## 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 biasies. We recognize the ability to understand and put onself self in another's shoes is what pushes us continuing making this solution better.

### **Goals with Empathy**

Our main goal with empathy is to 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 too rushed timelines and a lack of understanding. We want to be careful and well planned.

### Empathy Empowerment Trust Diversity Innovation

### What It Means To Us

Empowerment to us means givining individuals the tools they need to begin overcoming their personal challanges. 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 challanges 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 Empowerment Trust Diversity

Innovation

### What It Means To Us

Trust to us is understood as a reoccuring relationship in which both parties are honest, forthcomming and have a general understanding that the other's decisions are in thier best intrests. 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 practicies. Shady business practicies spawn from a desire to get ahead, yet our understanding of trust enables us to grasp the futlity of these intatives, rather choosing to spend our time on avenues that facilitate trust.

### Empathy Empowerment Trust Diversity Innovation

### What It Means To Us

Diveristy 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 perspecives. How you can not solve a groups 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 delievered and monitors with an increased focus on those disproportionately affected populations.

### Diversity Makes us Refrain From

Closemindedness. Groupthink and confirmation biases are phenomenon 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 Trust Diversity Innovation

### What It Means To Us

Innovation to us means our gaze is constantly towards the horizion. 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 beleive its possible to move much further than we are in regards to tackling food insecuity, 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 of each other, listening to contrasting opinions allows us to continually refine our idea, moving forward in increasing food assistance efficacy.

## 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.

### Audience

BASKET has two primary target audiences whom we engage with and want to gain trust from. The first groups 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 accesible. 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 accesible 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 accesible 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 audiecne 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

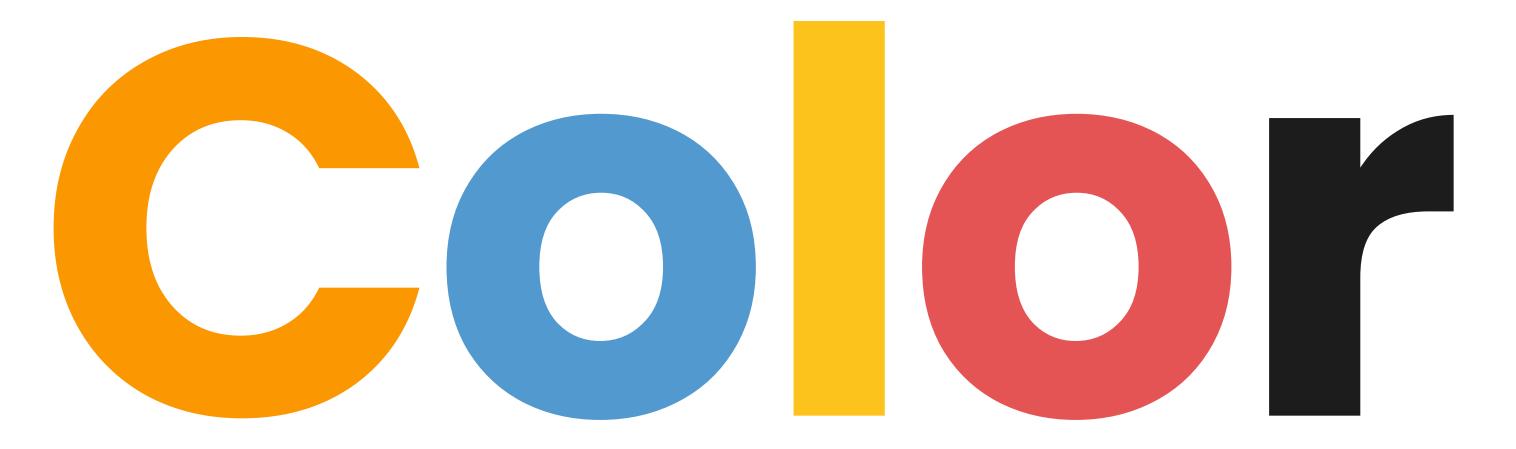
With our aim to be caring and empathetic we want the vocabulary of our copy to have an open-ended and friendly aesthetic. This means rather than tell the user what they can and cannot do, we use words that guide the user to making their own choices. Additionally, we want to use words that are easy to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



- 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 X

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



Colour Palette
Colour Contrast Ratios

### Color **Palette**

Our color palette consists of primary colors, secondary colors, and neutral tones. Our primary colors are the face of the brand and should always be primarily considered when designing.

Our secondary colors add warmth, expression and serve as a visual aid in demonstrating brand values.

