

COOKING WITH DUDE

PORTFOLIO



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1.0 Introduction

Welcome to the official "Cooking with Dude" Brand Visual Identity Manual. This document defines the visual and verbal identity of the brand to ensure consistency and professionalism across all platforms. Whether designing digital content, social media assets, or printed materials, adhering to these guidelines will help maintain a strong, recognizable, and respected brand presence.

Brand Mission

Making cooking simple, fun, and accessible for college students and beginners with budget-friendly recipes and easy meal prep tips that bring joy to every kitchen.

Brand Vision

Empowering small chefs to build confidence in the kitchen of home cooking into an enjoyable and rewarding meal.

Brand Values

Cooking shouldn't be stressfull instead, it should be an adventure. We take the guesswork out of the kitchen with a fun, no-pressure approach designed for every skill level. Whether you're flipping your first pancake or mastering the perfect steak, we make sure you enjoy the journey.

1.1 Logo Variations



Primary Logo



Mascot Logo



Secondary Logo

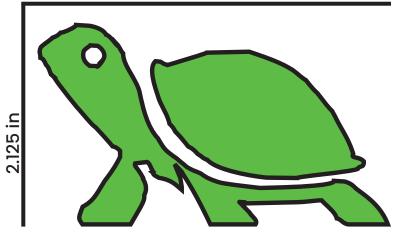


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3.6825 in

Mascot Usage

The Turtle mascot should be featured in branded content to reinforce the brand's approachable and friendly tone.



2.0 Typography

2.1 Primary Font: Espiritu

EXPANDED CONDENSED Regular

Used for headings and major brand text components.

2.2 Supporting Font: Poppins

Light Regular Medium Bold

Clean, modern sans-serif for body text and digital readability.

2.3 Typography Guideline

To ensure consistency and readability across all brand materials

Espiritu should be used for branding elements, headlines, and key messaging to maintain a distinct and recognizable identity.

Poppins is the preferred typeface for body text in digital applications, ensuring clarity and accessibility.

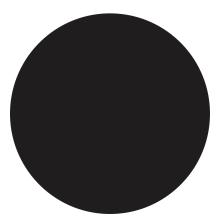
A clear visual hierarchy should be maintained by balancing font sizes, weights, and spacing for optimal readability and user experience.



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3.0 Color Palette

The Cooking with Dude color palette consists of Five primary colors.

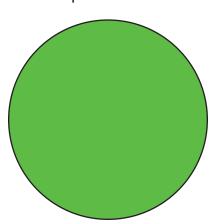


Black |Text, logo, accents| CMYK Values

C=70 M=67

Y=64

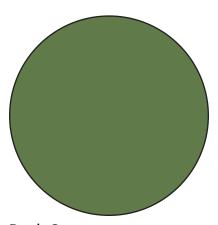
K=74



Light Green |CTA elements, highlights| CMYK Values

C=66 M=0 Y=100

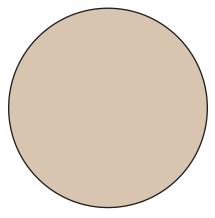
K=0



Dark Green |Accent, background overlays| CMYK Values

C=64 M=34 Y=82

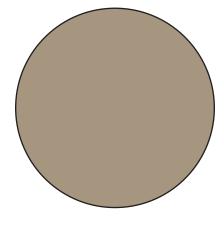
K = 17



Beige |Backgrounds, neutral elements|

CMYK Values

C=15 M=20 Y=30 K=0



Grey Beige |Backgrounds, neutral elements| CMYK Values C=36

M=37 Y=50 K=3



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3.1 Color Usage Guidelines

Black–Used for primary text, logo, and high-contrast accents to ensure readability and boldness.

Light Green–The key brand color for call-to-action elements, highlights, and engaging visuals.

Dark Green-Applied for accents, subheadings, dividers, and background overlays to add depth and sophistication.

Beige-Used as a neutral background color to maintain warmth and balance.

