

1.

Brand Platform

Big Idea
Vision
Mission
Values

The reason we became an organization, why we do what we do.
The big idea is the absolute core of the brand platform.

REDUCING FOOD INEQUALITY	PROBLEM
BY EMPOWERING INDIVIDUALS	SOLUTION
WHO USE FOOD ASSISTANCE	TARGET
PROGRAMS	

This came as we learnt about the massive gaps and labyrinthian design of food assistance programs. We want to give power back to the people!

Basket's vision is to disrupt the current hierarchical relationship between food assistance providers and receivers, affording greater individual power and leading the social service status quo through human-centred design.

We decided this when we first became a team. It is a measurable goal that we have unrelentingly always strived towards.

Basket's mission is to assist and increase the efficacy of existing food assistance initiatives to have the lasting effects of both reducing overall levels of food insecurity and crafting a more enjoyable empowering experience.

Empathy

Empowerment

Trust

Diversity

Innovation

What It Means To Us

Empathy to us means to truly engage with an audience, and move beyond surface level understandings and biases. We recognize the ability to understand and put oneself in another's shoes is what pushes us continuing making this solution better.

Goals with Empathy

Our main goal with empathy is to understand our target markets. The populations facing food insecurity and using food assistance programs are diverse and wide-ranging.

Empathy Makes us Refrain From

Rushing into decisions. We all have been in a position in which a solution that was created "for us" totally missed the mark due to rushed timelines and a lack of understanding. We want to be careful and well planned.

Empathy

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What It Means To Us

Empowerment to us means giving individuals the tools they need to begin overcoming their personal challenges. No one understands a problem better than the ones facing it, and empowerment is key to translating that understanding into a system that can do something.

Goals with Empowerment

Populations that are food insecure face personal challenges barring them from proper autonomy and independence. By giving power back to the individuals, FoodRelay aspires to afford its users the freedom everyone deserves.

Empowerment Makes us Refrain From

Forgetting the user. A question we constantly ask ourselves is “*Does this give more power to the user?*”. Once that question is successfully answered a couple times do we move forward with new features/ ideas.

Empathy

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What It Means To Us

Trust to us is understood as a reoccurring relationship in which both parties are honest, forthcoming and have a general understanding that the other's decisions are in their best interests. Trust is something that is slowly built, and important to currate.

Goals with Trust

As mentioned prior trust is a two-way street. As such one of the key goals lies in trusts ability to allow for individuals and organizations to better understand each other. Trust ensuring honest meaningful feedback, the only way to truly measure efficacy.

Trust Makes us Refrain From

Dishonest business practices. Shady business practices spawn from a desire to get ahead, yet our understanding of trust enables us to grasp the futility of these initiatives, rather choosing to spend our time on avenues that facilitate trust.

Empathy

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Trust

Diversity

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What It Means To Us

Diversity to us means better serving those communities you are responsible for. Growing up in mixed, multicultural environments has allowed us to see the merit in hearing alternative perspectives. How you can not solve a group's problems without engaging with the group.

Goals with Diversity

Food insecurity does not inherently discriminate, yet at the same time, certain demographics are overrepresented as recipients. As such, FoodRelay services are delivered and monitored with an increased focus on those disproportionately affected populations.

Diversity Makes us Refrain From

Close-mindedness. Groupthink and confirmation biases are phenomena that can affect any group. The main way to combat this however is with multifaceted perspectives, diversity allowing the understanding of various different angles and opportunities.

Empathy

Empowerment

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Diversity

Innovation

What It Means To Us

Innovation to us means our gaze is constantly towards the horizon. Repeatedly on the cutting edge of food assistance programs, the team works hard to ensure no new information slips by without notice.

Goals with Innovation

We want to change the system. Food insecurity is a problem that arises from a lack of food logistics and delegation chains, not an inherently lack of food. Knowing this we believe it's possible to move much further than we are in regards to tackling food insecurity, and we aim to do so.

Innovation Makes us Refrain From

Stagnation. Having a diverse, diligent, and dedicated team has really allowed us to innovate as much as we see fit. Bouncing ideas off each other, listening to contrasting opinions allows us to continually refine our idea, moving forward in increasing food assistance efficacy.

2.

Brand Positioning

Story

Audience

Tone & Vocabulary

Do's and Don'ts

Basket began its journey from recognizing a **gap in accessibility** of resources and information for those who are **food insecure**. Through this recognition we formed a goal. A goal to become a **guide for those in need** to easily and comfortably find access to support that will help them flourish. We will do so by developing a map to provide the information users need to effortlessly access the resources they must have to feel supported and safe.

BASKET has two primary target audiences whom we engage with and want to gain trust from. The first group is The User. These are the people who would be using our platform day-to-day. The second group is the partners. These are the people we need to work with to maintain functionality and logistics on the back end.

The User

The primary user of our platform are those who actually need the resources our platform makes accessible. It is families, elderly people, and single people who are facing food insecurity. This group would aim to use our platform to support their food insecurity in their daily lives.

