

Cassie Muskett

Elliot Huckett

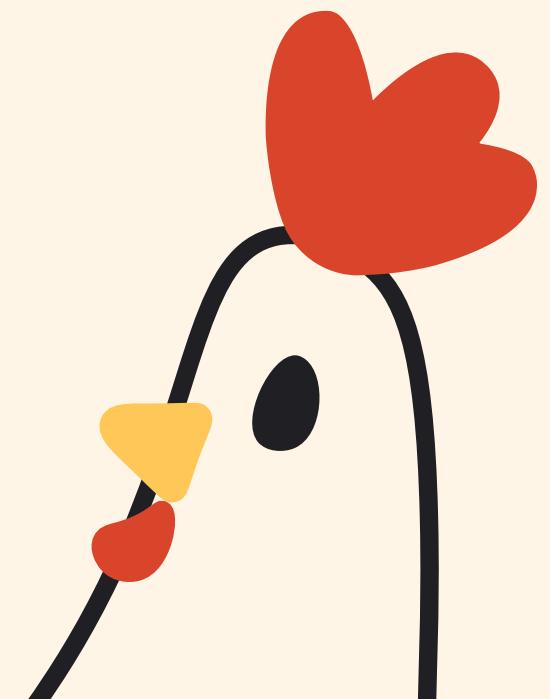
Jacob Bryant

Reiss Badhasha

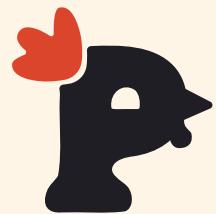
Plucked

Public London's Rent a Chicken brief

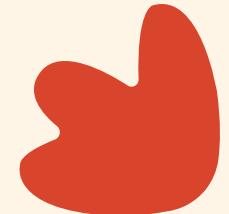
Plucked is an unapologetically **bold** and **friendly** chicken rental service **plucking** chickens from captivity, liberating them from their 'life sentence' in the poultry industry.



Brand Logo and Icons



Plucked



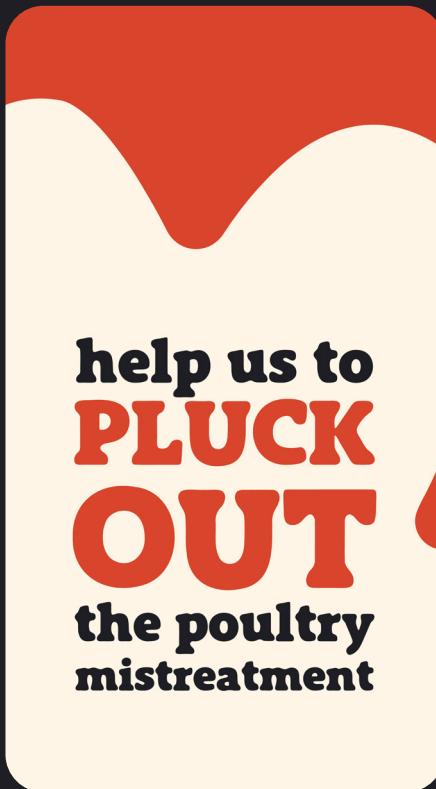
See motion folder
1_plucked_logo.mp4
2_plucked_logo_variations.mp4

