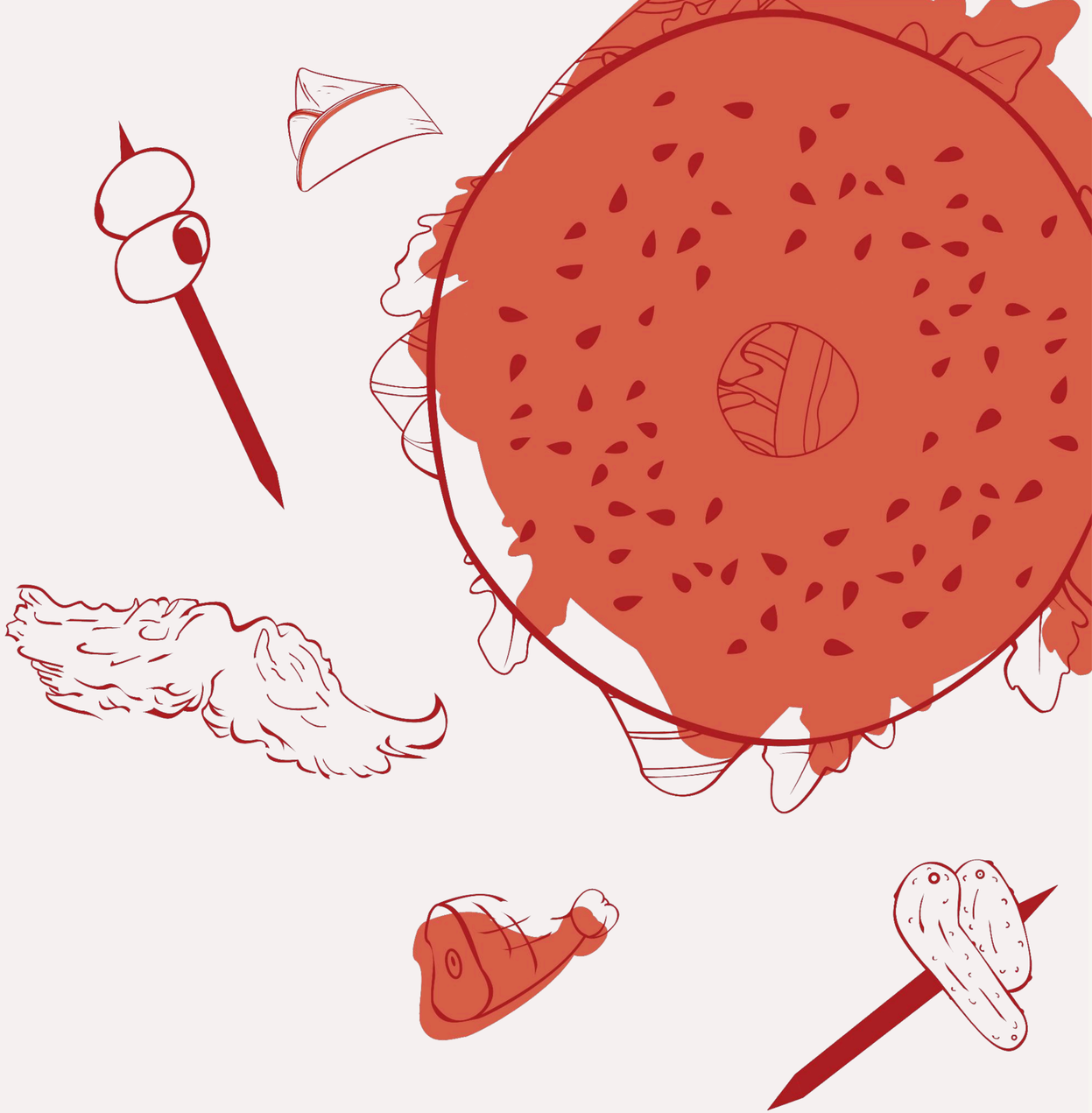
District Deli

Food Truck - Brand Identity



Aaron Martin

Chef / Food Enthusiast

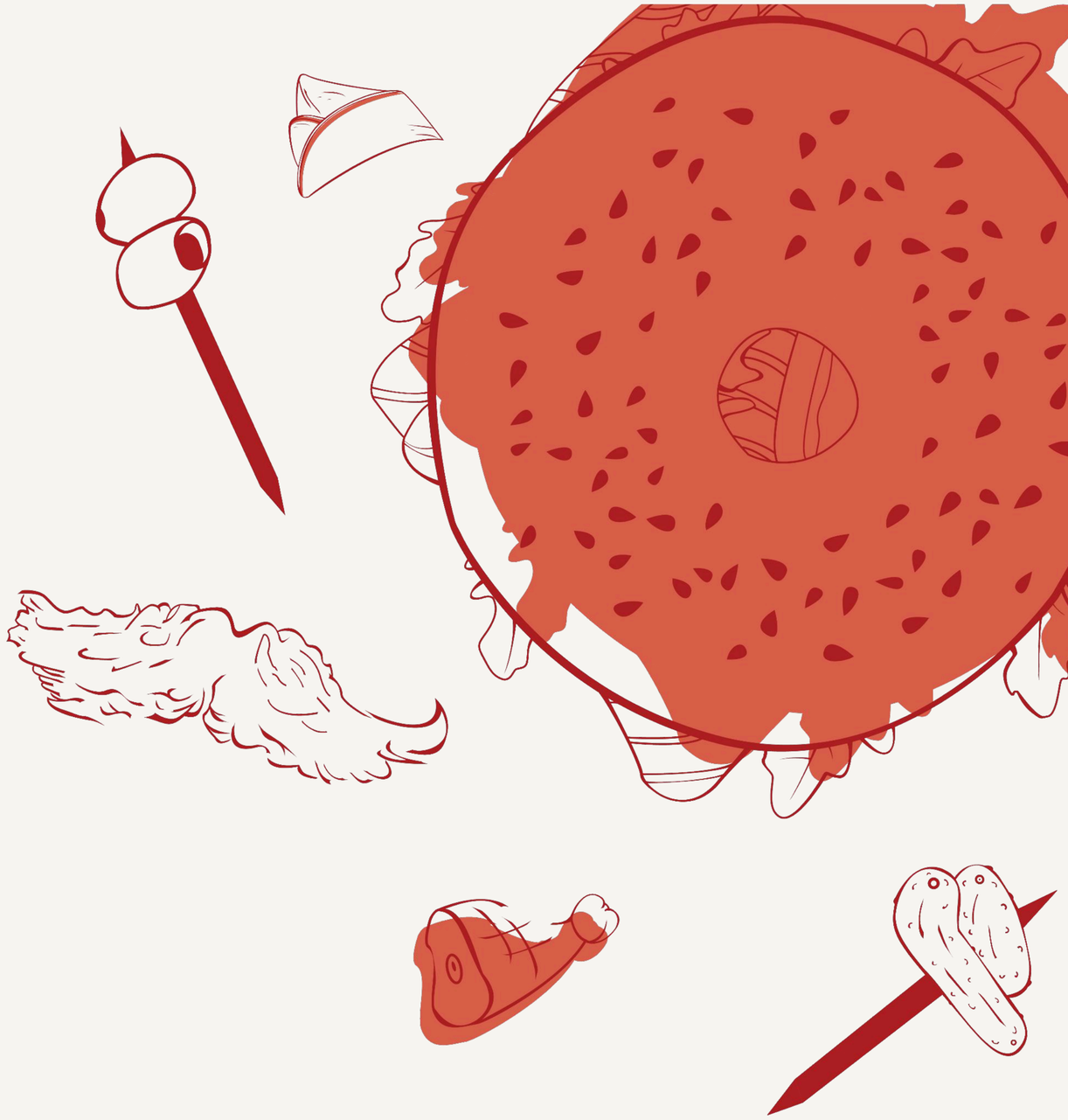
Aaron is a chef originating from Mississippi who hopes to open is own food truck and eventual restaurant one day. He has a passion for food, people, and the industry that brings people together. His aim is a food truck or restaurant that draws inspiration from Italian Delis and has an around the corner, mom and pop feel.



District Deli

Food truck/Restaurant

District Deli is a food truck inspired by the rich tradition of classic Italian delis. Its menu features wraps, bagels, and traditional cold-cut sandwiches, all served alongside homemade sides. With strong emphasis on quality and craftsmanship, the owner aims to become known for signature pastrami sandwiches made with care and attention to detail.
The brand identity should feel clean, concise, and playful, balancing nostalgic deli culture with a contemporary sensibility. The goal is to create a memorable and recognizable brand that resonates with customers and the local community while remaining versatile enough to grow alongside the business. The visual identity should be adaptable across future touchpoints, including potential brick-and-mortar locations.



Problem Statement

Becoming a part of the pack.

How can a new Italian deli-inspired food truck compete with established restaurants in Starkville while appealing to Mississippi State University's student population? The brand needed to combine the nostalgia and craftsmanship of a traditional deli with a modern, approachable identity that could attract local customers, build recognition, and support future expansion.

The Opportunity

Where nostalgic flavors meet a fresh identity.

District Deli had the opportunity to introduce a fresh take on the classic Italian deli experience by combining quality craftsmanship, nostalgic charm, and a contemporary personality. By creating a brand that felt both familiar and modern, District Deli could connect with Starkville's student population and local community while differentiating itself from established competitors. Through a memorable visual identity and cohesive brand experience, the business could build recognition, foster customer loyalty, and create a foundation for future growth beyond the food truck.

Positioning Statement

Built around quality and community

District Deli brings the spirit of the neighborhood deli to a new generation, combining timeless Italian traditions with a fresh, energetic identity made for students, locals, and sandwich lovers alike.

