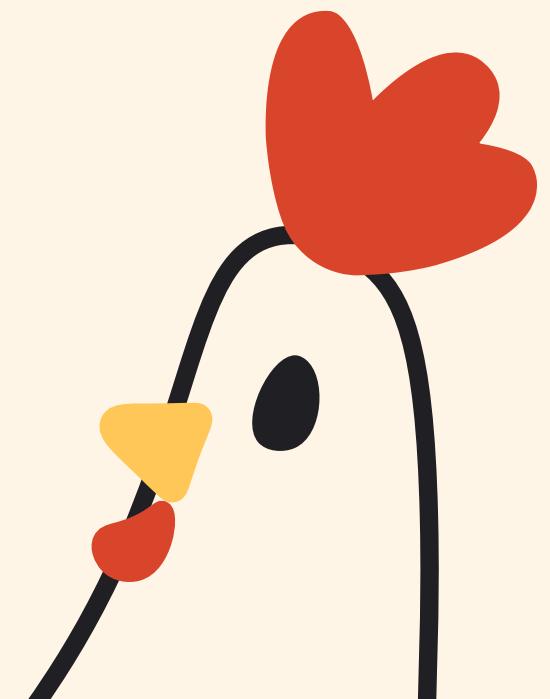


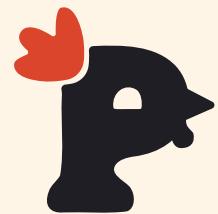
# Plucked

Public London's Rent a Chicken brief

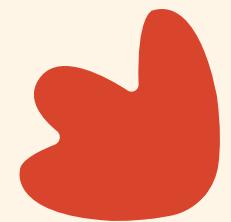
Plucked is an unapologetically **bold** and **friendly** chicken rental service **plucking** chickens from captivity, liberating them from their 'life sentence' in the poultry industry.



