

CULTURE IN A BOWL

Rebranding Case Study

CHIEF
UNIVERSITY

NOV 2023 - FEB 2024

CULTURE IN A BOWL:

Culture in a Bowl is an NYC-based caterer, specializing in West African cuisine and spices with a Liberian flair. The company was founded in 2018, in Detroit, MI.



THE GOAL:

Completely redesign Culture in a Bowl's brand identity.

Design a brand that conveys richness in quality, cultural awareness, and authenticity.



OBJECTIVES

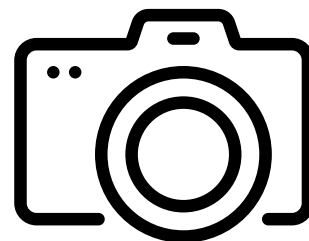
LOGO

Design a simple, memorable, and timeless Culture in a Bowl logo that reflects its cultural roots



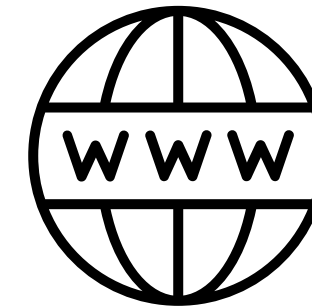
CONTENT

Capture high-quality food, product, and event photos, to better convert online customers



WEBSITE

Design an engaging, aesthetically pleasing website that stands out and tells a story



LOGO

Culture in a Bowl's new logo is designed to remind us of home. First, we replaced the serif typeface with a bold, rounded one to convey unity, comfort, and harmony. Next, we simplified the African calabash and styled it in multiple colorways, symbolizing various West African flags.

These new colorways celebrate Africa's diversity and promote cultural awareness. The images to the right are just a few of the new logo's color/country combinations.



Original



Redesign



Ghana



Liberia

PHOTOGRAPHY

High-quality images are associated with rich, high-quality products. This is especially true for food brands. With this in mind, we've prioritized food and product photography.

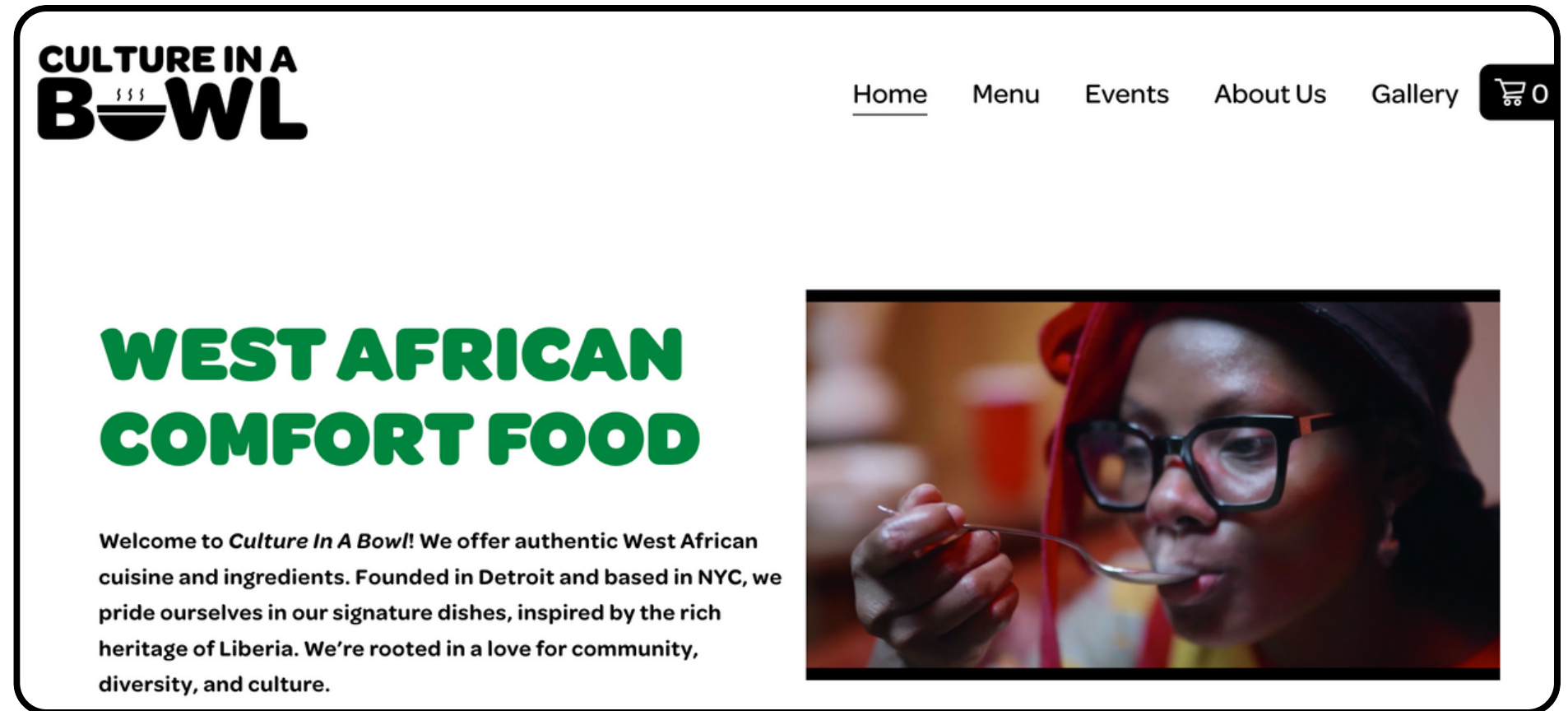
We provided in-house, hi-res food photography. We also designed product labels and staged product photoshoots for Culture in a Bowl's signature seasoning.