The Pillars

Crafted Tradition

Honoring the heritage of the classic Italian Deli through quality, care, and timeless recipes.

Fresh Takes on Classics

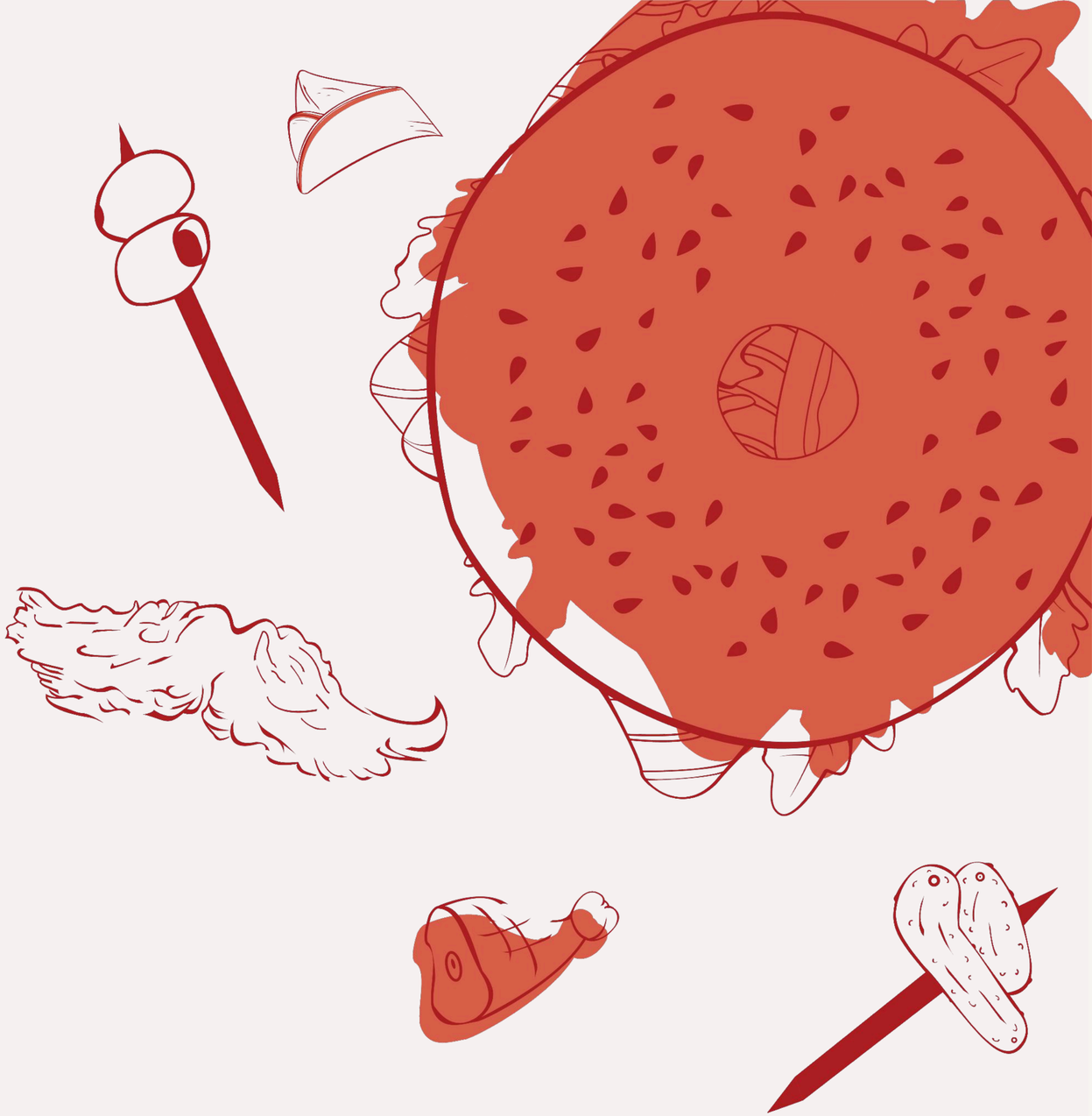
Blending nostalgic favorites with a modern perspective.

Community Connection

Creating a neighborhood gathering place built around shared experiences.

Playful Personality

Bringing energy and character to the deli experience.



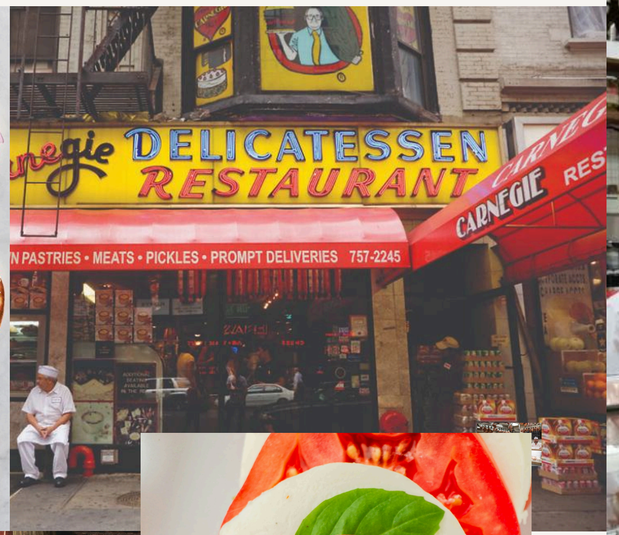
Old-school flavor, fresh energy

Visual Direction

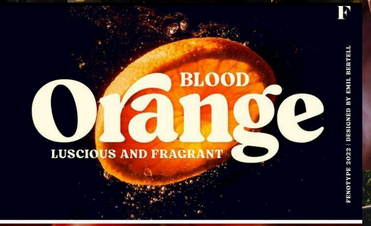

MONTELUPO
3 44 ITALIAN MARKET NE 28
344






DELICATESSEN
RESTAURANT
CARNEGIE
N PASTRIES • MEATS • PICKLES • PROMPT DELIVERIES 757-2245


S&W


BLOOD
Orange
LUSCIOUS AND FRAGRANT
DESIGNED BY EMIL BERTELL


DALLA CALDAIA DI


Sally's
APIZZA
RESTAURANT
THE NEW HAVEN
ORIGINAL SINCE 1938

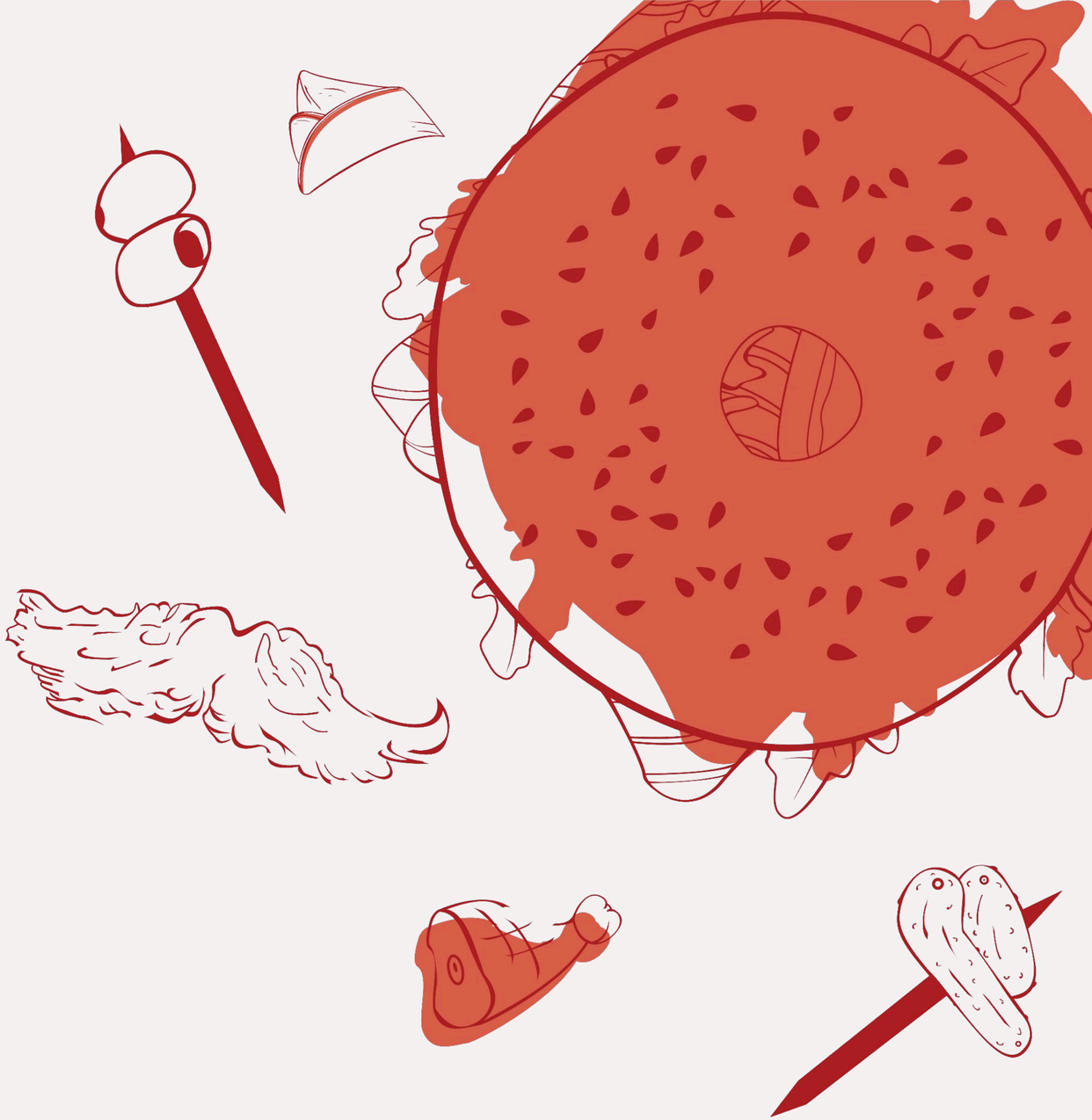

238




Antipasto Extraordinario
Deli Delight


VIPPA'S
ITALIAN SAUSAGE
"BRACIOLE" STEAK
KNISHES HOT
PEPPERS & ONIONS HEROES
& CHEESE SANDWICHES
DOGS ICE COLD DRINKS


MAURO
Frutta
Primizie



Target Audience

Jake Mitchell

21 | The Campus Regular

Demographics & Interest

- Quick, affordable, and satisfying meals
- A place with personality beyond chain restaurants
- A reliable go-to-spot near campus
- Food worth sharing with friends