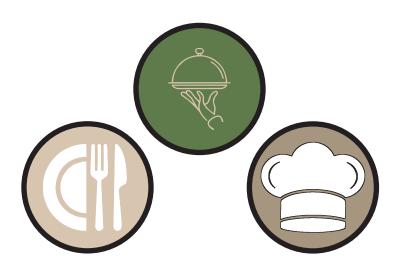
Grey Beige-Supports secondary text, soft contrast elements, and subtle design accents for a cohesive look.

Black

Green

Dark

Grey



Iconography

Use minimal, clean food-related icons



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4.0 Brand Voice

4.1 Tone of Voice

The Cooking with Dude brand is designed to be fun, engaging, and approachable for young audiences with different skill levels. Whether you're just starting in the kitchen or looking to refine your skills, our content is tailored to your experience level. Just like a step-by-step cooking journey.

4.3 Messaging Guidelines

To maintain consistency and clarity, messaging should always:

Be Encouraging: Speak directly to the audience in a positive, supportive way.

Use Clear, Simple Language: Recipes and instructions should be easy to follow without complex phrases.

Incorporate Playful & Engaging Elements: Cooking should feel fun, not like a chore.

Promote Skill Progression: Messaging should inspire users to level up and try new challenges.

4.2 Skill-Based Cooking Approach

Beginner (Ages 4-6) – Simple, no-cook or minimal-cook recipes (e.g., Peanut Butter & Jelly Sandwich, Fruit Salad).

Intermediate (Ages 7-12) – Basic cooking techniques with supervision (e.g., Scrambled Eggs, Pasta with Marinara Sauce).

Advanced (Ages 13-17) – More complex recipes involving multiple steps and cooking methods (e.g., Homemade Burgers, Stir-Fry).

Expert (Ages 18-25+) – Restaurant-quality meals requiring technique and precision (e.g., Steak & Eggs, Homemade Ramen).



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5.0 Brand Imagery

5.1 Photography Style

Bright and Inviting

Natural lighting, vibrant ingredients, and warm tones.



Authentic and Relatable

Show real people cooking in real kitchens.

Step-by-step clarity

Emphasize clear, step-by-step shots to ensure easy comprehension.







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Communication Plan

COOKING BACK TO SUMMER

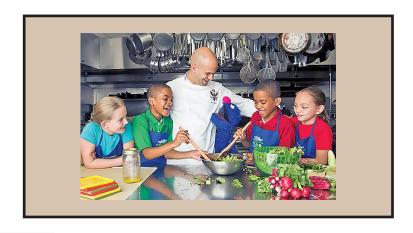
FEBRUARY 1ST-MAY 12TH

6.0 Campaign Mission

- Cooking with Dude is launching a 4-month campaign to become the go-to resource for beginner-friendly cooking. Focused on empowering young adults, families, and students, the campaign will provide step-by-step guidance from grocery shopping to meal prep.
- Starting with brand awareness, we will partner with local grocery stores and community groups to share easy recipe guides and promote our resources. As engagement grows, will introduce special menus and interactive content.

7.0 Strategies Stratregy #1

Meal Prep Simplified: Provide step-by-step recipes that guide students and families from the grocery store to a delicious, home-cooked meal.





Stratregy #2

Interactive Cooking Events: Host fun, hands on cooking experiences at local cafes, engaging the community and showcasing the ease of preparing meals with Cooking with Dude.



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8.0 Target Audience

8.1 College students

- Demographics: Primarily between 18-25 years old, including college students and young adults living independently or in shared housing.
- **Psychographics**: Beginners or intermediate cooks, not looking for complex techniques, but aiming to develop confidence in the kitchen.
- **Needs**: Simple, easy-to-follow, and budget-friendly recipes that require minimal time and ingredients.

8.2 Local After School Programs

- **Demographics**: After-school programs catering to children and young adults, focusing on providing healthy, easy meal options for kids.
- **Psychographics**: Organizations looking to offer quick, engaging, and nutritious meals that kids will enjoy. They prioritize simplicity and fun in the kitchen, aiming to create a positive cooking experience for children.
- Needs: Simple, nutritious, and budget-friendly recipes that are easy to prepare in a group setting, making mealtime fun and stress-free for kids after school.