VIDEO PRODUCTION

Our goal is to create a fully engaging experience. It takes more than product shots to communicate Culture's unique brand personality.

We collaborated with Culture in a Bowl, casting and producing the cinematic banner video to the right. Our goal is for online visitors to immediately associate the brand with celebration, African culture, and diversity.



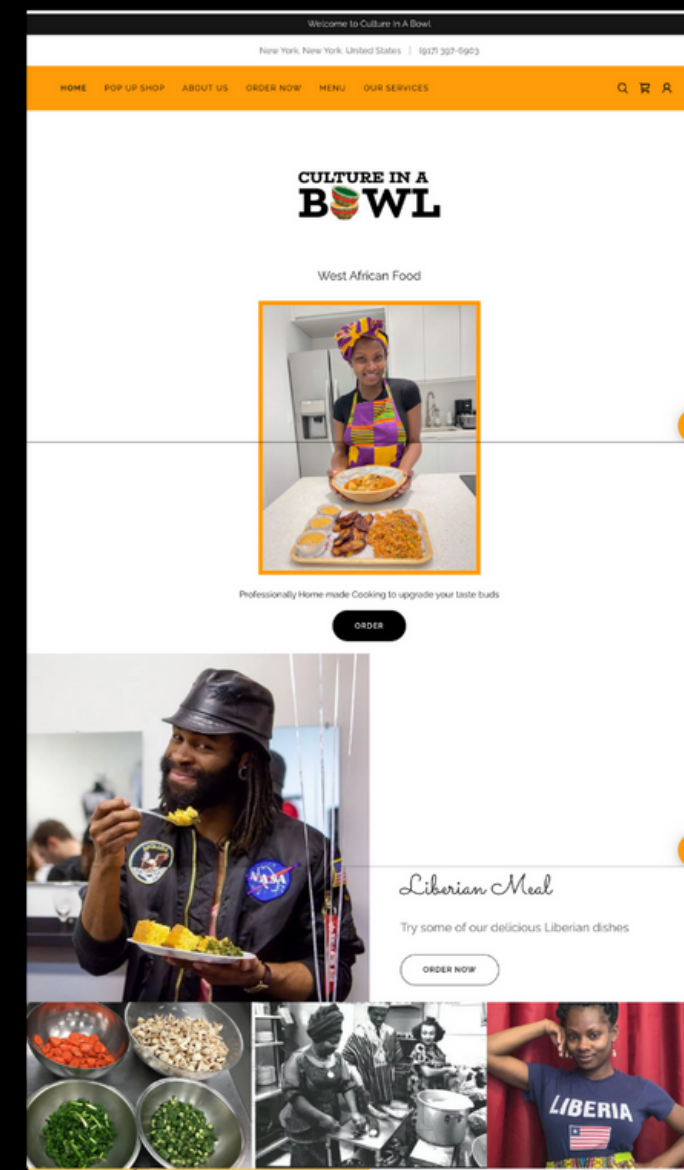
WEB DESIGN

Culture in a Bowl's new website comes with a few upgrades, all produced in-house:

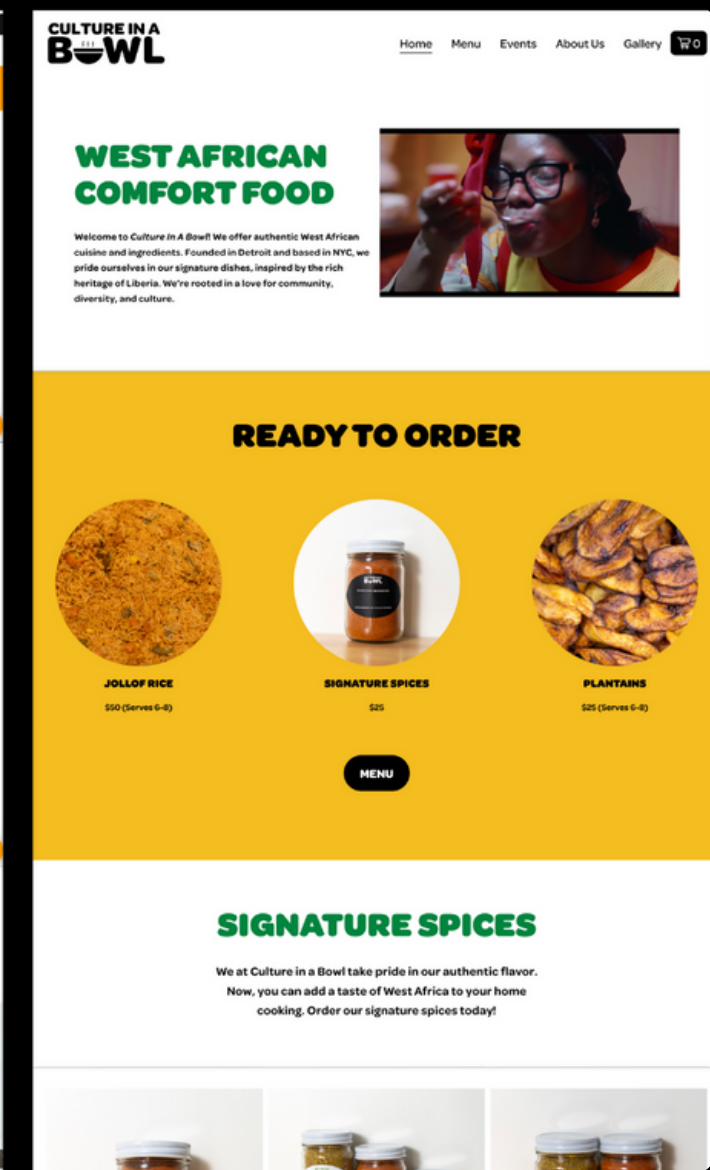
- Video content
- Food photography
- Product photography
- E-commerce design

We redesigned the site's content flow to prioritize signature dishes and core products. The site's color palette is taken from our "Ghanaian Flag" logo.

Original



Redesign



[Click here for an enlarged version.](#)

CUSTOMIZATION

Website builders allow users to build websites without code. However, we knew we would need to create unique elements that are not yet available via apps. For example, we wanted our About page to feature a slideshow, despite the lack of a specific, built-in slideshow feature.

We used HTML, CSS, and JavaScript to create a custom slideshow widget. We also used AWS - S3 and CloudFront, respectively - to deliver the content.

A FAMILY TRADITION

Culture In A Bowl is rooted in family, tradition, and the the love of West African food. We were officially founded in 2018, but our story dates back much further. In the 1980s and early 1990s, “Chic Afrique” was Detroit's hottest West African restaurant, and a favorite with locals and international

```
5 <div id="thumbnails">
6   <span class="thumb"><img src="https://chiefuniversity.s
0 </div>
1 </body>
2
3 <script>
4
5   function ms1 () {
6     document.getElementById("ms1").style.display="block";
7   }
8
9   function ms2 () {
0     document.getElementById("ms2").style.display="block";
```



Custom Slideshow

RESEARCH & STORYTELLING

Culture in a Bowl is based in NYC, but was founded in Detroit. Our new website displays archived newspaper articles from the Detroit Free Press. These articles highlight the late Phyllis Sancho, a legendary Liberian restaurateur and close relative of the founder.

Mrs. Sancho helped introduce West African cuisine to the Motor City. These unearthed newspaper clippings add a sense of timelessness and authenticity. They remind visitors of Culture in a Bowl's Detroit roots.



[Click here for an enlarged version.](#)

CONCLUSION

We know the power and importance of a branding. We partnered with Culture in a Bowl to redesign their brand identity. Our aim was to design a brand that communicates high-quality, cultural awareness, and authenticity. The services we provided include, but are not limited to:

- Brand Design
- Video Production
- Product Photography
- Web Design

Culture in a Bowl:
cultureinabowl.com

CHIEF University:
chiefuniversity.com