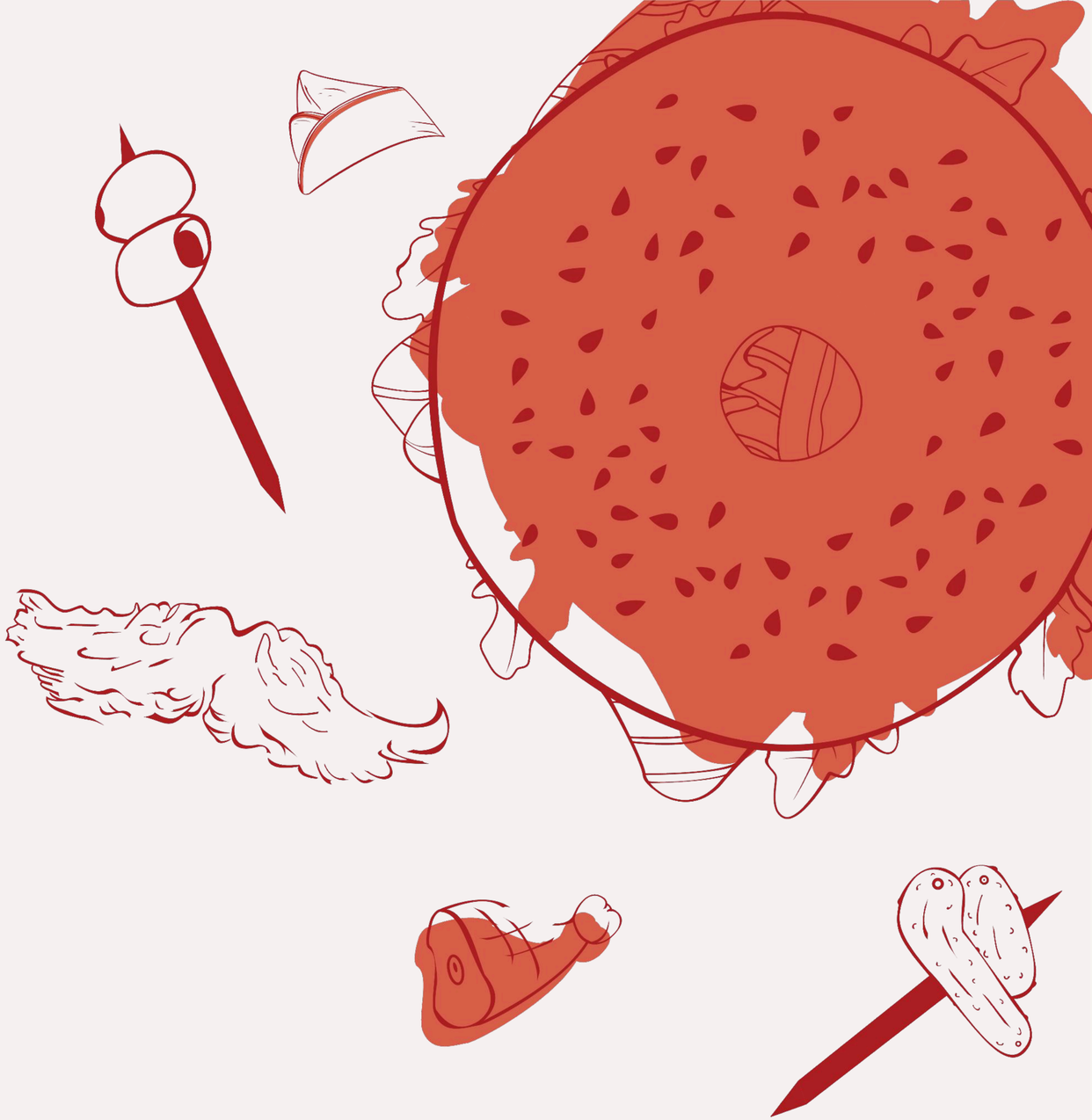
Sarah Bennet

34 | Local Professional / Resident

Demographics & Interest

- High-quality food made with care
- A restaurant with personality & authenticity
- Supporting local businesses & finding places that she can recommend to others
- Being a part of the community’s growth



