



Welcome

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This is our brand pack.

This document has been created to ensure that all our employees and collaborators understand the best way to represent the Kalm Kitchen brand.

Please use this document as your brand bible, to determine exactly how to represent our brand both visually and tonally.

A brand is only as powerful as its weakest link. The most successful brands are ruthlessly consistent in their identity and presentation.

If in doubt about how to represent our brand, please check. Any queries about the Kalm Kitchen brand or how to represent it should be directed to Jen Middlehurst.

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Our story

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Our story

Kalm Kitchen was founded in 2008 by James & Jen Middlehurst - they had a vision to elevate event catering to a whole new level. Initially offering general catering services, the business soon transformed into an exceptional wedding caterer providing beautiful food presented in a uniquely beautiful way.

Today, Kalm Kitchen is still a family-run business with a commitment to outstanding customer service at our heart. Since our very first event, we have established a reputation for an inventive approach to food and meticulous attention to detail. Everyone in our dedicated team shares this passion of challenging perceptions and exceeding expectations.

Based in Surrey, Kalm Kitchen, like most hospitality businesses, has had a difficult few years due to the global pandemic. However, we are now growing the business and team once again and building a management structure to facilitate the next stage of growth.

What started as a small catering company is now a larger organisation with ambitions beyond just Surrey and surrounding areas. We have plans to deliver our exacting standards, which have made the brand what it is today, to a much wider audience.

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Market Orientation

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At a Glance

Company

- Established in 2007 by James & Jen Middlehurst
- Family business
- Values include generosity & kindness
- Close team, positive team spirit
- Structured processes that takes the client on a journey from booking to event
- Lack of documented structures & processes when it comes to brand
- 3 x re-brand over the years, but only visual identity included as part of that process
- Business is undergoing something of a transition since 2019

Category

- If you don't change and move forward, you don't survive in events.
- Competitors include:
- Caper & Berry, Goose & Berry, Rhubarb, Jacaranda,
- Vanilla, Tandem, White Truffle
- Venues are often the gatekeepers and can control the destiny and success of caterers

Customer

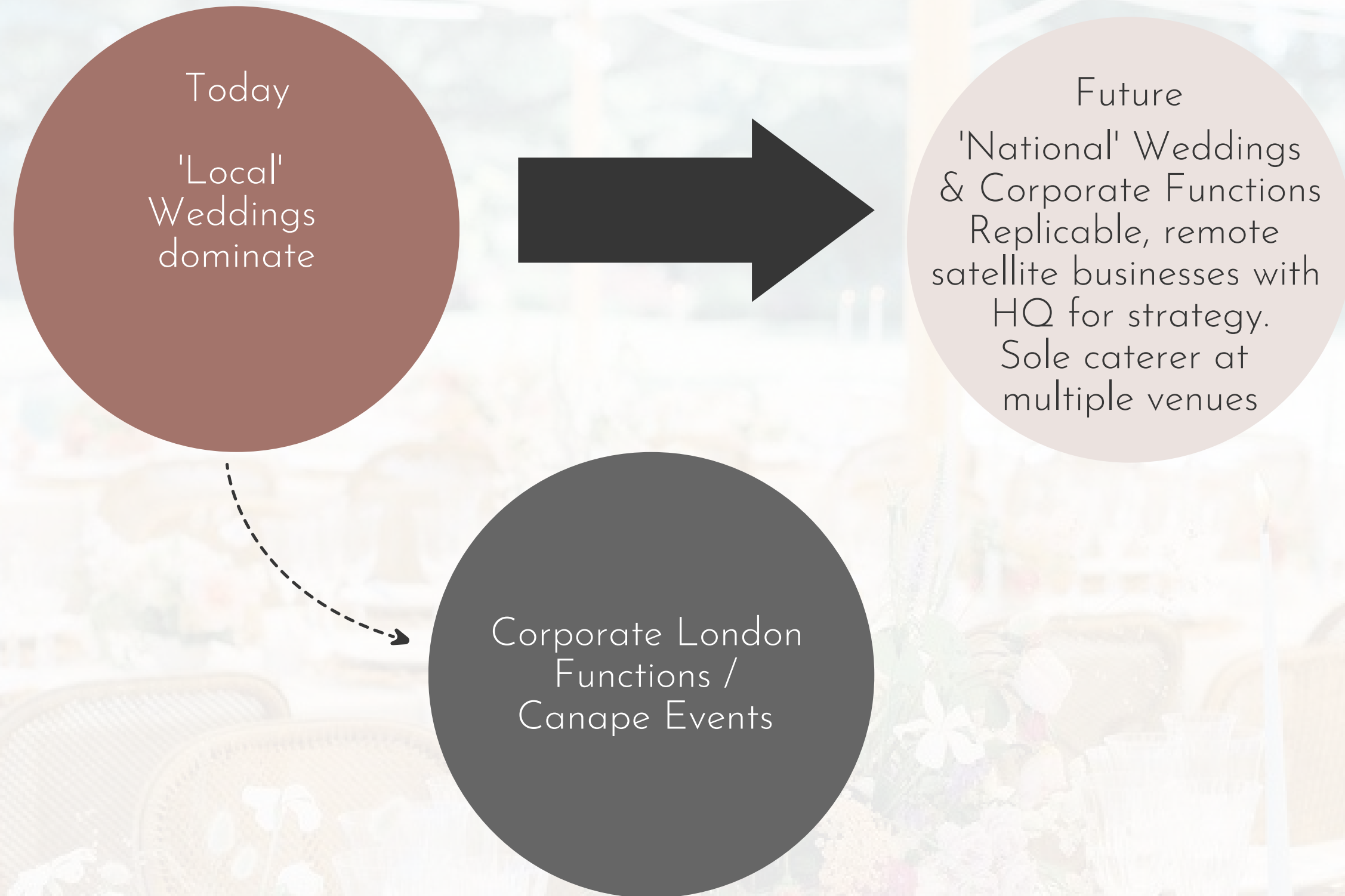
- Both venues and end clients
- Venues dictate pricing
- Venues that have a style or mood - not Holiday Inn / Conference Room B
- End clients typically match the venue - high end, HNW individuals, used to luxury and finer things in life Vs the 'Instagram' crowd