The Partners

The secondary user of our platform are the organizations we partner with who are the ones providing the resources we aim to make accessible to our primary users. These partners will be local food banks themselves as well as food distribution centres. This audience will aim to work with us to provide data we can distill down into accessible information for the primary user.

Tone

A primary goal of our brand is to be viewed as helpful and caring. Therefore, in our communications with our audience we are aiming for a soft, and compassionate tone. This is one of the reasons why we chose primarily soothing earthy colours supported by warm colours and opted for rounder, soft font.

Vocabulary

With our aim to be caring and empathetic we want the vocabulary of our copy to have an open-ended and friendly aesthetic. This means rather than tell the user what they can and cannot do, we use words that guide the user to making their own choices. Additionally, we want to use words that are easy to understand and provide avenues for the user to take action. After all, there is no point in trying to offer accessibility if the platform itself is inaccessible!

Do ✓

- Use words that are friendly and open-ended such as **'Inviting'** and **'enjoy'**
- design copy to be concise and easy to read for all
- use warm and inviting imagery

Don't ✗

- Use words that are direct or are aggressive such as **'now'** and **'urgent'**
- create lengthy paragraphs of text using complicated words
- use cold or antagonistic imagery

3.

Color

Colour Palette
Colour Contrast Ratios

Primary Colour

E30 Orange

HEX: #FB9700

R151 G151 B0

100%

80%

60%

40%

20%

Secondary Colours

Canary Yellow

HEX: #FDC31D

R253 G195 B29

100%

80%

60%

40%

20%

Carolina Blue

HEX: #5299D0

R82 G153 B208

100%

80%

60%

40%

20%

Salsa Rose

HEX: #E55454

R229 G84 B84

100%

80%

60%

40%

20%

Neutral Tones

Eggshell

HEX: #F6F5DA

R246 G245 B218

100%

80%

60%

40%

20%

Soft White

HEX: #FDFDFD

R253 G253 B253

100%

80%

60%

40%

20%

Soft Black

HEX: #1C1C1C

R28 G28 B28

100%

80%

60%

40%

20%

Color Contrast Ratio

Sufficient color contrast ensures that our content is accessible to everyone. This page shows acceptable color combinations from the base colors (no shades) that can be used for large text and body copy.

HIGH CONTRAST RATIO

AAA + AA Normal and Large Text

Soft White and Soft Black

Large Text + Body Copy

16.75:1

Eggshell and Soft Black

Large Text + Body Copy

15.41:1

Canary Yellow and Soft Black

Large Text + Body Copy

10.55:1

M30 Orange and Soft Black

Large Text + Body Copy

7.73:1

MEDIUM CONTRAST RATIO

AA + AAA Normal and Large Text

Salsa Rose and Soft Black

Large Text + Body Copy

4.64:1

LOW CONTRAST RATIO

AA Large Text

Carolina Blue and Soft White

Large Text

3.37:1

REMINDER: The lower contrast options are to be used only for for larger text or non text-based visual elements. We define Large text as a minimum of 14 pt (when bold) or 18 pt (when regular).

4.

Typography

Poppins
Poppins Font Family

Poppins is our new family of fonts. A geometric sans-serif typeface, Poppins is a contemporary font designed for products of the digital age. Monolinear in its design, each letter bears heavy respect to symmetry, with optical corrections applied to various stroke joints when needed.

Varied in its numerous weights and styles, Poppins manages to communicate a variety of core team messages. Its simplicity and clean design allows it to be simeltanteously;

- Playful
- Modern
- Natural
- Professional



The Poppins typeface family that we use consists of these following eight variations: ExtraLight, Light, Regular, Medium, **SemiBold**, **Bold**, **Black**, *Italic*

Poppins Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10123456789,:'.!@#\$%^&*()-_""

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10123456789,:'.!@#\$%^&*()-_""

Poppins Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10123456789,:'.!@#\$%^&*()-_""

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10123456789,:'.!@#\$%^&*()-_""

Poppins SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10123456789,,: ' ! @ # \$ % ^ & * () - _ " ' " "

Poppins Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10123456789,,: ' ! @ # \$ % ^ & * () - _ " ' " "

Poppins ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
10123456789,,: ' ! @ # \$ % ^ & * () - _ " ' " "

Poppins Italics

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
10123456789,,: ' ! @ # \$ % ^ & * () - _ " ' " "

Please note that Poppins ExtraBold is only to be used with all caps characters. And even then, it is not to be used frequently. Its usage is only meant for rarer instances in which there is a lot of space to fill up with little text

5.

Logo

Primary Logo

Primary Colour Variations

Alternative Logos

Clear space & Minimum Size

The Basket Primary Logo is our first impression; a logo that welcomes people to our service. It consists of a recognizable symbol (a handheld basket) and our name set in a bold, inviting typeface.



BASKET

Primary Logo Variations

Our logo can come in a variety of brand colours, as long as they are on backgrounds that allow them to contrast effectively.



Our secondary logo has more rectangular proportions, making it a good alternative for places where our taller primary logo doesn't fit.



BASKET



BASKET



BASKET

Clear space & Minimum Size

Minimum size rules that ensure that our logo appears crisp and clear across all applications.

MINIMUM SIZES