Social Media Stories



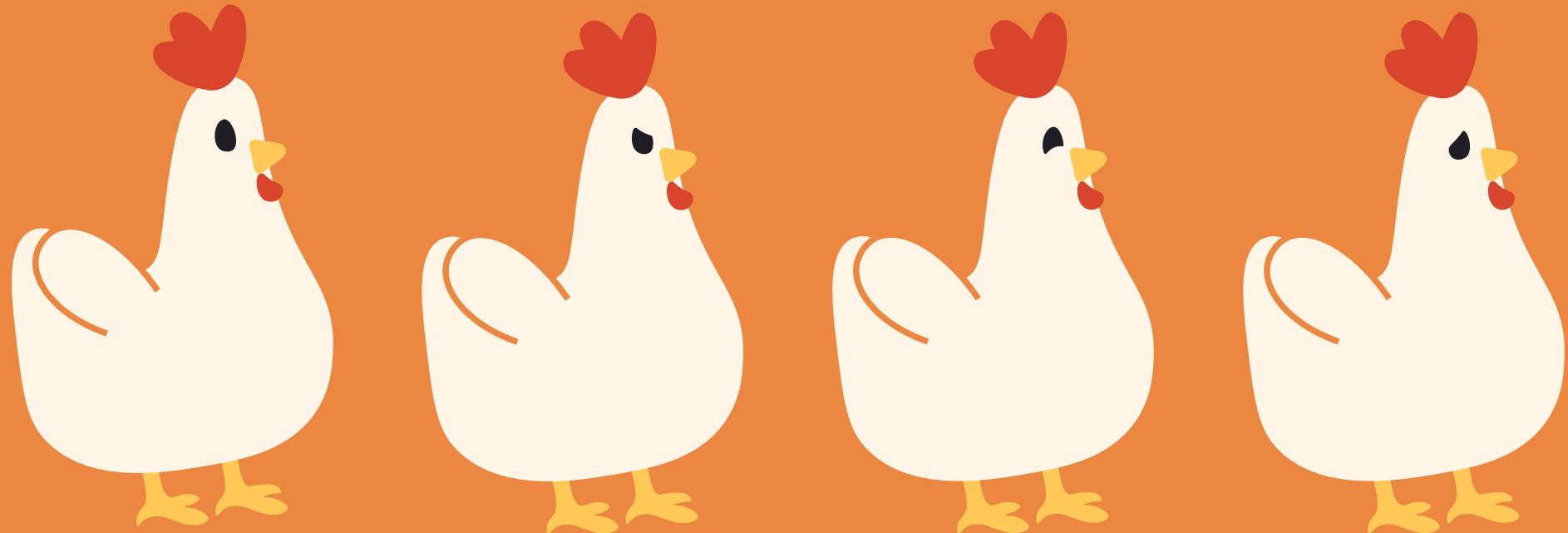
See motion folder
3_plucked_stories.mp4

Social Media Stories

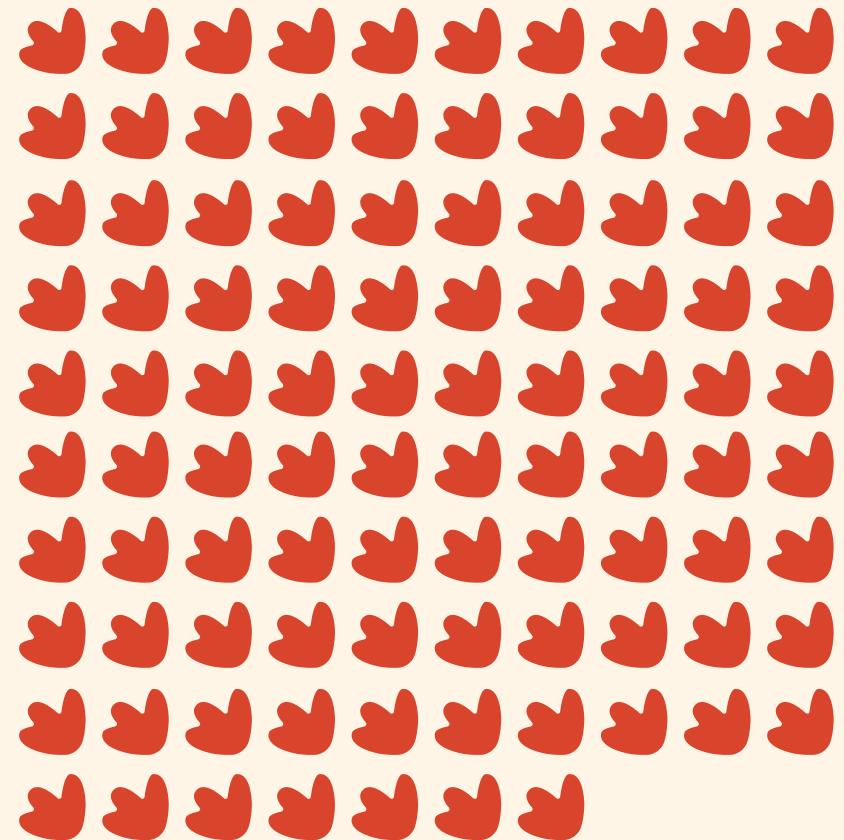


See motion folder
3_plucked_stories.mp4

Brand Mascot "Pluck"



Infographic



See motion folder
4_plucked_infographic.mp4

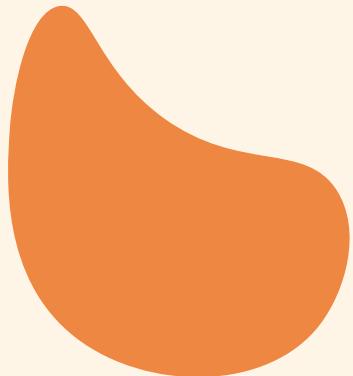
3D Version of Pluck



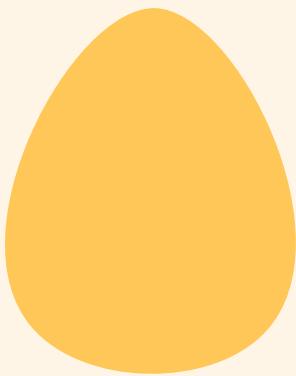
See motion folder
5_pluck_falling.mp4
6_pluck_walking.mp4