Culture

- Global pandemic - significant impact on team, venues and clients
- Current climate is causing negativity in clients, increased costs, postponements, lost momentum, lost patience.
- The Instagram age - heavily influences what people want, with presentation often being top of the list

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Go To Market Strategy



Target Audience

Venues / Gatekeepers

- Venues with a style or theme e.g. rustic barn, contemporary, elegant stately home.
- Something we can create a look around
- 4 or 5 star quality
- Venues where we can have an exclusive relationship / partnership

Individuals

- 29-39 Year Old Couple
- Work in London
- Probably grew up in Home Counties and coming back for their wedding
- High earning professions
- Not pretentious or overly formal
- Care about how it looks AND how their guests feel

Customers We Avoid

Venues / Gatekeepers

- Mundane 'conference' hotel where weddings are held in Conference Room B
- If we would be on a long list of preferred suppliers
- Where the clientele is not likely to match our price point or style

Individuals

- Budget conscious
- Likely to scrimp on the finer details that make an event elegant and refined



Who We Are

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Our Proposition

[WHAT WE DO]

Exceptional food, exceptionally presented

[OUR CUSTOMERS]

Our venues trust us to deliver 5 star food and service as an extension of their team. Our event clients are looking for us to deliver imaginative, inspirational and indulgent food, creatively presented, to guarantee an unforgettable and thrilling event.

[WHY DOES IT MATTER]

We understand that there is power not only in what you do but how you do it. With a full heart and generous spirit, we match our clients' passion by treating each event as a unique, once in a lifetime occasion.

The result? Captivating experiences that exceed expectations.

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Our Purpose, Mission & Vision

[Purpose]

To exceed expectations by creating unforgettable events that our clients love

[Mission]

To create captivating, sensory experiences through delicious food, imaginative styling and obsessive attention to detail

[Vision]

To be the preferred in-house event caterer at [all] leading venues across the UK

In other words...

“

We exceed expectations
and create unforgettable events
through deliciously indulgent food,
imaginative styling and
obsessive attention to detail

”