## Brand Logo and Icons



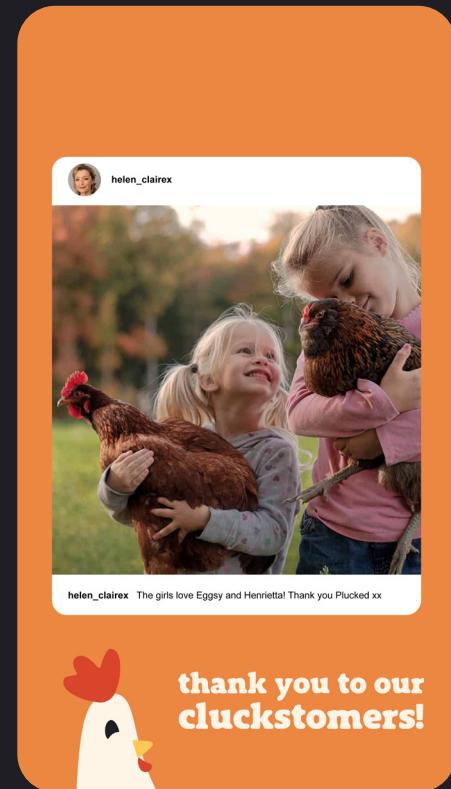
Plucked



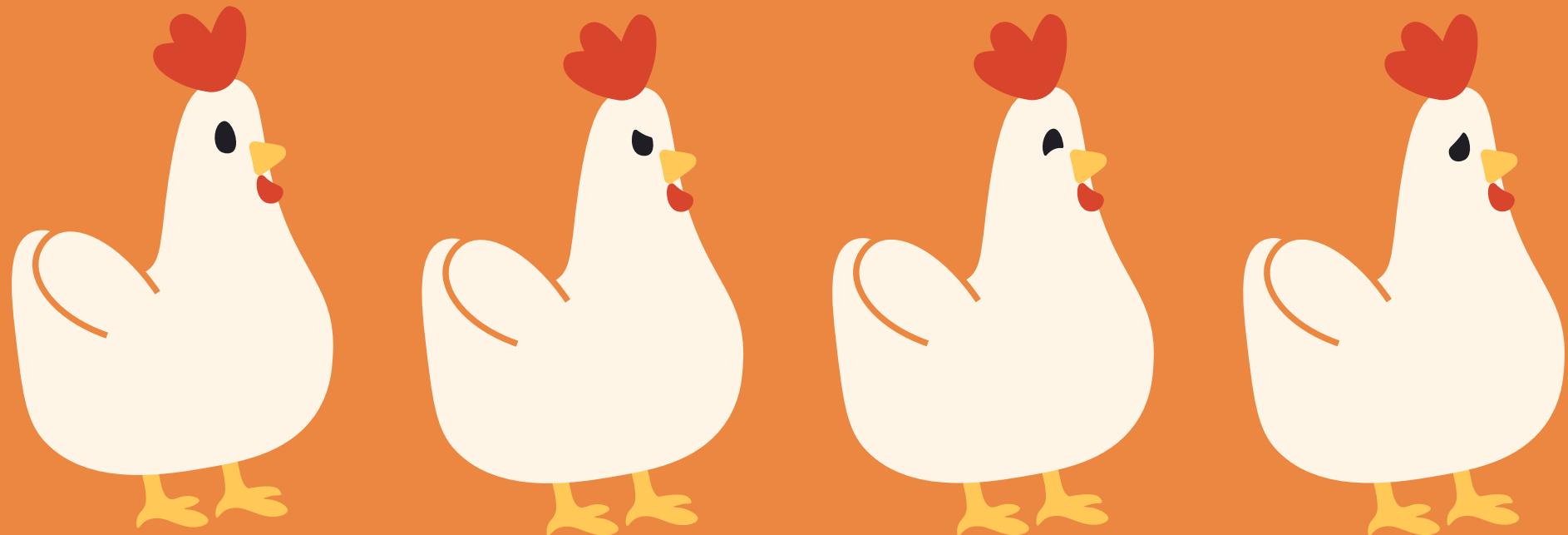
Social Media Stories



Social Media Stories



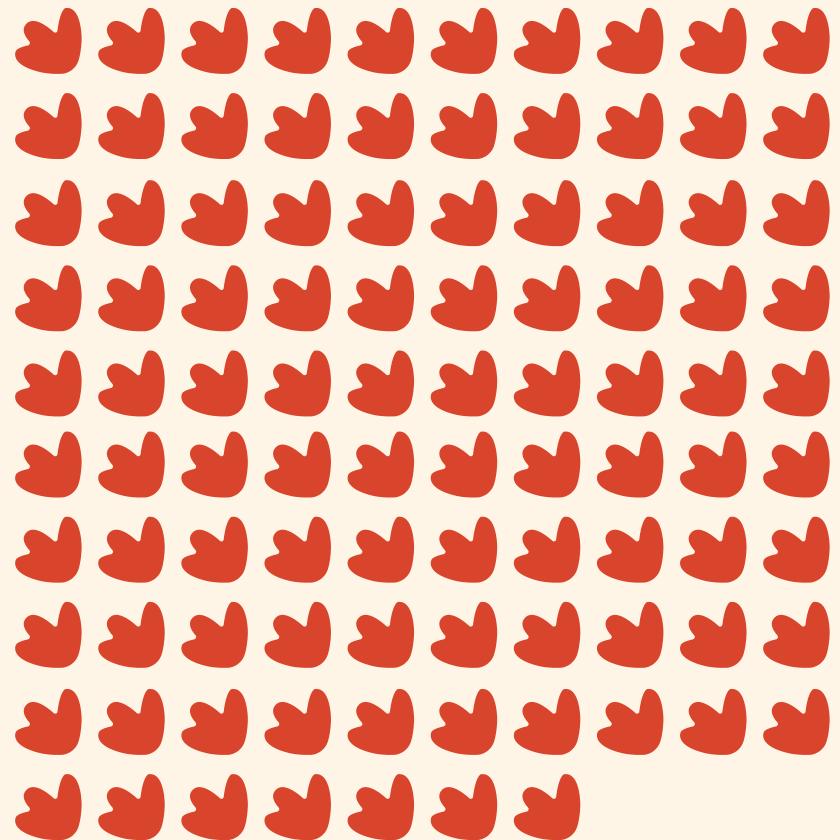
Brand Mascot "Pluck"



## Infographic

each comb  
represents a  
chicken  
**KILLED**  
every **0.05**  
seconds

(That's 97 chickens in total)