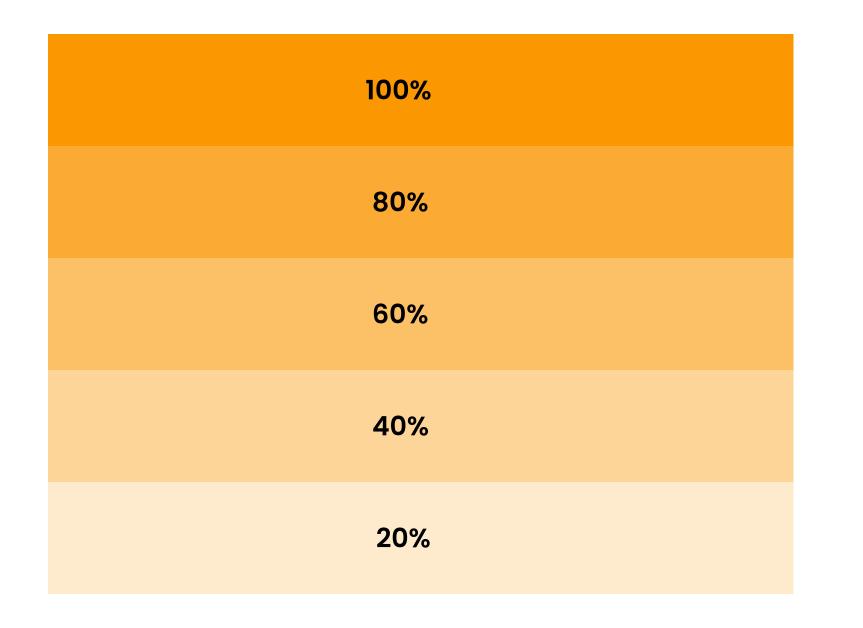
Our neutral tones provide colours that are able to be used for contrast, negative space and text. These are important for digital accesibility and legibility.

### **Primary Colour**

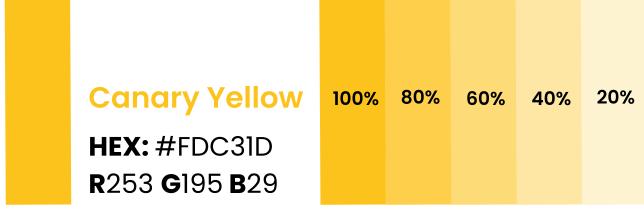
### E30 Orange

**HEX:** #FB9700

**R**151 **G**151 **B**0

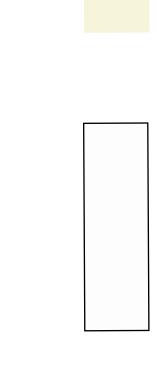


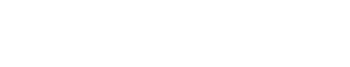
### **Secondary Colours**





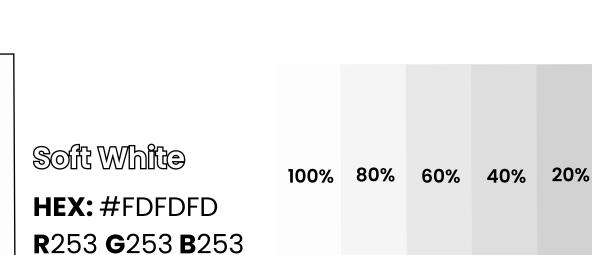
100% 80% 60% 40% 20%





**Neutral Tones** 



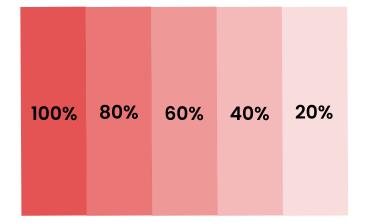


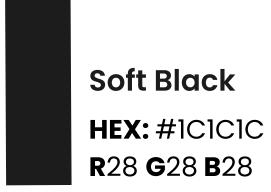


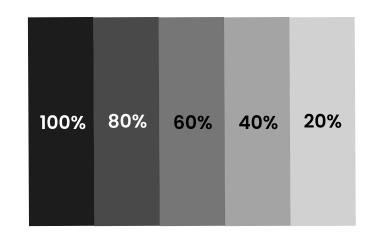
**Carolina Blue** 

**HEX:** #5299D0

**R**82 **G**153 **B**208







**100% 80% 60% 40% 20%** 

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



Eggshell and Soft Black



Canary Yellow and Soft Black



M30 Orange and Soft Black

### **MEDIUM CONTRAST RATIO**

AA + AAA Normal and Large Text

Salsa Rose and Soft Black



**LOW CONTRAST RATIO** 

**AA Large Text** 

Carolina Blue and Soft White



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).

## Typography

Poppins
Poppins Font Family

### **Poppins**

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 Font Family

### Poppins Extra Light

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

### Poppins Light

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

### Poppins Regluar

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

### Poppins Medium

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

### **Poppins Font** Family

### **Poppins SemiBold**

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

### **Poppins ExtraBold**

**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

### **Poppins Bold**

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

Poppins Italics

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

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 reconizable symbol (a handheld basket) and our name set in a bold, inviting typeface.



### **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.



### Secondary Logo



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





### Clear space & Minimum Size

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

### **MINIMUM SIZES**



Print: 0.150"

Web: 24 px