



Sweetjoy

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My startup is a subscription box service that delivers fresh cherries and recipes to your door.

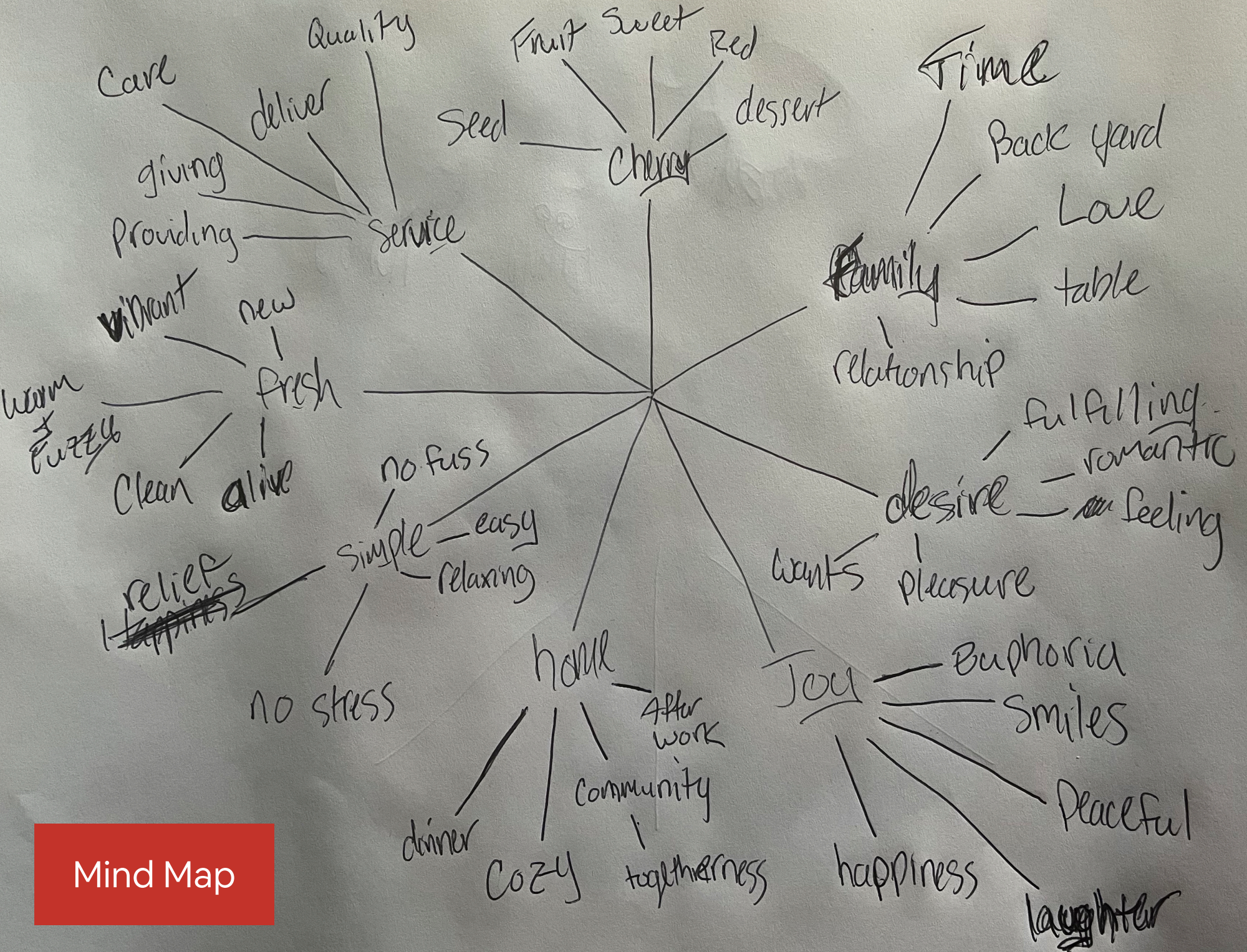
History

“Under a cherry tree, all the burdens of life fly away.”
-Mehmet Murat Ildan

6 months into the global COVID-19 pandemic, founder Tom Dillon was eating cherry pie with his family in Upstate New York when he realized, for the moment they had all forgotten about the pandemic.

The service was borne out of a desire to bring a simple joy right to those at home.

The result? A subscription box that delivers fresh cherry products and recipes straight to your door.