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Our Values

We always exceed expectations

We communicate thoughtfully & listen carefully

We are kind and generous

We obsess over the details

We are vigilant & reliable



Brand strategy

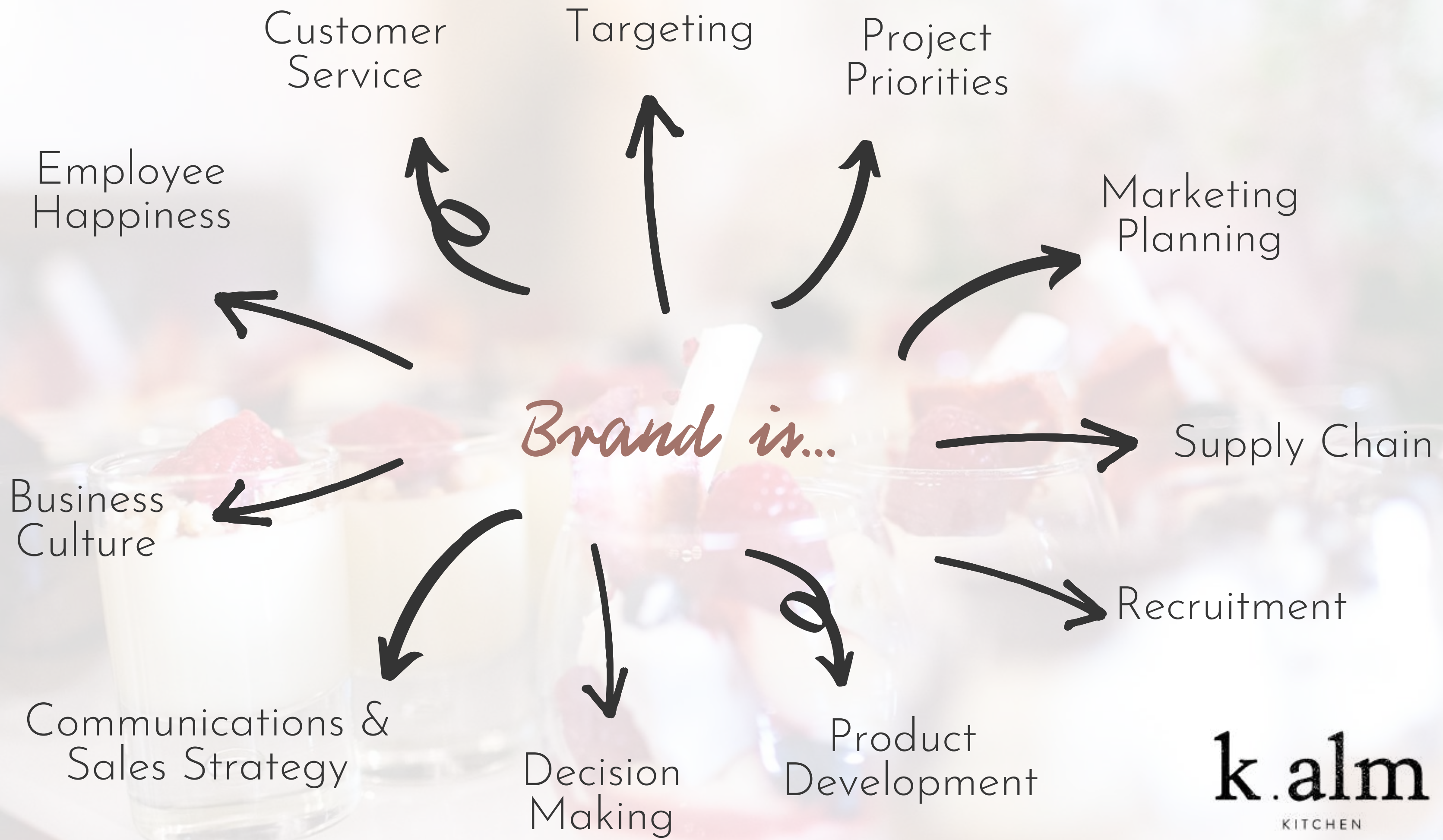
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Brand is...

Everyone's Job

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Strong brands...

- display total consistency
- tell a compelling story
- behave in the right way when no-one is watching
- create a feeling or emotional reaction in their customers
- deal with issues effectively and sensitively
- are a movement that staff are excited to be part of
- are not just a logo or a colour palette

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Brand strategy

We have used a brand definition methodology known as 'Archetypes' to develop our brand strategy.

Archetypes stem from psychology & are based on universally understood themes, regardless of culture or language.

How people connect to your brand and the associations they make are due to its identity - this usually determines whether they want to do business with you.

Your brand's meaning can be aligned with one or two of the 12 master archetype families.

Archetypes help customers to intuitively categorise & connect with brands

They are a useful tool to help brand owners manage their brand



Our Archetypes

Kalm Kitchen leans on two archetypes:

The Lover (60%)

The Creator (40%)

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The Lover

Motto:	I only have eyes for you
Also known as:	Companion, Hedonist, Matchmaker, Romantic, Seducer
Why people love you:	You remove their guilt about giving into temptation
Goal:	Connecting with things, people, experiences they love
Human Desire:	Intimacy or sensorial pleasure
Brand Values:	Affection, Beauty, Desire, Closeness, Self Love
Brand Behaviours:	Creates closeness, ensure the customer feels adored, doted on and special
Brand Characteristics:	Irresistible, Alluring, Passionate, Emotional, Committed, Devoted, Tempting, Attractive, Affectionate



The Lover

Is a good identity for your brand if you or your customers:

- are motivated by pleasure
- appreciate the finer things in life
- have moderate to high pricing / budgets
- deliver quality
- make people feel special
- are proficient in communication skills & social graces
- are exemplars of good taste
- savour life in a sensory way
- are seeking a tailored or one-of-a-kind service or experience