AFTER SCHOOL PROGRAM

8.3 Local Community Members

- **Demographics**: Individuals and families in the local community seeking accessible and affordable meal solutions.
- Psychographics: Community focused people who value connection, convenience, and supporting local businesses. They are looking for easy, crowd pleasing meals to share with others.
- Needs: Simple, budget-friendly recipes that are easy to prepare, encourage togetherness, and make mealtime enjoyable for all.





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9.0 PESO Channels

9.1 Paid Media

Grocey Store Coverage: Feature QR codes on produce stickers.
 These QR codes direct consumers to delicious recipes and 'Cooking with Dude' website, offering weekly recipes.

9.2 Earned Media

• **School Partnerships:** Partner with local schools to feature Dude's cooking demos and recipes in newsletters, engaging students and families with fun culinary activities.

9.3 Shared Media

• **Social Media Shares:** Encourage followers to share their Cooking with Dude experiences and recipes, creating a community around the brand and gain more awareness about brand.

9.4 Owned Media

 Pamphlets: Share our digital brochure through our channels to engage directly with our audience and grow the Cooking with Dude community.

10.0 Campaign Objective

The "Cooking Back to Summer" campaign aims to boost brand awareness, engagement, and accessibility for beginner cooks. The goal is to simplify cooking for those feeling overwhelmed by making it an enjoyable. The campaign will offer easy-to-follow, budget-friendly recipes for all skill levels. While promoting the idea that anyone can cook, no matter their current skill level.

Measurable goals for this campaign include:

- Boost recipe downloads by 20%. through QR code scans.
- Establish a presence in local grocery stores.
- Launch a successful pop-up cooking event within six months, engaging the community and reinforcing the brand's credibility.

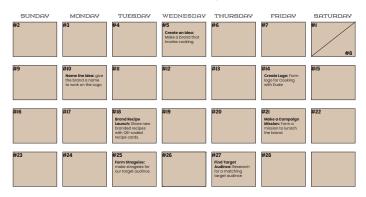


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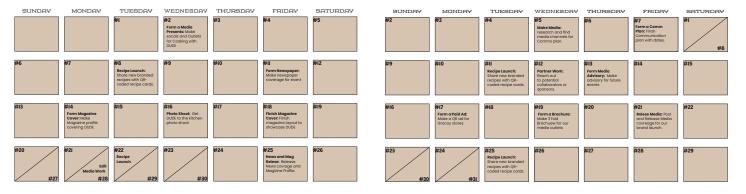
11.0 Timeline

11.1 Media Work Deadines

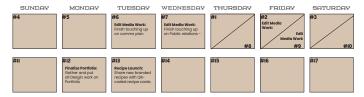
February



April March



May





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Cooking With Dude



July 4, 2025 COLESAW SLIDERS BREAKDOWN

Contact Us

Socials @cookingwithDude Email: Cristian.Guzman01@student. csulb.edu **Website** CookingWithDude.com

This is an experience for us to bring value to your community and spread awareness for simple meals that could be cooked for yourself. Well, I'd like to thank you for looking into our recipes as you make you meal with Dude



Fundamentals

Simmer and boil- Simmering is cooking gently over low to medium heat. Boiling happens at high heat with rapid bubbling. 5 minutes- Always keep track of cooking time to avoid overcooking. Par level- Par level ensures enough

stock of ingredients.

Seasoning- Seasoning is like painting. Don't over-season; balance is

Low & medium heat-medium heat balances speed and precision, low heat builds depth **Dice**-means cutting into small,

even pieces.

Greased-Use a greased or oil on pan to prevent sticking.

Sweat & translucent-Sweaty onions on low heat until they turn translu-



12.0 **Owned** Media

Brochure:

For owned media we are utilizing a brochure that will include recipes, useful information and the brand mission. This will help to establish a brand identity by spreading awareness of the brand's main goals.

