



# CASE STUDY

## LONDON DESIGN & ENGINEERING UTC

### CUSTOMER

London Design & Engineering UTC

London Borough of Newham



### DATES

1<sup>st</sup> April 2021 - 31<sup>st</sup> March 2024

### CONTRACT GO LIVE

19<sup>th</sup> April 2021

### CONTRACT VALUE

£349,205<sup>00</sup>

### BACKGROUND

Following a successful tender process Juniper were awarded the Catering Contract for London UTC commencing on the 1<sup>st</sup> April 2021.

### CHALLENGES

The College wanted a 'street food' kiosk to be located outside on their rooftop terrace to allow another sales point.

It was mutually agreed that whilst this was the preferred location it was not possible due to the high winds experienced and risks involved.

### ACTIONS AND SOLUTIONS

We were able to find a new location for the kiosk, branded as our TukTuk experience from the opposite end of the dining hall to the servery counter. This allowed easy access for restocking and ensured speed of service.

### The Brands

The starting point for our creative team was to ensure the two established brands, 'London Design & Engineering UTC' and 'Juniper Catering' worked cohesively together, while retaining their own individual identities - this included ensuring the established brand guidelines were adhered to.

After thoughtful consideration, we devised a formula that enabled both logos to work together on a light or dark background (SAMPLE SHOWN RIGHT).

### Brand Logos



### Brand Palettes

The brand palette has been created by combining carefully selected elements from the London Design & Engineering UTC and Juniper Catering colour, texture and pattern palettes (SHOWN BELOW).



### Brand Development

With logos and palettes established, our creative team developed a cohesive "design style" for use across all dining areas, including imagery - in the form of illustrations, photographs and graphic devices. The cohesion of "elements" is depicted in the the artwork samples shown - "Servery Header Panel" (BELOW) and the "Menu & Information Board" (RIGHT), that can be 'wall-mounted' or 'free standing'.



Photographic image

Graphic device (from London D&E UTC Brand Guide)

**DOCK EDGE RESTAURANT**

TEXT - Main indoor dining area name  
YELLOW - from colour palette

DARK GREY (from colour palette)

YELLOW/WHITE text (from colour palette)

Illustration

Graphic device (from London D&E UTC Brand Guide)

### MENU AND INFORMATION



The brand logos



# CASE STUDY

# BEFORE

## OUTCOMES AND RESULTS



This is a contract with a real working in partnership ethos and that was demonstrated through our flexibility to ensure the new rebrand of the catering service met the needs of the College.

The College caters for students aged 14-19 so it was important we captured the older learners whilst not alienating the younger ones.

Through discussion with representatives at the college a blended approach was taken in terms of the catering service offered to learners. New Dining Hall signage was designed with the technology college in mind and planned in collaboration with representatives of UTC.

New serving equipment and signage installed throughout has created a modern London dining experience, the look and feel representing UTC's Engineering & Technical background.



Main Counter



Feature Wall



Hot Cabinet



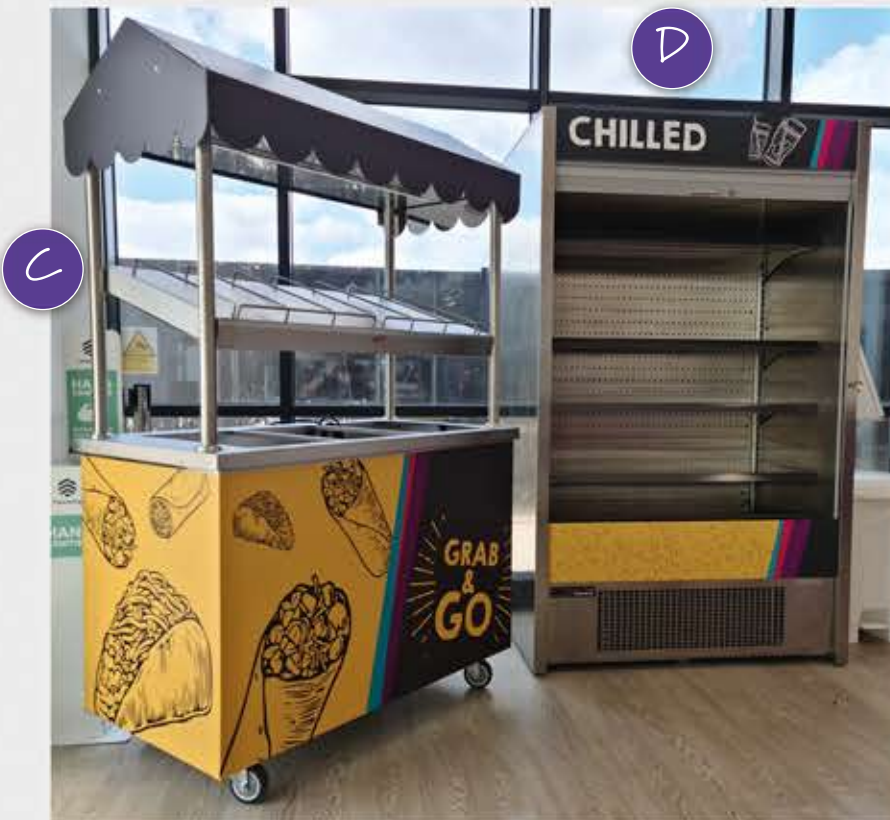
Fridge

# AFTER

## The Transformation

The 'before' images (LEFT) and 'after' images (BELOW) illustrate the transformation achieved after the brand style was applied to a variety of dining area items.

- A Main Counter HEADER BOARD
- B Oversize MENU BOARD
- C Hot Food CABINET
- D FRIDGE
- E Free-standing MENU & INFORMATION BOARD
- F WALL ART
- G Wall-mounted MENU & INFORMATION BOARD





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## Fabulous Food

The images (BELOW) show a variety of items from our fresh, nutritious hot and cold food offer – including foods displayed in a stocked 'Hot Cabinet', enclosed 'chilled area' and delicious 'baked goods' on rustic display boards.

In addition to the fabulous food images – some with individual 'Price Cards' (BELOW RIGHT), we have shown one of our 'Free Standing Menu & Information Boards' (BELOW LEFT) that houses a full 'lunch menu', 'tariff' and comprehensive 'allergen' information.

### TESTIMONIAL

“ Juniper have been a reliable and flexible catering partner since we moved into our new College building. We had to tender our contract and I was impressed with the innovative and ambitious proposal Juniper put forward in their bid, which was very well aligned with our desire to create a more mature “high street café” style environment and to create an outdoor dining option. Juniper were the successful bidder, and in the six weeks since awarding the new contract Juniper have worked extremely hard to delivery on this ambitious plan.

The whole look and feel of the college restaurant has totally transformed, and yesterday's launch was a great success, it was not just the new branding, but critically the whole presentation of the food options at the counter was a hit. It was clear Juniper had put in the effort and resources to ensure everything was ready for the launch and the launch day was very successful. Juniper's approach was very collaborative and we felt involved in all the key stages, without it being onerous.

It is very early days in this new contract, but if Juniper can continue as they have started and maintain this level I can foresee a very successful future for this partnership.”

Dave Watherston  
Chief Financial Officer