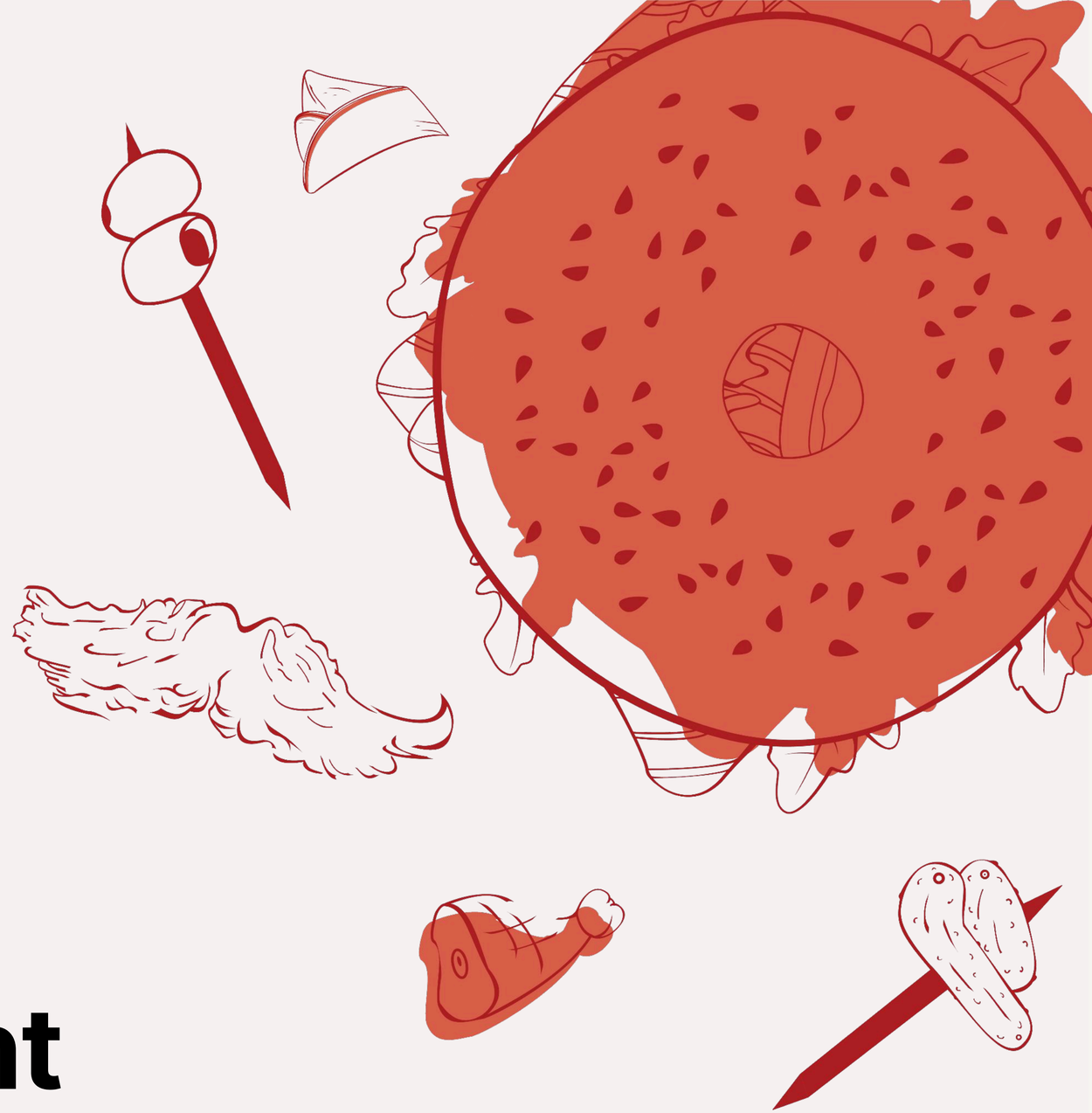


Design & Ideation

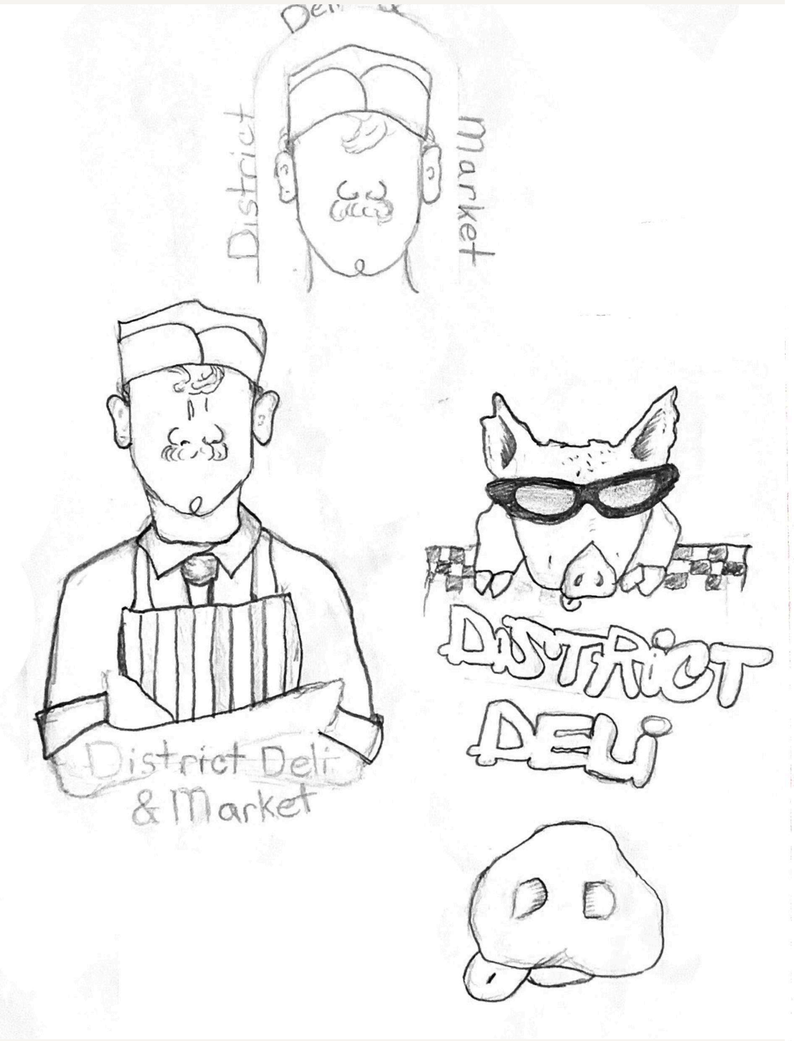
Word Mapping

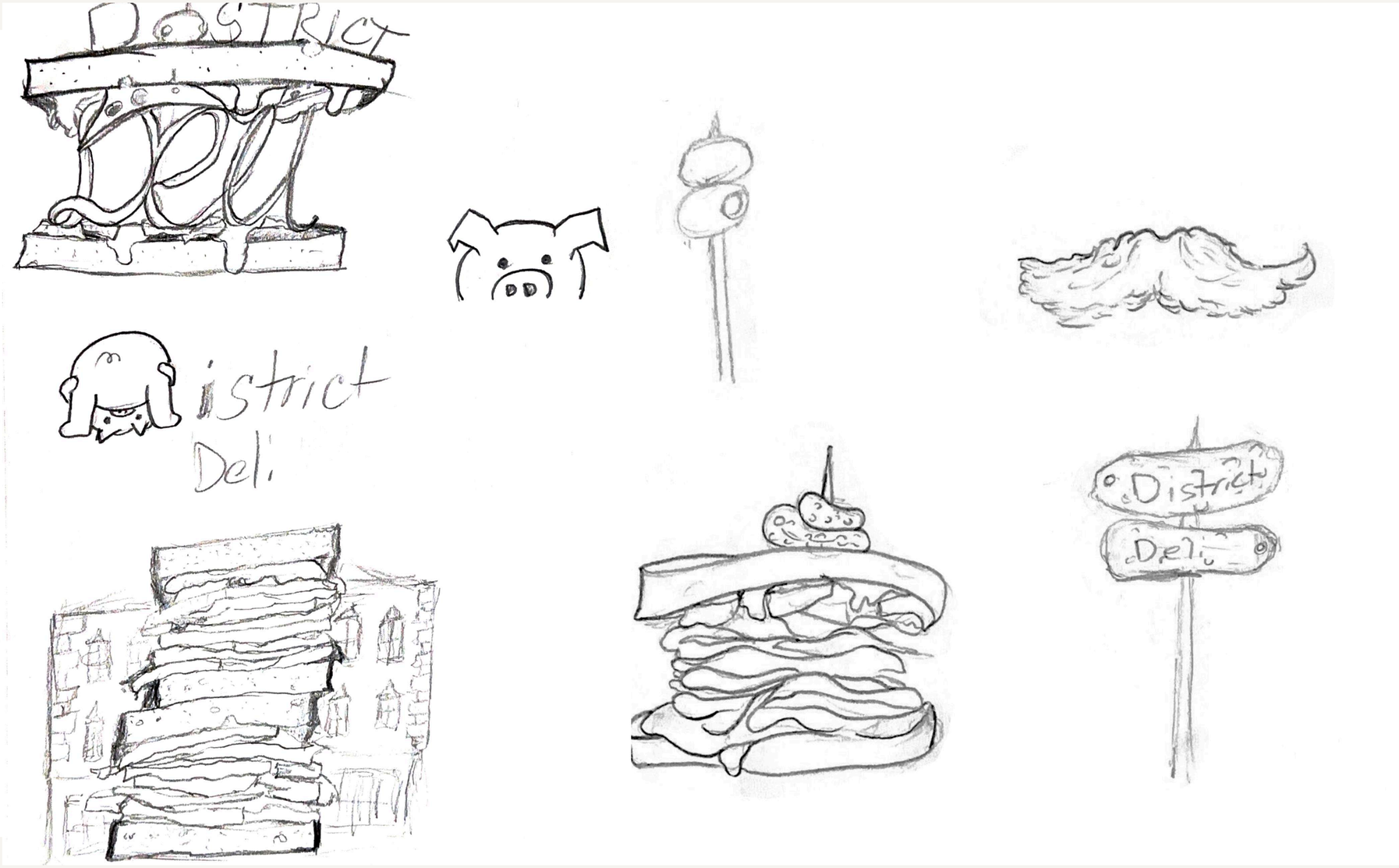
Getting the ideas onto the page





Logo Development





Logo Ideation
(Sketch Phase)

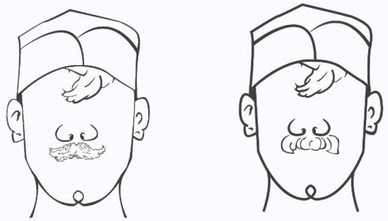






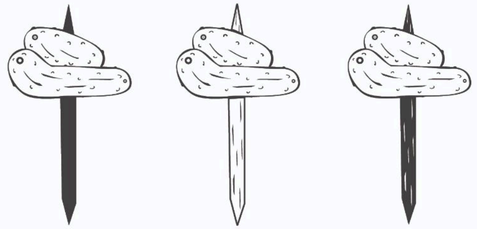


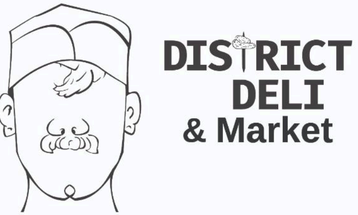








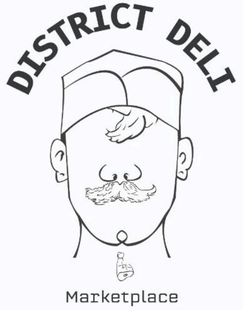






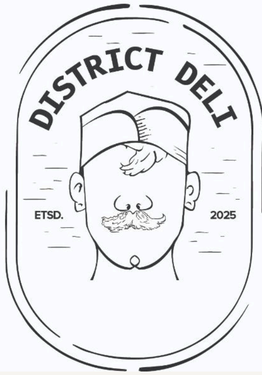




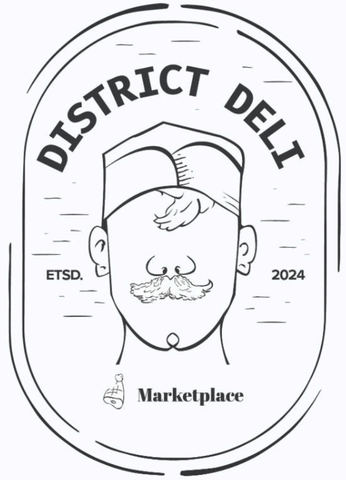




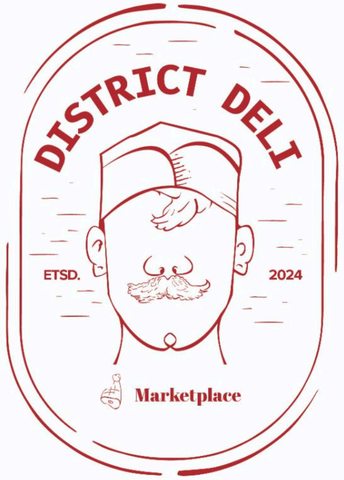




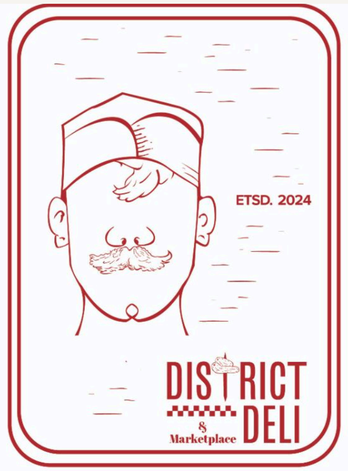
Logo Ideation
(Bringing it to digital)

























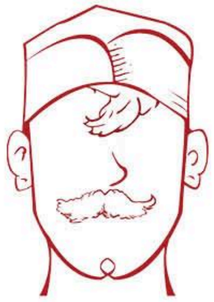




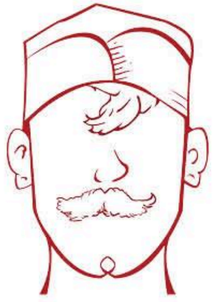
Logo & Pattern Ideations
(Bringing it to digital)