Mind Map

Name Options

- 3) Cherri
- 2) Jerry
- 1) Sweetjoy

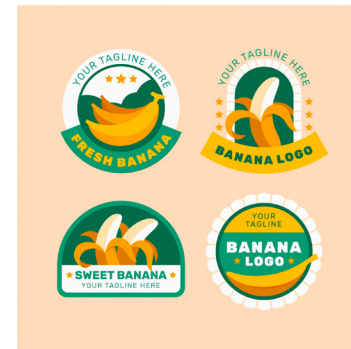
Brand Values

Fresh

Simple

Delicious

Contemporary Inspiration



Historical Inspiration



Retro DINER RESTAURANT	
BURGER	MEAT & STEAK
Burger with extra cheese \$9	Burger with extra cheese \$9
Burger with extra sauce \$6	Burger with extra sauce \$6
Vegetarian Burger \$7	Vegetarian Burger \$7
Mac Double Burger \$9	Mac Double Burger \$9
Burger with extra cheese \$6	Burger with extra cheese \$6
Burger with extra sauce \$7	Burger with extra sauce \$7
Vegetarian Burger \$9	Vegetarian Burger \$9
Mac Double Burger \$6	Mac Double Burger \$6
SANDWICH	APPETIZER
Burger with extra cheese \$9	Burger with extra cheese \$9
Burger with extra sauce \$6	Burger with extra sauce \$6
Vegetarian Burger \$7	Vegetarian Burger \$7
Mac Double Burger \$9	Mac Double Burger \$9
Burger with extra cheese \$6	Burger with extra cheese \$6
Burger with extra sauce \$7	Burger with extra sauce \$7
Vegetarian Burger \$9	Vegetarian Burger \$9
Mac Double Burger \$6	Mac Double Burger \$6
SALAD	DRINKS
Burger with extra cheese \$9	Burger with extra cheese \$9
Burger with extra sauce \$6	Burger with extra sauce \$6
Vegetarian Burger \$7	Vegetarian Burger \$7
Mac Double Burger \$9	Mac Double Burger \$9
Burger with extra cheese \$6	Burger with extra cheese \$6
OPEN • WEEK-END • DELIVERY MONDAY - CLOSED 9:00 AM - 10:00 PM 1234 Main Street, New York City 609-963-1234 @retro.diner	



