



NOM

NOURISH OUR MINDS ♡



VEGGIE



#bad532
C: 32 M: 0 Y:100 K:0
R: 186 G: 213 B: 50

100% BLACK



#000000
C: 0 M: 0 Y:0 K:100
R: 0 G: 0 B: 0

SUNSHINE



#f9ed32
C: 5 M: 0 Y:90 K:0
R: 250 G: 237 B: 50

KALE



#769e2c
C: 44 M: 0 Y:100 K:27
R: 119 G: 156 B: 44

Primary Typeface

Piepie

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890 .!?

Secondary Typeface

Poppins Regular

ABCDEFGHIJKLMN**OP**QRSTUVWXYZ
abcdefghijklmn**op**qrstuvwxyz
1234567890 .!?

Social Media Icons



**NOURISH
OUR
MINDS**



Jo Holley

Spring 2026

Capstone – Graphic Design

Department of Art and Art History

Artist Statement:

NOM is a branding project built around frozen, ready to heat meals that would be free for students and available to help fight food insecurity. The brand features bold colors and friendly patterns that would be inviting to potential participants in the program. NOM is inspired by the playful sounds of eating yummy food and also stands for “nourish our minds”. This food is made thoughtfully with love and care to be nutritious brain fuel for hungry students. I wanted the branding to feel exciting and inviting so users would feel happy about the choice they’re making to pick up a meal. The eye-catching colors pull you in and the recurring motifs add to the fun!

Title

Original Format

Figure 1: NOM Brand Board

Illustrator, 11 in x 17 in



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