DISTRICT DELI



DISTRICT DELI

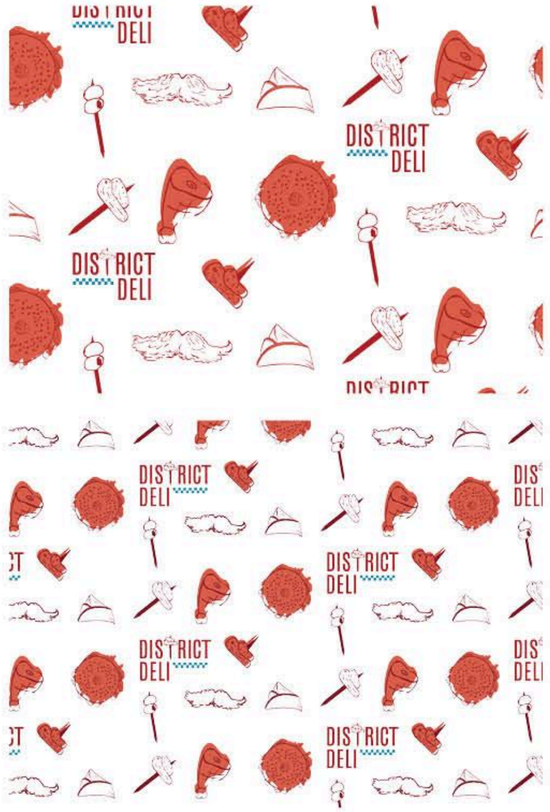


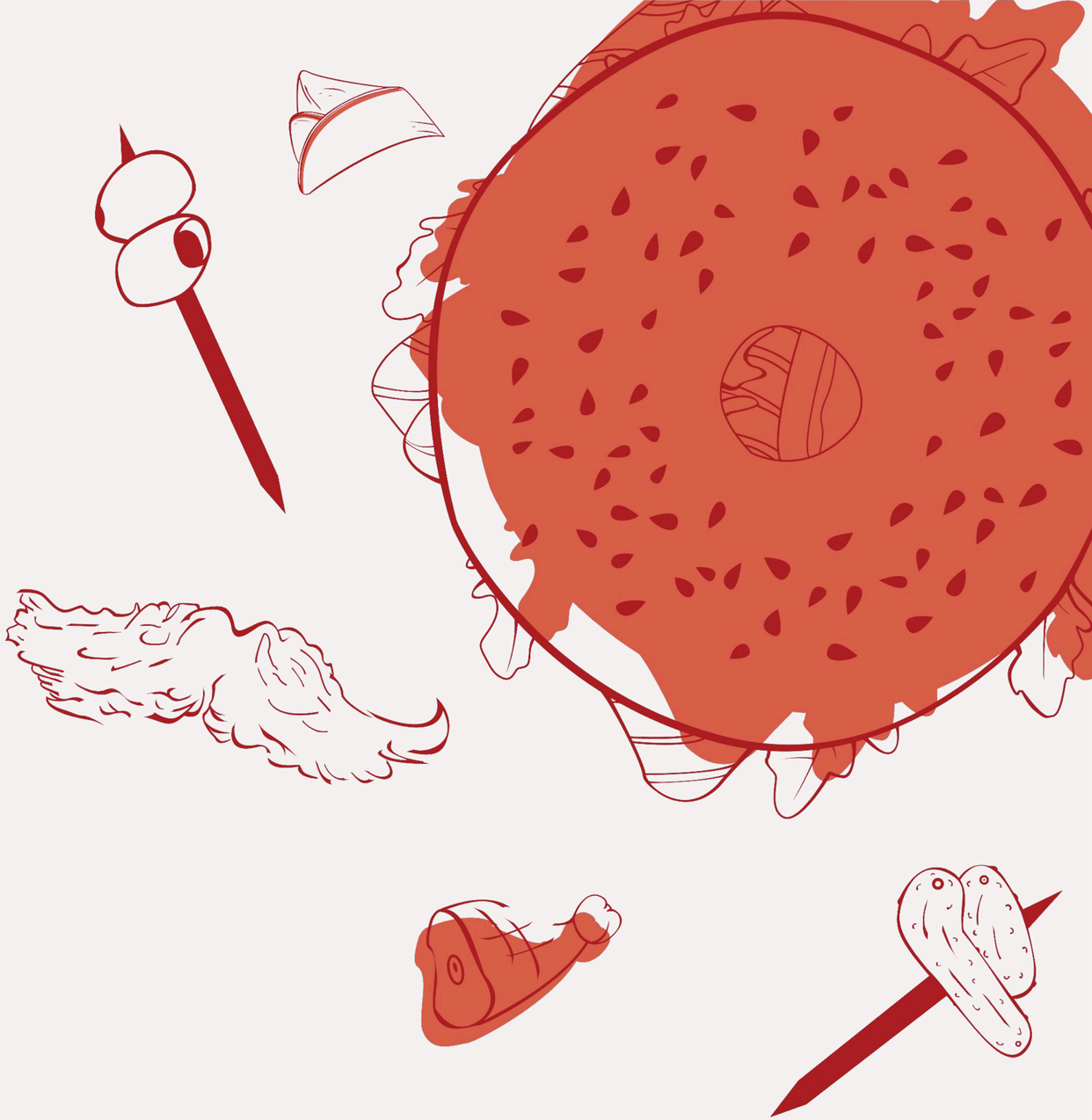
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DISTRICT DELI