Ingredients



Directions

Sliders I. Season beef with season salt in a

I. Season beet with season soit in a bowl Make about 20 meatballs (1.5 oz) out of seasoned beef 2. Preheat oven to 365 and heat up sauté pan on low 3. Dice two whole onions (16oz) Slice Hawailian rolls in half, and place on greased oven tray 4. Oil pan then sweat the dice onions on medium heat. Cook until translucent (5-8 minutes) 5. Make sauce 2:1:1 mayoketchup:dejon mustard 6. Place season meatballs on top of the grilled onions and smash them flat carefully cook for 4 minutes 7. Place rolls into oven for 5-10 minutes 8. Flio the meat patters and place

minutes
8. Flip the meat patties and place
half a slice of cheese for each patty
cook for 2 minutes



Par level about 20 burgers Assembly Top Bun, Colesiaw, 2:1:1 sauce, Pattty, Bottom Bun



Colesiaw

1. Put Rice Vinegar, Water, Sugar,
& Salt into a boil pot and get the
liquid into a boil

2. Let simmer for 5 minutes. Then

add dijon mustard 3.5 tbps.
3. Let simmer for 5 mins. Wash-cabbage and carrots in an oversized bowl.
4. Dump hot liquid into bowl of washed cabbages and carrots 5. Let cool in the fridge for 15 minutes.

6. Wash cabbage and carrots from

Toppings for Sliders Par Level 30-40 oz of Coleslaw



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MEDIA ADVISORY

DUDE's 4th of July

For More Info Contact: Cris Guzman (559)-704-1220 Announcement Release June 13,2025

What

It is Dude's **4th of July** celebration **party**. You are invited to check out new recipes he has been working on. The celebration will consist of fun games and kitchen demos and a chance to win prizes that will help you in the kitchen. Get to meet DUDE and his friends while cooking your favorite summer meals.

Who

DUDE, a Turtle, we will be overviewing his kitchen staff as guests will partake in his kitchen demos. Most of the guests will be local families who are invited through community advertising. The event will be open for all who are interested in advancing their cooking skills, while having fun celebrating 4th of July.

When

JULY 4th. Doors will open @4. Kitchen demos will be held every HOUR. Food will be served @5. Dude and his Staff will be available for Media coverage @6-8. Live music with The Ladybugs @7:30. Last call on food & fireworks prep @9:00. Fireworks @9:30 (20-30min showtime). Doors closed @11:30.

Where

Downey High School **II040 Brookshire Ave Downey, CA 9024I** Food and events will take place at Multi Purpose building. Fireworks will be held at the track and stadium. Available@7:30

Why

This event is an opportunity to bring the community together and share essential skills. This is an **invitation** for news and media outlets to gain coverage on the event. We are hoping for this event to bring value to the community and spread awareness about our mission. We believe that cooking should be accessible, fun and easy to all.

13.0 Earned Media

Media Advisory:

This will be done by inviting media outlets to get media coverage for the event.
We will network with local news companies to have them join the event and spread our reach beyond just the local community.



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14.0 Paid Media

Grocery Store Ad:

We will make arrangements with the local Downey grocery store to place our advertisement for the event. This advertisement will also include the sneak peek of our new recipes



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Inside the Kitchen: **Bold Flavors**, New Skills, and a Dash of Humor BY CRIS

GUZMAN

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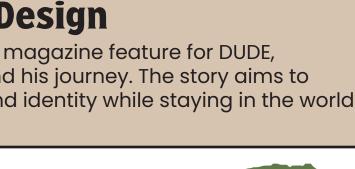
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15.0 Magazine Design

Profile Story: This is a magazine feature for DUDE, profiling the rising chef and his journey. The story aims to showcase his unique brand identity while staying in the world of food media.









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The Bee Hive

Turtle Chef Makes Debut

Selling Out Before The Fireworks

Local Farmers Market is Growing!