The Creator

Motto:	If you can imagine it, you can do it
Also known as:	Artist, Entrepreneur, Storyteller, Visionary
Why people love you:	You show them new ideas that they never dreamed possible
Goal:	To bring a vision to life
Human Desire:	To create something meaningful
Brand Values:	Imagination, Uniqueness, Originality, Ingenuity
Brand Behaviours:	Creates imaginative solutions
Brand Characteristics:	Talented, Innovative, Creative, Free-thinking, Inspirational



The Creator

- The CREATOR brings a vision to life
- Creates something meaningful, of enduring value
- Lives for imaginative solutions
- Has an original perspective
- Often has creative customers
- CREATOR organisations are high in talent & free-thinking
- Inherently non-conformist
- Shadow - may struggle with perfectionism



Brand Ladder

BRAND PROMISE

- Exceeding expectations at every event

Emotional Benefit

- A catering partner / supplier you can always trust to get it right
- A magical event that provides a lifetime of memories
- Impressing friends / colleagues with your event
- Feel like a VIP - you are the most important people at your event

Functional Benefit

- Efficient, reliable service
- Quality food
- Organised and practical planning support
- Value for money
- Flexibility and wide ranging offering
- Extension of team (for venues)
- Happy customers (for venues)

Reasons to Believe

- Client testimonials
- Recommendation by venue (gatekeeper)
- Proven track record
- Well-established
- Social media presence

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Communications

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Communications Themes

Use these themes to help you prepare marketing materials

Exceeding Expectations

- Exceptional food, exceptionally presented
- We exist to exceed expectations every step of the way
- A partner who gets it right the first time - because you only get one chance to create a one of a kind event

Magical & Creative Events

- We understand that there is power not only in what you do but how you do it.
- We deliver imaginative, inspirational and indulgent food, creatively presented, to guarantee an unforgettable and thrilling event.

Kind & Generous

- With a full heart and generous spirit, we match our clients' passion by treating each event as a unique, once in a lifetime occasion
- We recognise the emotions surrounding event planning - excitement is as prevalent as anxiety that all will go according to plan
- We're empathetic and here to provide reassurance that everything will be as you would want it, but also to be your eyes and ears on the day, being vigilant and reacting to your guests needs as they arise, so that you can fully immerse yourself in your special day without any distractions.

Detail Obsessed

- Our venues trust us to deliver 5 star food and service as an extension of their team.
- Every detail matters to us, whether directly delivered by us or other providers
- We know it's often the small things that make all the difference

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The Lover (Language)

admired
adored
affinity
alluring
appealing
appreciate
attractive
beautiful
blazing
bliss
captivating
charismatic
charming
champagne
chic

classy
connoisseur
connection
cosmopolitan
covet
crave
dapper
dashing
dazzling
decorate
desirable
devoted
elegant
embellish
emotion

enhance
enrichment
enthusiast
enticing
exquisite
expensive
fashionable
fervour
fine
finesse
flattering
flirty
glamorous
good-looking
gorgeous

grace
indulgent
intimate
intense
irresistible
longing
lovely
luring
lust
magnetic
nurture
obsession
obtain
on fire
passion

personal
pleasure
precious
pleasure
pursue
quality
rare
refined
relationship
romance
savour
seductive
sensory
sentiment
sentimental

special
striking
stunning
stylist
stylish
suave
tempting
vulnerability

The Creator (Language)

achievement
aesthetic
ambiguous
ambitious
artisan
artist
artsy
authentic
autonomy
beauty
boldness
charismatic
choice
clarity
conceptual

confident
compassion
complex
craft
creativity
curiosity
dedicated
definition
desirable
different
differentiate
dramatic
dreamer
empathy
emotional

enlightened
entrepreneur
expression
expressive
extraordinary
flamboyant
focus
foresight
hard-working
ideas
illuminating
imagination
independent
individuality

innovation
insightful
inspiration
interpretation
intuitive
invention
metaphorical
non-linear
non-conformist
passion
perceptive
playful
possibilities
potential

quality
reintepretation
self-esteem
self-expression
skilled
storyteller
talent
unique
unconventional
unorthodox
value
visionary
wisdom



Visual Identity

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Our Logo

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This is our primary logo

Our logo should always be used in black and never multi-coloured.

Always leave breathing space around the logo.

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This is our secondary short hand logo device

It should be used sparingly when space is limited or as a useful device i.e. as a placeholder when pages are loading on the website.

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Typefaces

Schneid Handwriting Pro - For Headings

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
1234567890!@£?%&*

Josefin Sans Light - For Body Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890!@£?%&

Brand Colours

Copper

#A3746B

rgb(163, 116, 107)

Grey

#666666

rgb(102, 102, 102)

Jet

#363636

rgb(54, 54, 54)

White

#FFFFFF

rgb(255, 255, 255)

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Thank You
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