DISTRICT DELI

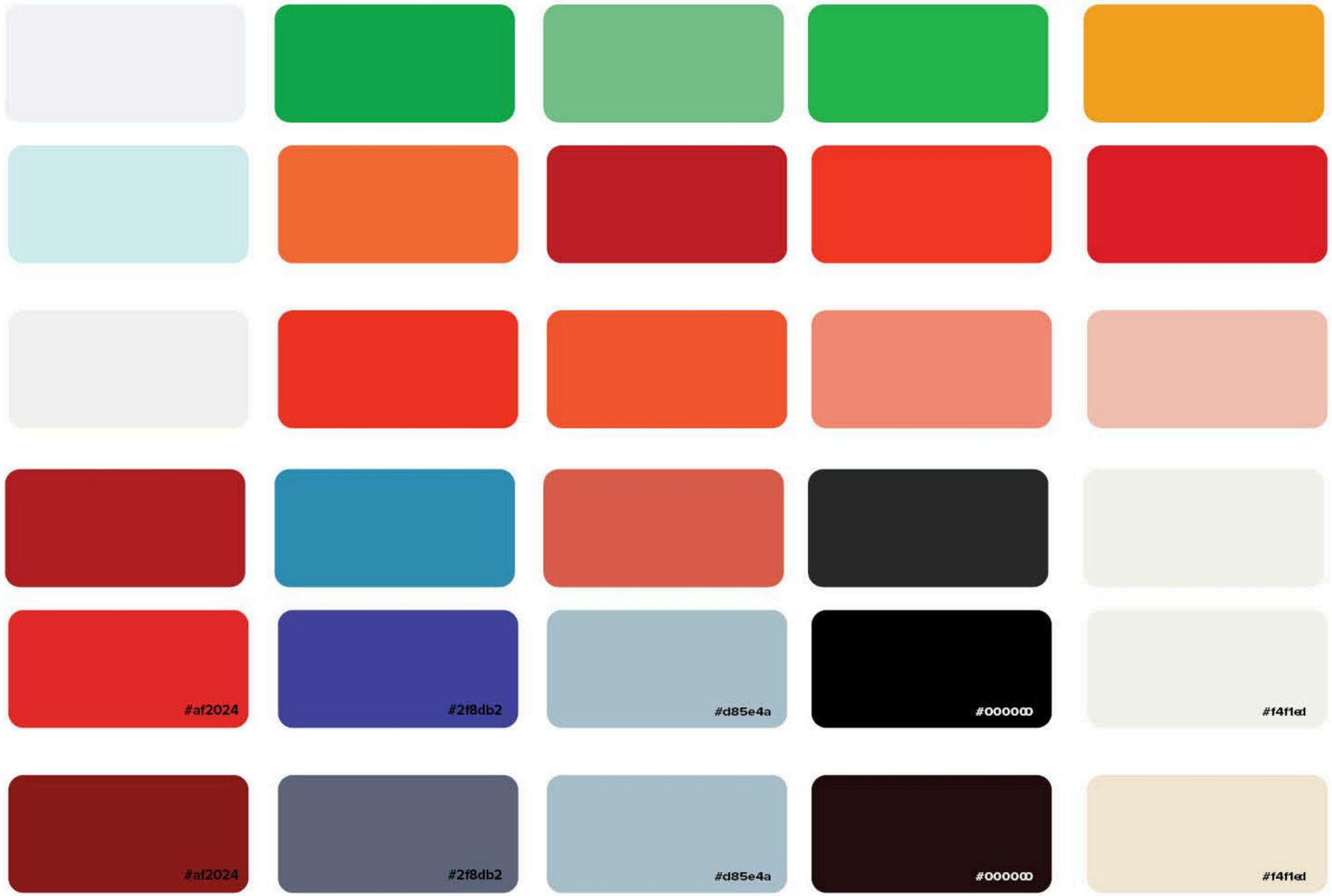
DISTRICT DELI





Exploring Color

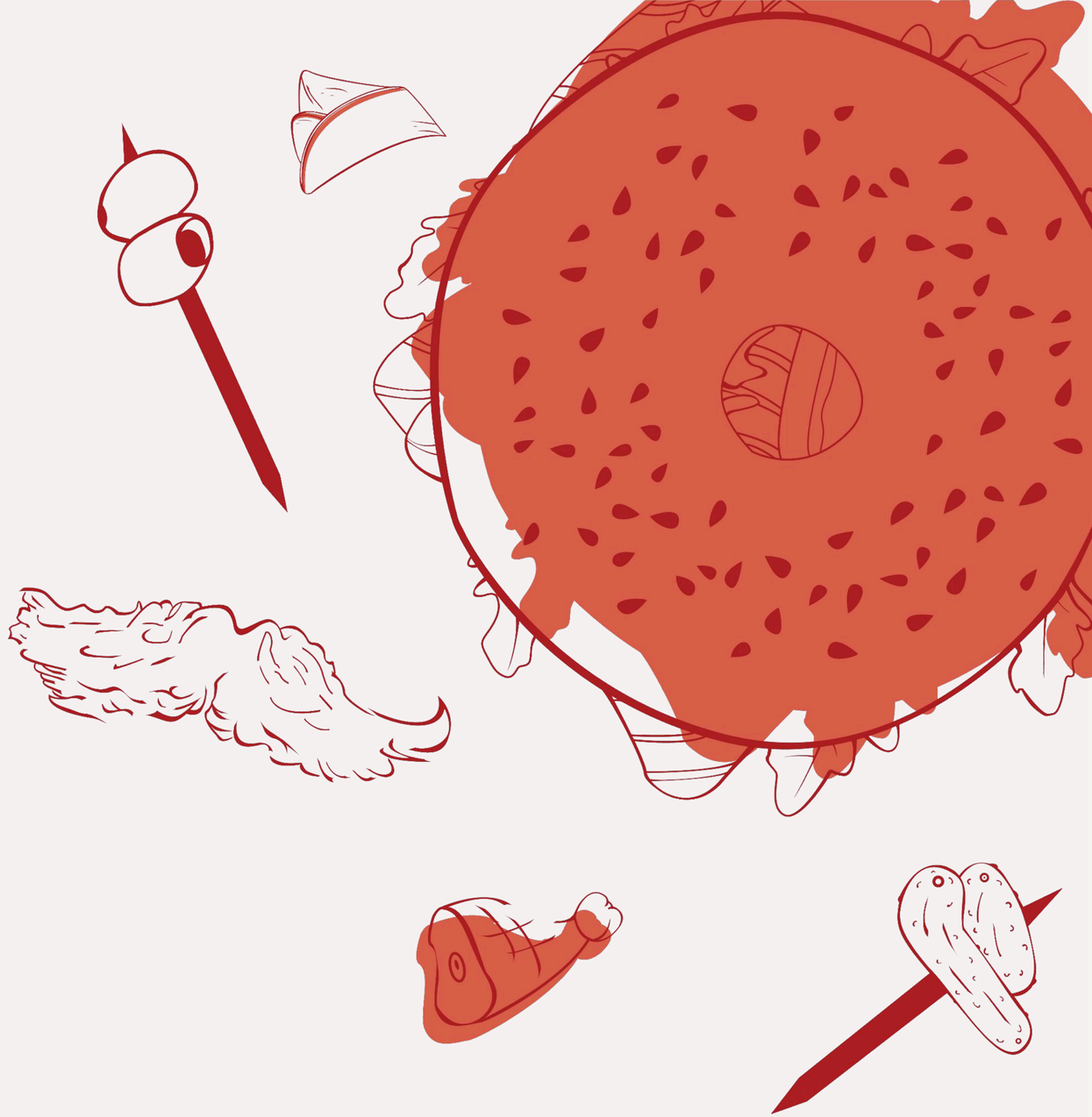
Color Exploration



Final Palette



The final palette draws inspiration from traditional colors associated with New York and Italian Delis, reinterpreting them with a modern sensibility. Typically bold and highly saturated, the new palette is softened in order to create a look that feels contemporary, confident, and inviting while still retaining their roots.



Type Exploration

Type Exploration

CUBANO – REGULAR
DISTRICT DELI

Erbaum – Medium
DISTRICT DELI

Fira Mono - Bold
DISTRICT DELI

Arimo - Bold
DISTRICT DELI

Antonio - Regular
DISTRICT DELI

Type Exploration

Work Sans - Medium
Food & Drinks

Open Sans - Regular
Food & Drinks

Roboto - Regular
Food & Drinks

Inter - Regular
Food & Drinks

Final Typography

Antonio - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

Work Sans - Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

Work Sans - Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

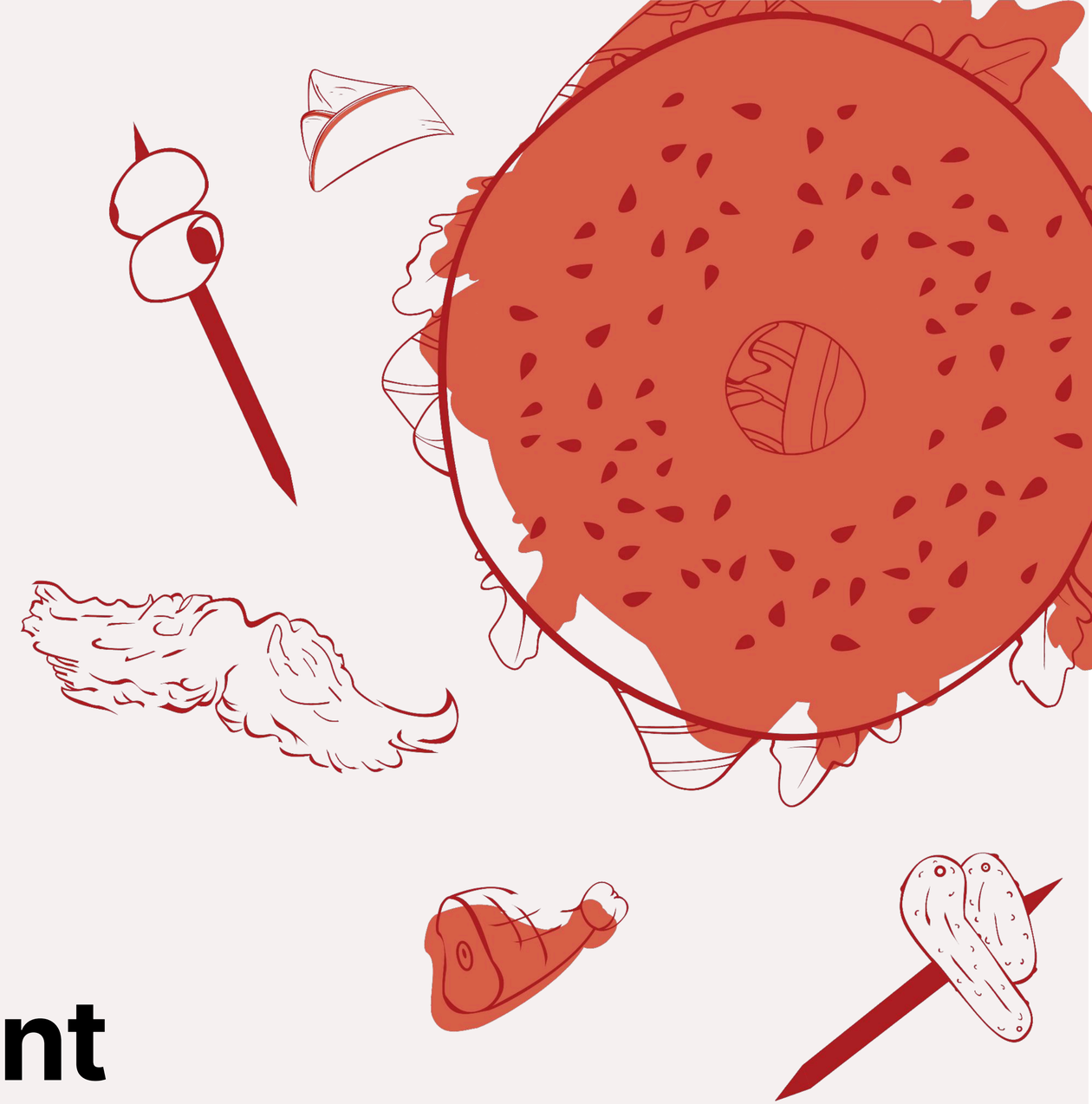
Work Sans - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

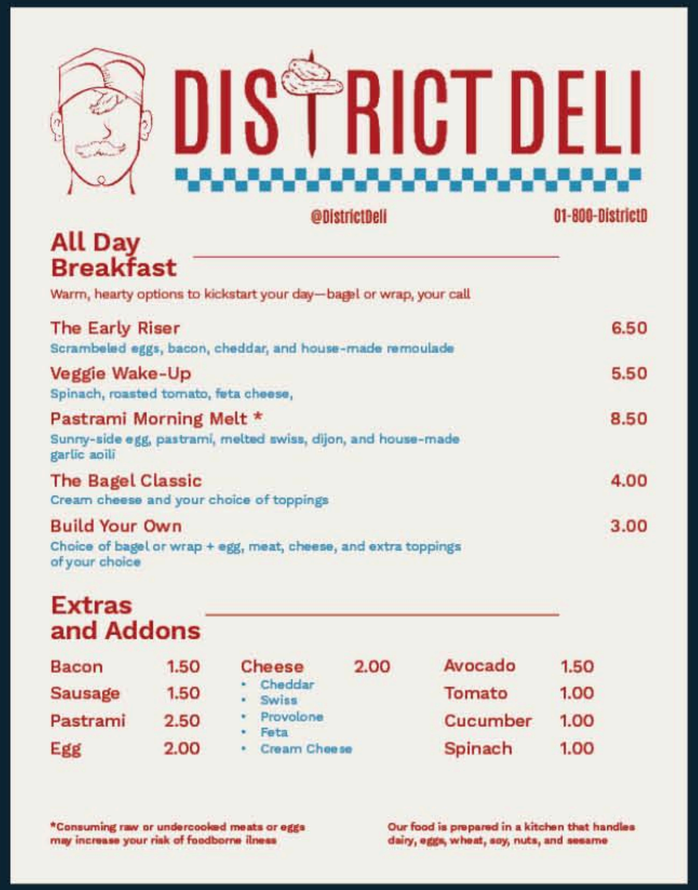
Work Sans - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-=!@#$%^&*()_+

The final typography is simple and highly legible, providing a clean foundation that balances the vibrancy of the colors, illustrations, and patterns. It helps to ensure clarity while avoiding visual clutter, allowing the supporting brand elements to stand out.



