

tastebuds
collective

NORWICH
UNIVERSITY
OF THE ARTS

Synonyms of 'flavour' in British English

flavour  or (US) **flavor**

1. (noun) in the sense of **taste**

Definition

taste perceived in food or liquid in the mouth


The cheese has a strong flavour.

Synonyms


taste 


seasoning 


flavouring 


savour 

extract


essence 


relish 


smack 

aroma 


odour 

zest 

tang 

zing (informal) 

Synonyms of 'group' in British English

group 


1. (noun) in the sense of **crowd**

Definition


a number of people or things considered as a unit

a small group of football supporters

Synonyms

crowd 

company 

party 


band 


troop 


pack 


gathering 

gang 

bunch (informal) 

congregation 

posse (slang) 

bevy 

assemblage 

feast 

feast 

feast 

feast 

FOOD  DRINK
INNOVATION GROUP
Discover the power of collaboration

sprout identity system

main identity = tagline

sprout
planting the seeds for the future of food

colour system



sprout Logotype

sprout

logotype on light background

sprout Logo



logo - transparent

sprout

logotype on light background



sp̄rout

logotype tall



logo - background



alternative 3

typefaces

sprout
planting the seeds for the future of food

just regular 100 pt - large logo
just light 10 pt - tagline

sprout

just regular 60 pt - medium logo
just light 6 pt - medium tagline

sprout

just light 20 pt - small logo

flavour
collective
nourish, connect, thrive

Blackberry Black

2C363F

C 78 M 66 Y 55 K 51

R 44 G 54 B 63

Mallard Green

046865

C 89 M 40 Y 58 K 22

R 4 G 104 B 101

Budding Green

98DEAC

C 38 M 0 Y 43 K 0

R 155 G 222 B 172

Wheat White

F2F5EA

C 4 M 2 Y 8 K 0

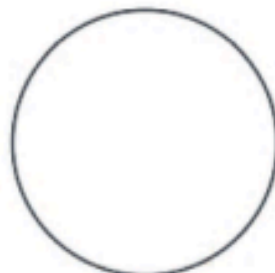
R 242 G 245 B 234

Raspberry Pink

D81159

C 9 M 100 Y 51 K 1

R 216 G 17 B 89



Aa

Aa

Aa

Aa

Bodycopy — Jost light

Sub-Headings — Jost Regular

Headings — Jost Regular

Titles — Dongle Bold

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

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

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

**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**

Businesses –

Strategic brand analysis

Exciting design work which makes sense

Unique outcomes

Cost effective

Our students are practised in answering a brief to give a unique outcome, challenging what's already out there and making their ideas stand out in a crowded sector.

CUTLERY HOLDER







BULLARDS
BREWERY

CLICKER'S
BITTER

HANDCRAFTED
BREWERY
IN NORWICH

STYLE	MAKER	SIZE
3.5%	BULLARDS	500ml

BULLARDS
BREWERY

Stitches'
Stout

HANDCRAFTED
BREWERY
IN NORWICH

STYLE	MAKER	SIZE
4.0%	BULLARDS	500ml

BULLARDS
BREWERY

MAKER'S
MILD

HANDCRAFTED
BREWERY
IN NORWICH

STYLE	MAKER	SIZE
4.5%	BULLARDS	500ml

BULLARDS
BREWERY

Finisher's
Pride

HANDCRAFTED
BREWERY
IN NORWICH

STYLE	MAKER	SIZE
5.0%	BULLARDS	500ml





AFRICAN KITCHEN

UNMASK THE FLAVOURS OF AFRICA.

Problem: African cuisine in the UK is often underrepresented. African Kitchen sets out to stand apart as a premium catering company with a distinctive, elevated rebrand.

Solution: With a refined, artful approach inspired by traditional West African masks and food, the rebrand celebrates tradition and culture for modern gatherings.