Logotype Exploration

Skeletons

sweetjoy

sweetjoy

SWEETJOY

sweetjoy

sweetjoy

Variations

sweetjoy

Sweetjoy

Sweetjoy

SweetJoy

Sweetjoy

Logotype Exploration

Logotype Development

Sweetjoy

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Sweetjoy

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Final Logotype

Sweetjoy

Sweetjoy



Sweetjoy



Sweetjoy



Custom Marks & Icons



Secondary Typeface

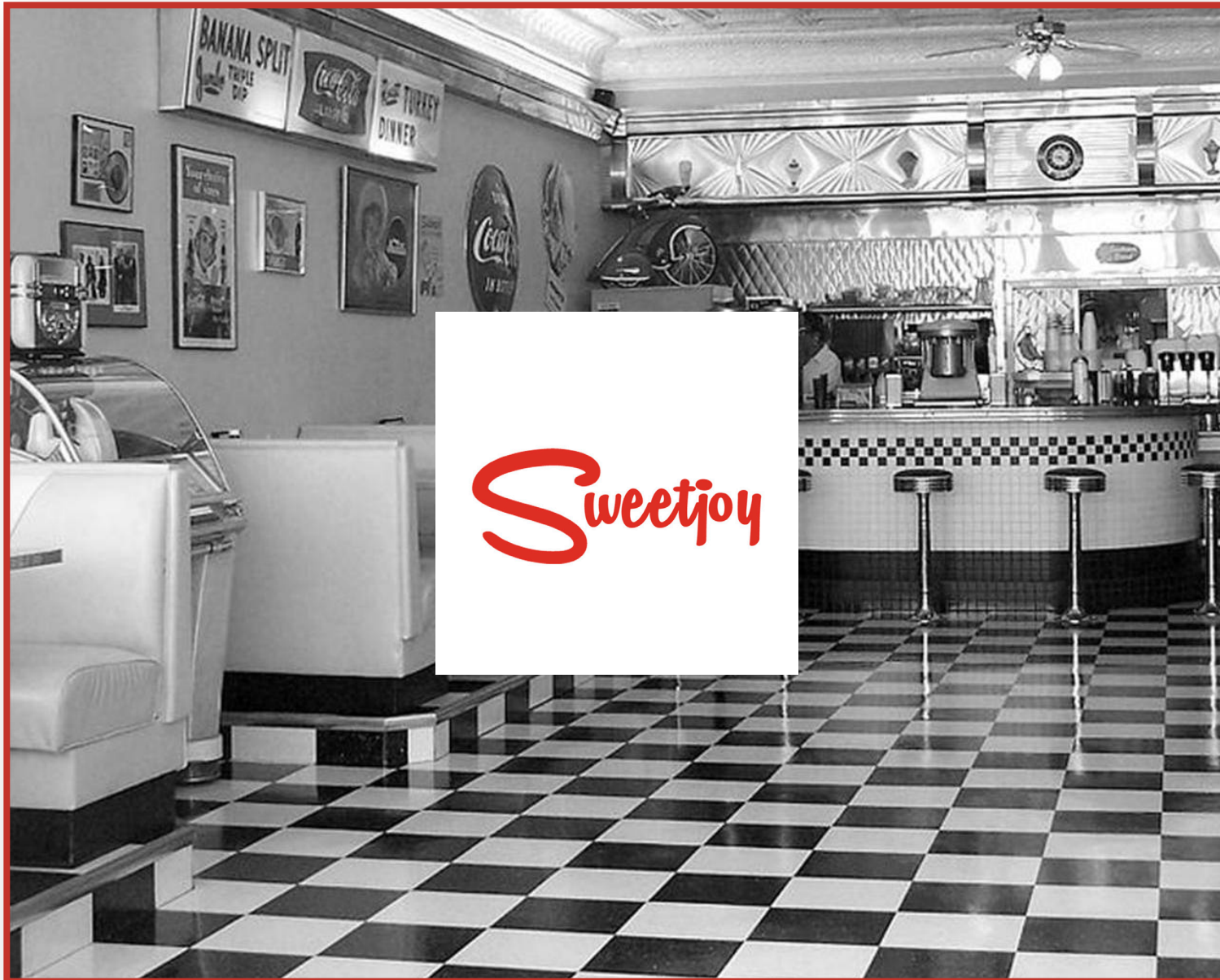
Cherry Cream Soda

Fresh & Easy

Est. 2019

Montserrat

Subscribe today to
receive 10% off.



Secret Ingredients

Every month, you will have the option to be sent a “Mystery Box.”

We won't tell you what we've sent, but we promise you'll love it. Every mystery box will contain one secret ingredient to give your month's box an extra bit of flavor.

Shipping



Your product will arrive fresh and chilled (if necessary) in a premium shipping box. All ingredients will be packaged and sealed separately for maximum freshness.



Packaging



All product is vacuum sealed, labeled, and dated, with nutritional facts, and information about the partner farms from which our ingredients are sourced.

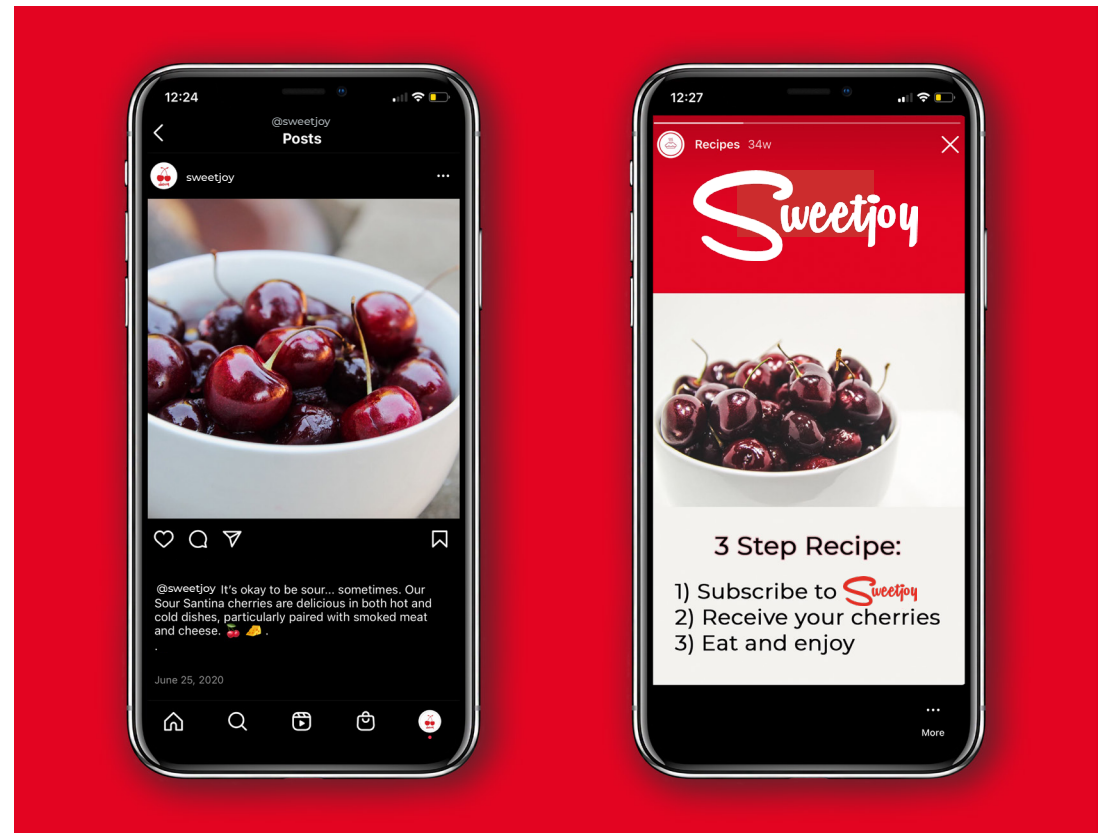
Merchandise

Sweetjoy offers sustainable, reusable merchandise like this 100% cotton tote bag. Perfect for trips to your local farmers market!



Social Media

Follow @Sweetjoy on social media and show us what you've been making with your subscription boxes! Follow us, refer a friend, and get chances to win free merchandise.





Sweetjoy

A Tom Dillon Company