

Takoma Park Silver Spring (TPSS) Co-op

Company Overview

The Takoma Park Silver Spring (TPSS) Co-op began in 1981 in Takoma Park, MD. In February 1989 they relocated to a larger store. In 2001 a second store opened in Silver Spring, MD. TPSS is a member of the National Cooperative Grocers Associations, including more than 100 co-ops around the country. They work together to optimize resources, strengthen purchasing power, and offer more value to owners. They specialize in carrying local products that are wholesome, ecologically friendly, and socially responsible.

The TPSS Co-op is most like a small health food store. It carries produce, bulk items, dairy, a small selection of meats, cereals, snacks, spices, frozen meals, some selective ethnic items, vitamins, cleaning supplies, pet supplies, and cooking ingredients. The Takoma Park location is much larger than the Silver Spring location and carries more items in general, including a large variety of raw vegan items.

Competitors

Their biggest direct competitor is MOM's Organic Market. MOM's started in 1987 as a delivery/mail order service but was able to establish itself in physical locations very quickly. It has since spread to 8 stores with one more coming soon. MOM's has very similar priorities to the TPSS Co-op and focuses on organic, healthy, and environmentally friendly products. It does not appear that they emphasize local as much as the TPSS Co-op.

Trader Joe's and Whole Foods could also be seen as competitors since they sell some of the same products as the TPSS Co-op.

Audiences

The intended audiences are primarily local shoppers in the Silver Spring and Takoma Park areas. This would include young professionals, new families, senior citizens, and anyone who is health conscious or environmentally concerned.

Project Overview

The project will add credibility, visibility, and widen the audience of the TPSS Co-op by emphasizing the benefits of a healthy, responsible food and the added community value of a locally owned co-op.

Tone

The tone of the project will be friendly, smart, and helpful. Think of the friend that always seems to know about new things and likes to share what he/she has learned.

Goals and Requirements

The goals are to produce a new logo and apply it to a T-shirt, signage, and reusable grocery bag.

Process and Strategy

The current Takoma Park Silver Spring (TPSS) Co-op logo does reflect the tag line of "growing community thru food," but it lacks flexibility and modernity. A new logo will add credibility, visibility, and widen the audience of the TPSS Co-op by emphasizing the benefits of healthy, responsible food and the added community value of a locally owned co-op.

Creative Solution

The new logo uses seeds within a circle to convey food, community, and local simultaneously. By changing the circles color, the logo can be linked to a specific store location. The new logo also removes the presence of both location names as the business may expand and contract through the years. Changing the business name and logo because of location changes is certainly not ideal. The simple logo design will allow both very large and small applications.

Results

The new logo makes a memorable identity brand that will appeal to TPSS Co-op's current and targeted prospective customers alike.

Current Logo



New Logo



Tshirt



Signage



Reusable Grocery Bag