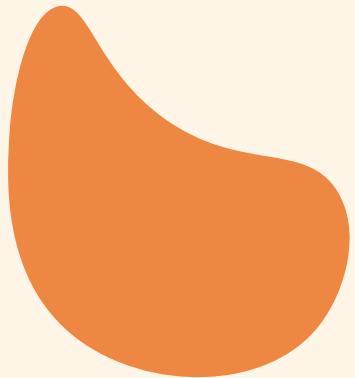


3D Version of Pluck

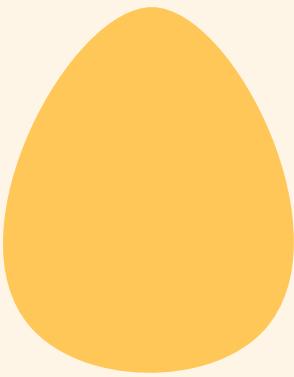


## Brand Colours and Patterns

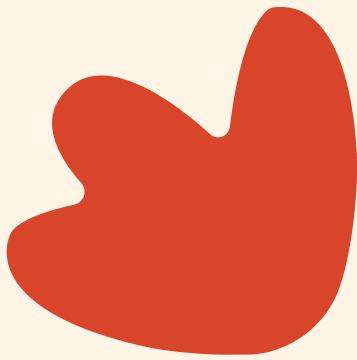
Eggshell White  
#FFF5E6



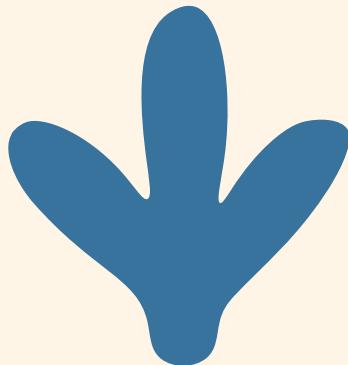
Happy Yolk Orange  
#EC8742



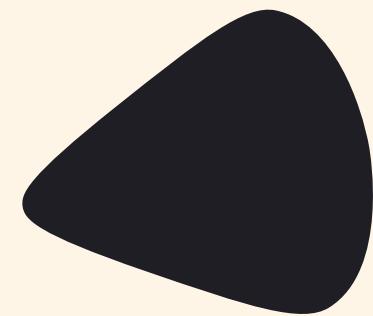
Sunshine Yellow  
#FFC857



Comb Red  
#D9452C



Freedom Blue  
#39729E



Beady-Eyed Black  
#1E1E24

Custom Typeface

# Egged Bold

Supported by Supreme Regular

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz**

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Numbers

@ . , : ; ! ? £ # % & \* + - ( )

Symbols

bb dd oo pp qq

Custom glyphs

## Social Media Posts

meet  
Pluck!

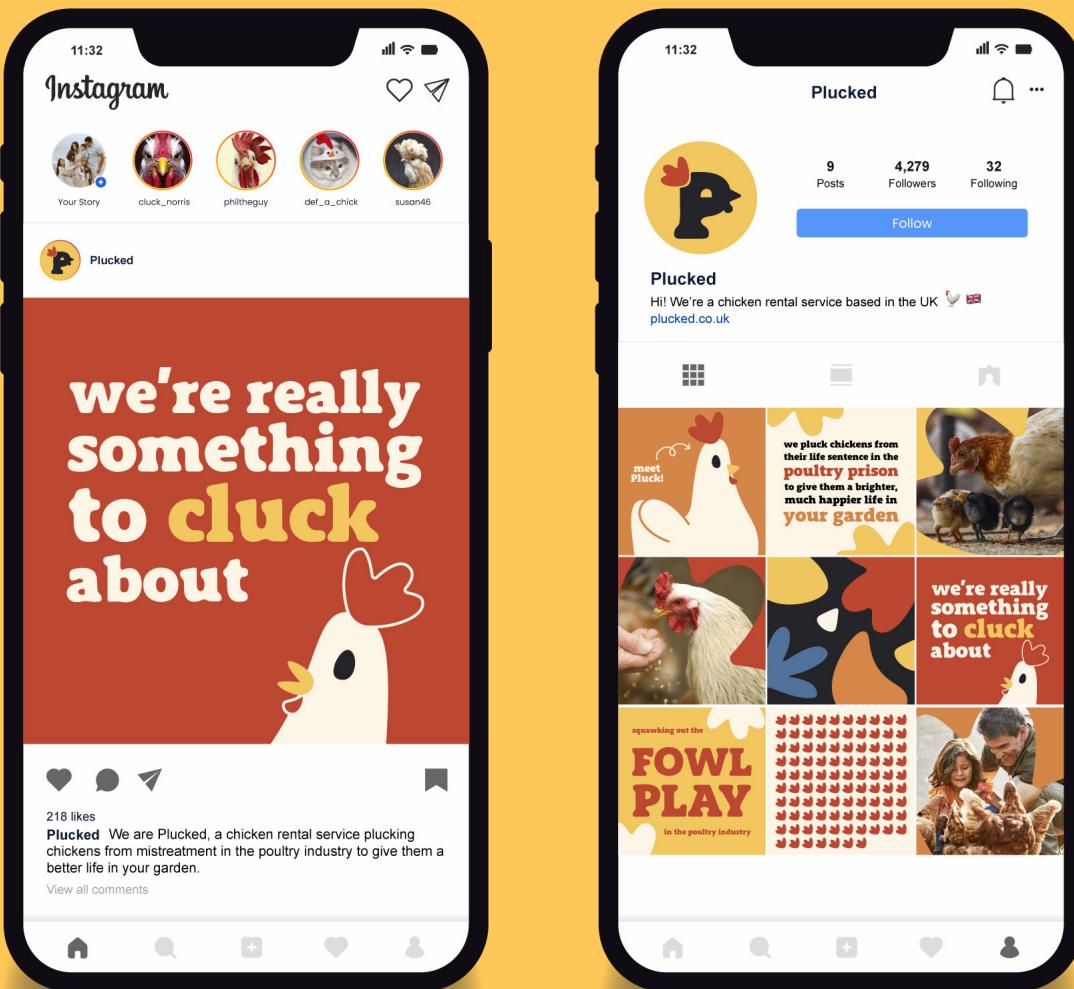
we pluck chickens from  
their life sentence in the  
**poultry prison**  
to give them a brighter,  
much happier life in  
**your garden**