Menu Development



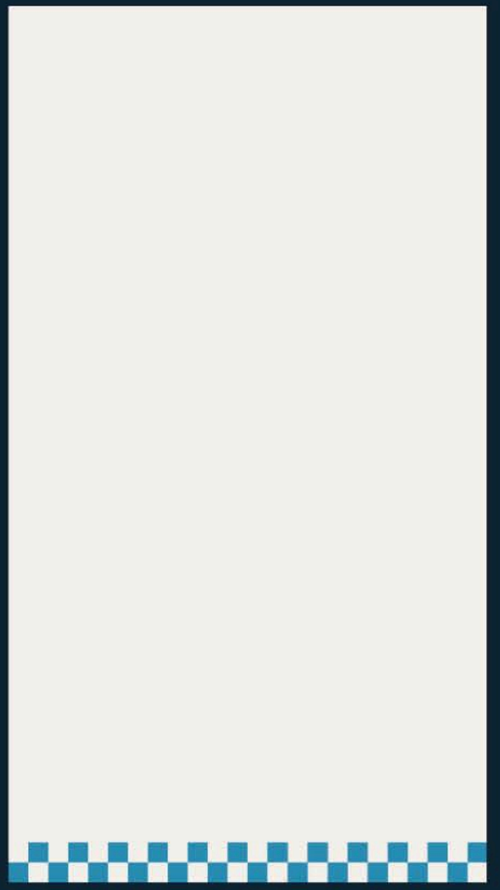
Food - Front



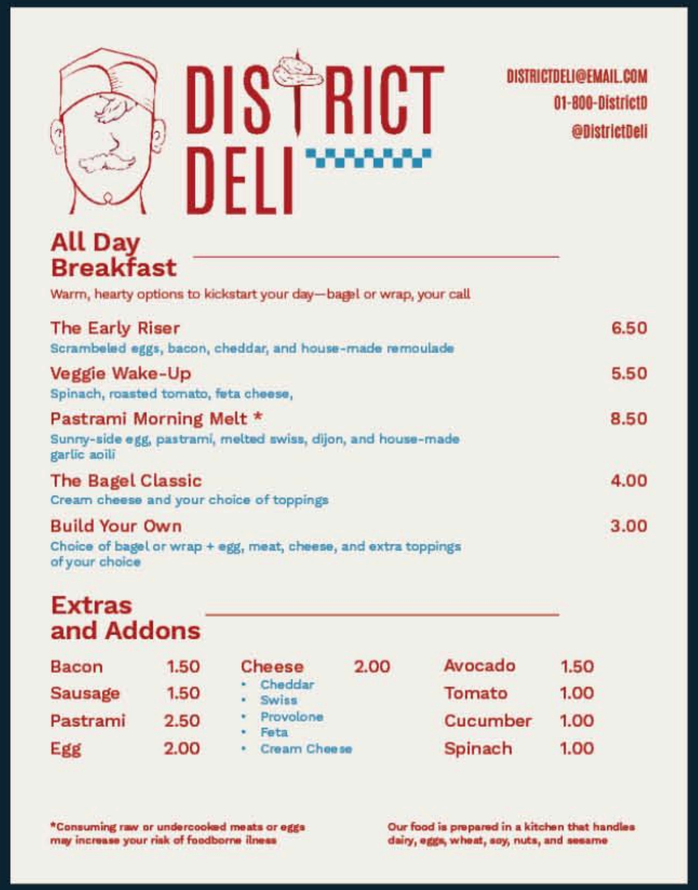
Food - Back



Drinks - Front

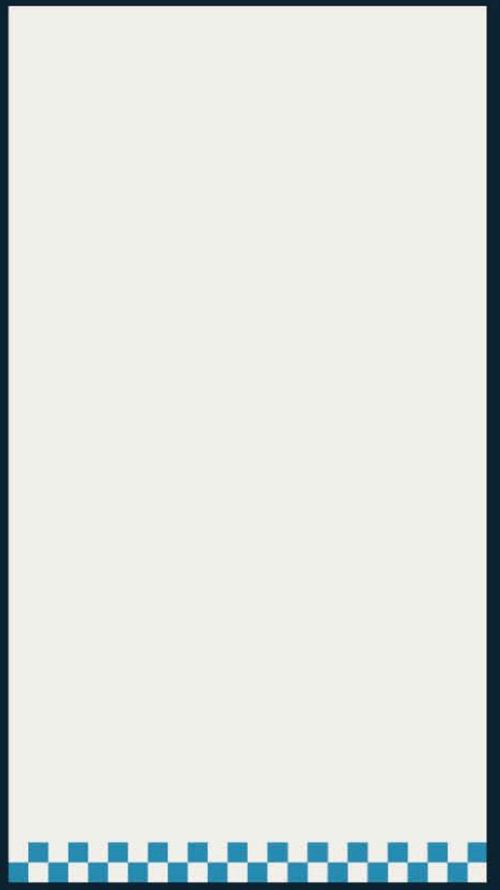


Drinks - Back









Food - Front

Food - Back

Drinks - Front

Drinks - Back



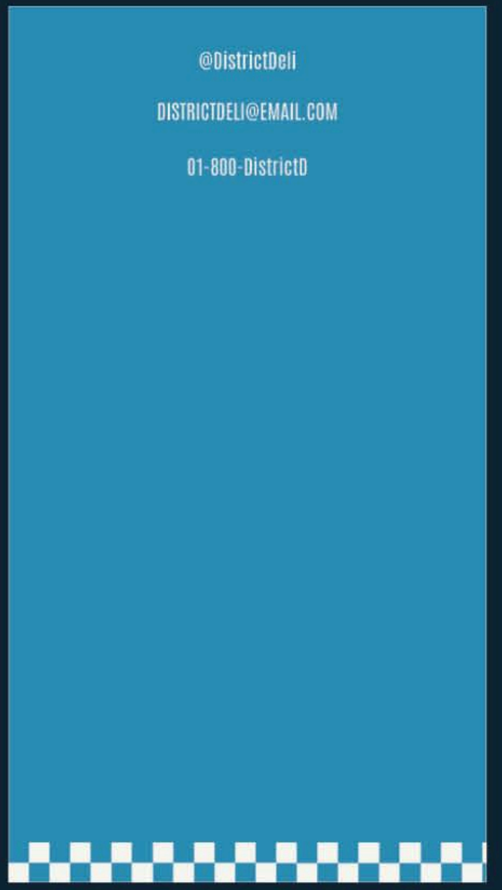
Food - Front



Food - Back



Drinks - Front



Drinks - Back

DISTRICT DELI

@DistrictDeli
01-800-DistrictD
DISTRICTDELI@EMAIL.COM

All Day Breakfast

Warm, hearty options to kickstart your day—bagel or wrap, your call

The Early Riser 6.50
Scrambeled eggs, bacon, cheddar, and house-made remoulade

Veggie Wake-Up 5.50
Spinach, roasted tomato, feta cheese,

Pastrami Morning Melt * 8.50
Sunny-side egg, pastrami, melted swiss, dijon, and house-made garlic aoili

The Bagel Classic 4.00
Cream cheese and your choice of toppings

Build Your Own 3.00
Choice of bagel or wrap + egg, meat, cheese, and extra toppings of your choice

Extras and Addons

Bacon	1.50	Cheese	2.00	Avocado	1.50
Sausage	1.50	• Cheddar • Swiss • Provolone • Feta • Cream Cheese		Tomato	1.00
Pastrami	2.50			Cucumber	1.00
Egg	2.00			Spinach	1.00

*Consuming raw or undercooked meats or eggs may increase your risk of foodborne illness

Our food is prepared in a kitchen that handles dairy, eggs, wheat, soy, nuts, and sesame

Cold Cut Sandwiches

Stacked high, sliced fresh—served on your choice of bread or roll

The District Pastrami 12.00
House pastrami, melted swiss, pickles, dijon, & house aoli

The Italian 10.00
Ham, salami, pepperoni, provolone, lettuce, tomato, oil & vinegar

Turkey & Swiss 10.50
Roasted turkey, melted swiss, lettuce, tomato, red onion, & honey mustard

The Classic Ham 4.00
Smoked ham, cheddar, lettuce, tomato, & mayo

Veggie Stack 3.00
Marinated peppers, cucmber, pickeled red onions, and roasted garlic hummus

Wraps & Bagels

Freshly wrapped or toasted on a bagel—delivered deli-style.

The Chicken Ceasar 11.50
Grilled chicken, romaine, parmesan, & house ceasar dressing

Spicy Turkey Club 10.50
Turkey, bacon, spicy aoili, tomato, romain, & red onion

Garden Bagel Melt 9.50
Roasted veggies, melted cheese of your choice, fresh pesto

Sides

Homemade, hearty, and the perfect pairing

Potato Salad	4.00
Pasta Salad	4.25
Dill Pickle Spear	1.25
House Slaw	3.25
Daily Side Special	5.00

DISTRICT DELI

Ice Cold Beverages

Served in 32 oz unless bottled or canned. No Refills

Iced Tea 4.50
House brewed—sweet or unsweet

Lemonade 5.50
Freshly squeezed, rotating flavors available.