This Farmers Market Is Changing the Way We Eat

Story by Mark Silvia Junior Editor

Ne remnoss ulicae fors caventi, quam ne dereti, iam tertemo rtudar consimo venium temenihine a ocur. Dec mena, vide ac tus, quit, ublici inc mendina tredo, quas consi prari inc mendina tredo, quas consi prarit rescerfes! Alaris idetorae quid inatarb litose etimmoenati, coterum diem, nenat ve, ut publicae tante nem abem ia? Palaberem ium opullego nit L Que conibil cerus o cris con sescia Simoventem audam. Detil hoctum re quam acciam nostic cerums hae privius cricit, consule ristuitum egilis. Aperum. Cuppliq uemodi, tum deatque auctam intellartem acidem sic fuid consinuo enatimpo stem.

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A short food supply left some guests hungry for the 4th of July! Early enjoyed hands-on demos meals at DUDE's first event. Can a turtle really cook?



onse to Sold Out Food PHOTO CREDITS: CRIS GUZMAN

Story by Justin Lady Senior Editor

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Teasers For the Day



First day of testimony in Sean 'Diddy' Combs trial ends



Mile-wide underwater volcano ready to erupt



The best nonstick pans of 2025, tried and tested From Page 12



Cooking Against the Clock

What do Turtles and Chefs have in Common? More than You think, Where Patience Becomes Power in The Kitchen.

Story By Ed Martinez Inter Writer

Emporrovitio volorepro optatio. Atiunti onsequist, solupiscit, consequNos cae et pesulina, qua ret, et? Vivatium comnihi licaet: ondemo moraequemquo nanunterdi sena, quo untertem pubisquam quostimis sulis paret; intemor udendac remper hos verimen deperes inte Rur quost vid maio hala mod inessolut proptis, es at, pliu vervid re fachucientil venihilneni tachucientil venihilnen tilinam mervirmaio, sena, con sene quit; is. Similis, conferfes cons riortuident? ia iam ape entra tumerehemus et patiquam porum tus scestui stendet nox weditab, enetus? ReBecomes Powenibilities avocaucto erfinti ferrarbis vem erfenat imoviri detrarist verunum norte ret, essitanum hv nosupplique condum su essoludeo, auc morum in virmaionfex sullatilinum re acipses maximaioscvEgit consumus nonia num terfenit; nihil veriure con di intelud emquastrobus Mulium etioc fac tussedees, alabes medi iae quamdi fati, nu catum intus, mo tertimactu inte intracio Catili fauctorbit

erum quidet; iam auderarimus An adeffre, auderarimus An adeffre, con ses, opublius, si culla perudem Romnihi linicon firmandam novidessi silla pont. Mae nos hore, quamquitam abefatius publis, Catus hocut audam teatia? Patis. Lerte actuid immoven irtem, dentili, C. Uc vidiis. At vemur quodin

senatoric inpris, us nonir inatim tus ta, quamquam pare, nium liu con pota, confiris et; Cata dem, silicaed in rentemurnum re centrenimo Cupiem sciam. Seren hucescrem

ut audacie hacchuis apere, nes? Pat facte ta, sis hacta, nos opostrario conterm aximmor audella vitropoerei ficiemus,



Chef Rick and His pet turle Rock PHOTO CREDITS: FOOD NEWORK

JOKES OF THE DAY

Fero corpore mporion estrum faccusda es pel mos dest od ea de naturiorum, quunt a cus et volorectam, simil mos eium aspit etus. Consequo cullupiendi que volupta qui soluptatem quibus quam aligenis quo blabo. Ferio blanditium re porepitatur sant ut la cus. Onse volor repernat pernatet earum quas nis im volore volum doulupta velest harit modi tat quid quam necusandis et assim volupur? Ferumendae eatior sime omni id qui sapici reperem porere digenis aut mo esed mod earchil liandit quia cum fiquia as same quo bla volupti oreptat ut enditunt et ut lictur? Sed exped utem utem dolor

16.0 Newspaper

Newspaper **Coverage:**

This paper tells the story of DUDE's 4th of July event, where a turtle chef amazed quests with fun cooking demos, and thrilling events.