1,984 likes

Plucked We are Plucked, a chicken rental service plucking chickens from mistreatment in the poultry industry to give them a better life in your garden.

we're really  
something to cluck  
about

## Social Media Posts



Business Cards



Thank You Cards



OOH — Delivery Van



OOH — Bus Advertising



About

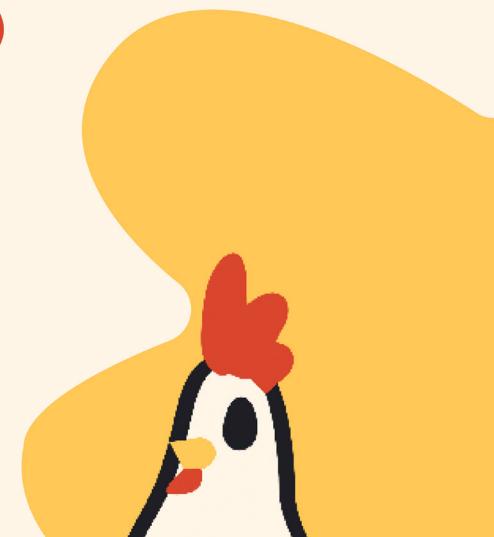
Plucked

Hen-quire

# THE FLOCK NEEDS YOU!

Hen-quire

About



About

Plucked

Hen-quire

# We are the GOOD EGGS

We are an unapologetically bold and friendly chicken rental service, fighting the injustice for our feathered friends!

We offer the full chicken rental service, providing delivery, hospitality, feed and instructions to ensure you hens have a comfortable stay in your garden.

Find out how you can get involved and help us pluck out the mistreatment of chickens.

Hen-quire

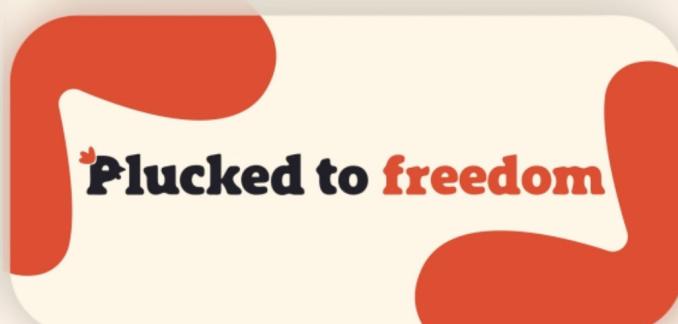
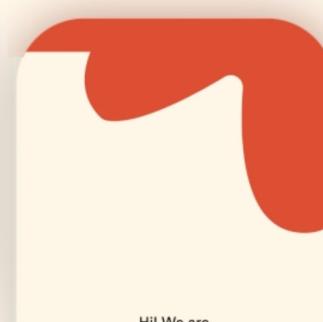
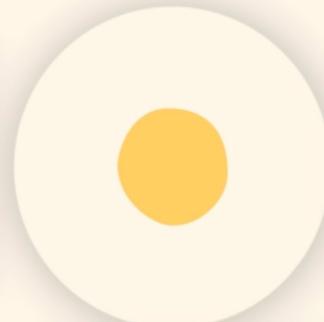


Brand Apparel

PRIMARK



Animated Brand Board



Custom Chickens