Arnold Palmer 6.00
Half lemonade, half iced tea

Bottled Beverages

Ice cold and ready to go

Sodas 3.00
Coke, Diet Coke, Sprite, Dr. Pepper

Juice 3.00
Orange, Apple, Pineapple

Bottled Water 2.00

Sparkling Water 3.25

@DistrictDeli

DISTRICTDELI@EMAIL.COM

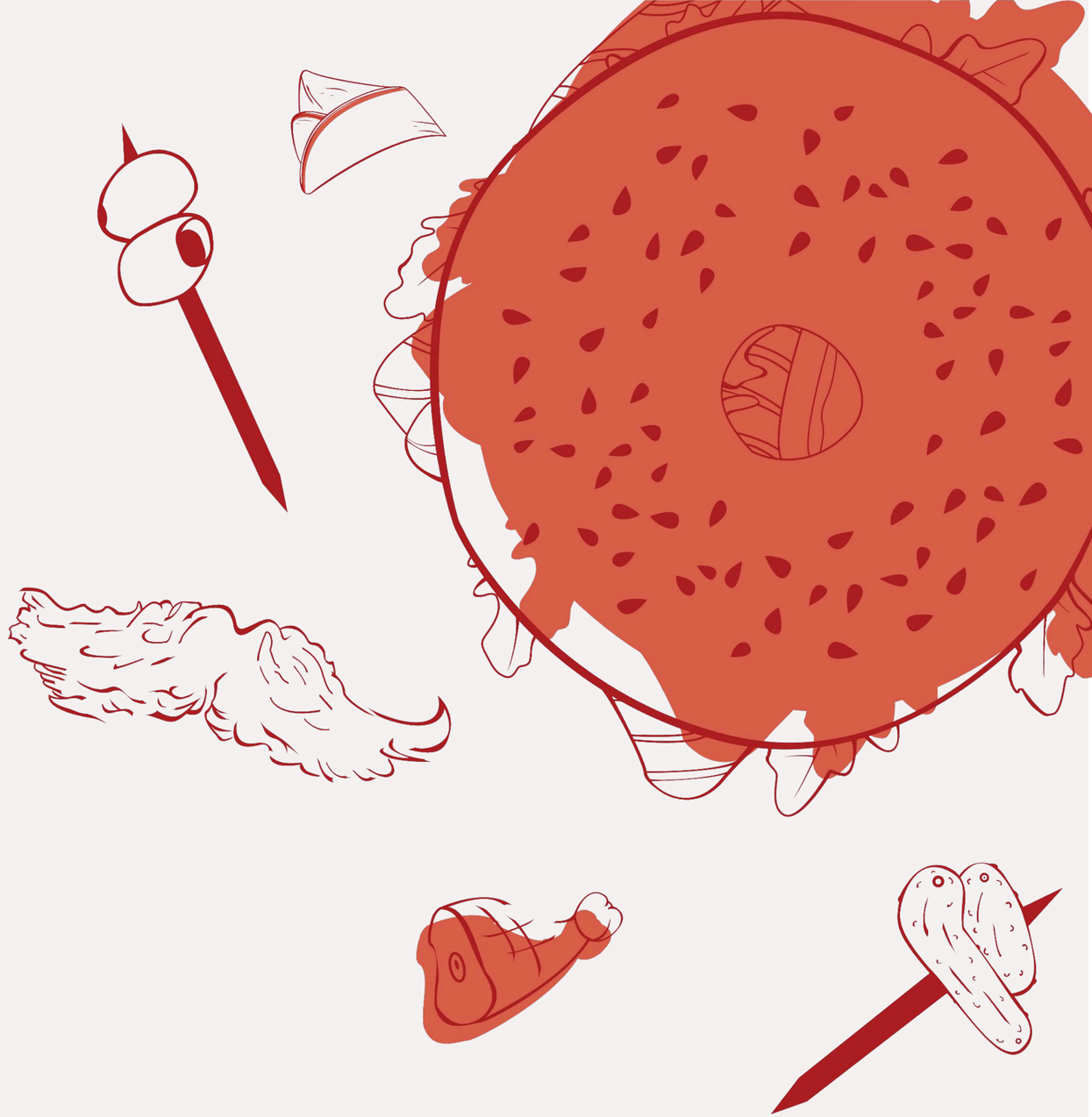
01-800-DistrictD

Food - Front

Food - Back

Drinks - Front

Drinks - Back



Truck Design


DISTRICT
DELI


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DISTRICT DELI


DISTRICT DELI

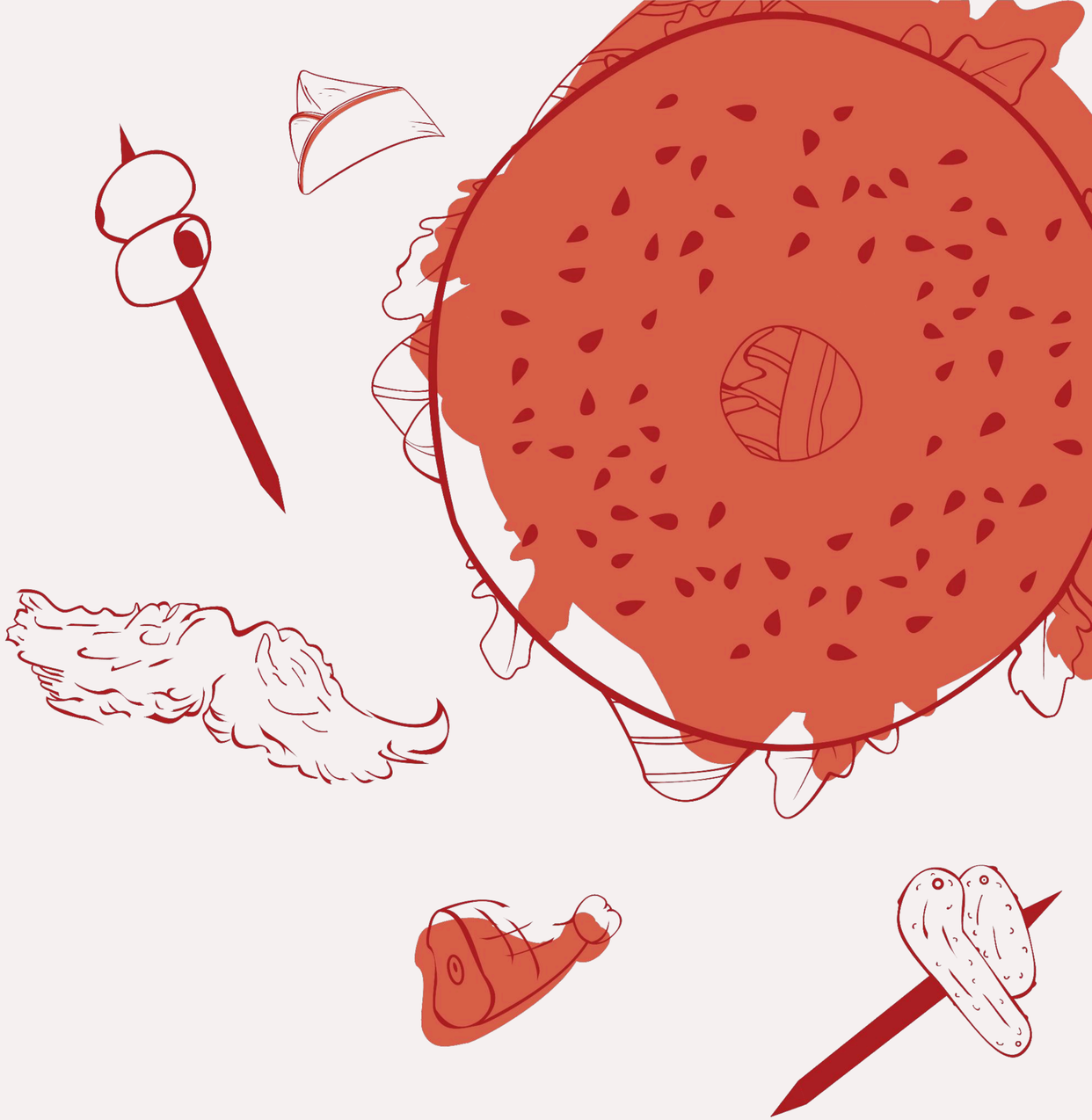

DISTRICT DELI


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@DISTRICTDELI
DISTRICTDELI@EMAIL.COM
01-800-DISTRICTD


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DISTRICTDELI@EMAIL.COM
01-800-DISTRICTD
@DISTRICTDELI


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@DISTRICTDELI
DISTRICTDELI@EMAIL.COM
01-800-DISTRICTD
DISTRICT DELI



Final Mockups

Skewered Cornichon Pickles

Deli Cap
[Soda Jerk Cap]



DISTRICT
DELI

Antonio Typeface

Classic checkered pattern

TONE

Authentic. Inviting. Nostalgic.
Hand-crafted. Modern.

DISTRICT DELI







Logo Variations


DISTRICT
DELI



DISTRICT DELI

@DistrictDeli
01-800-DistrictD
DISTRICTDELI@EMAIL.COM

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House Slaw	3.25
Daily Side Special	5.00

@DistrictDeli

DISTRICTDELI@EMAIL.COM

01-800-DistrictD





DISTRICT DELI

Ice Cold Beverages

Served in 32 oz unless bottled or canned. No Refills

Iced Tea *House brewed—sweet or unsweet*	4.50
Lemonade *Freshly squeezed, rotating flavors available.*	5.50
Arnold Palmer *Half lemonade, half iced tea*	6.00

Bottled Beverages

Ice cold and ready to go

Sodas *Coke, Diet Coke, Sprite, Dr. Pepper*	3.00
Juice *Orange, Apple, Pineapple*	3.00
Bottled Water	2.00
Sparkling Water	3.25

Pattern




DISTRICT
DELI


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Packaging

Truck Design



Social Media