Brand Colours and Patterns

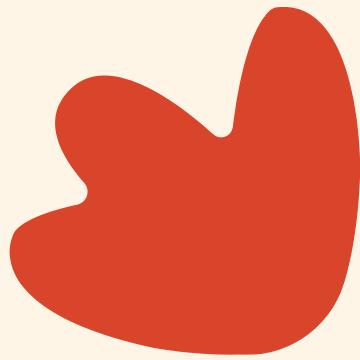
Eggshell White
#FFF5E6



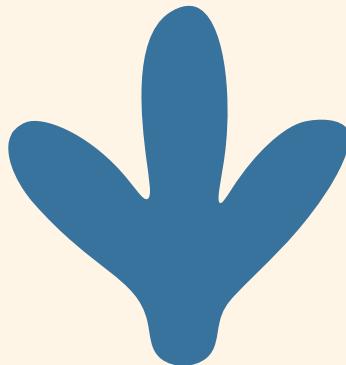
Happy Yolk Orange
#EC8742



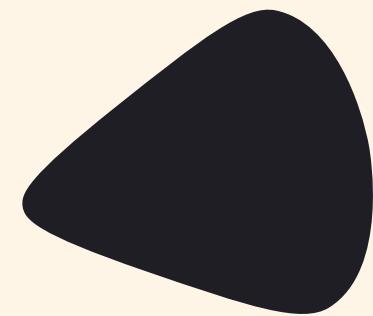
Sunshine Yellow
#FFC857



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

@ . , : ; ! ? £ # % & * + - ()

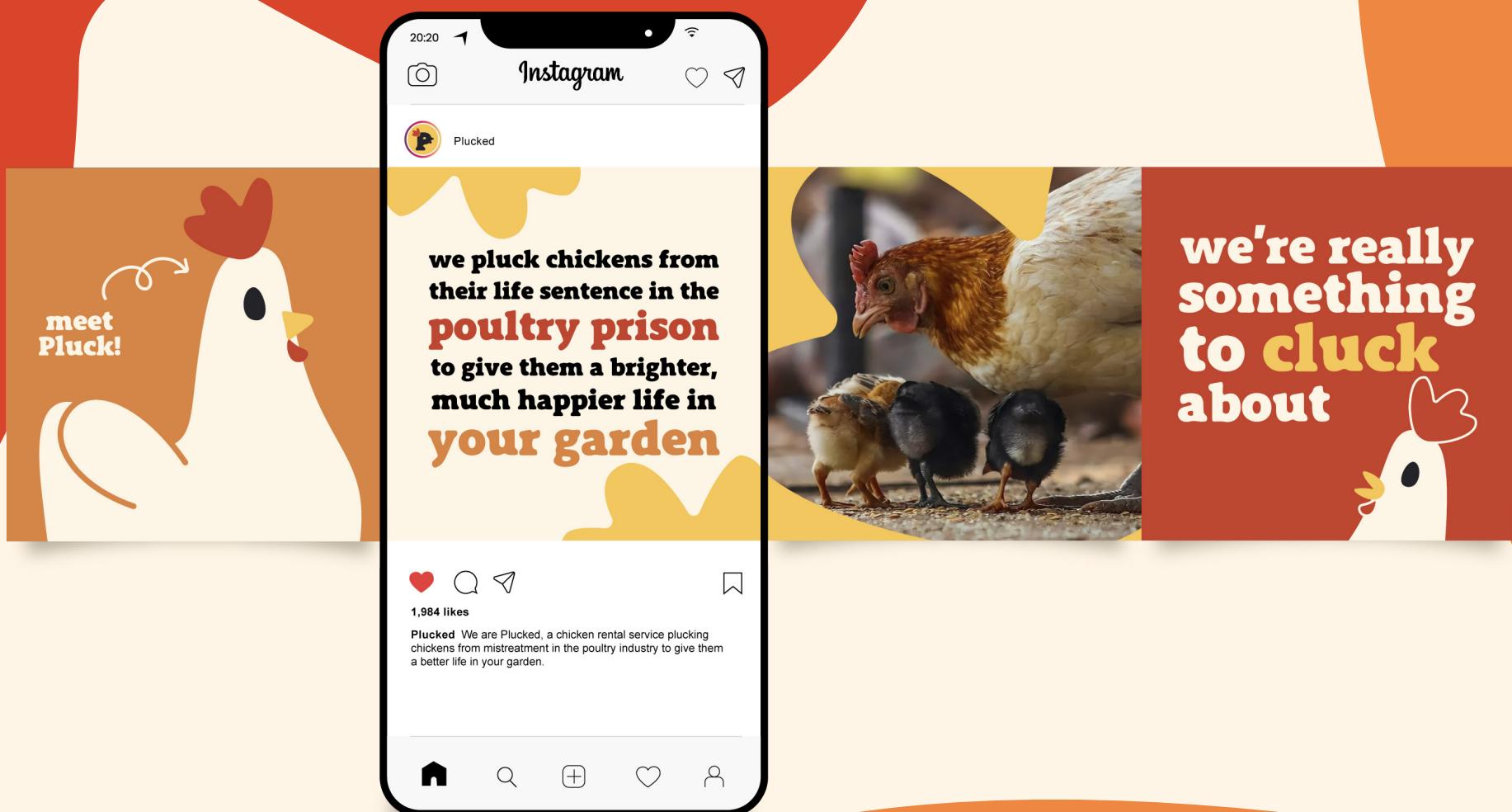
Symbols

bb dd oo pp qq

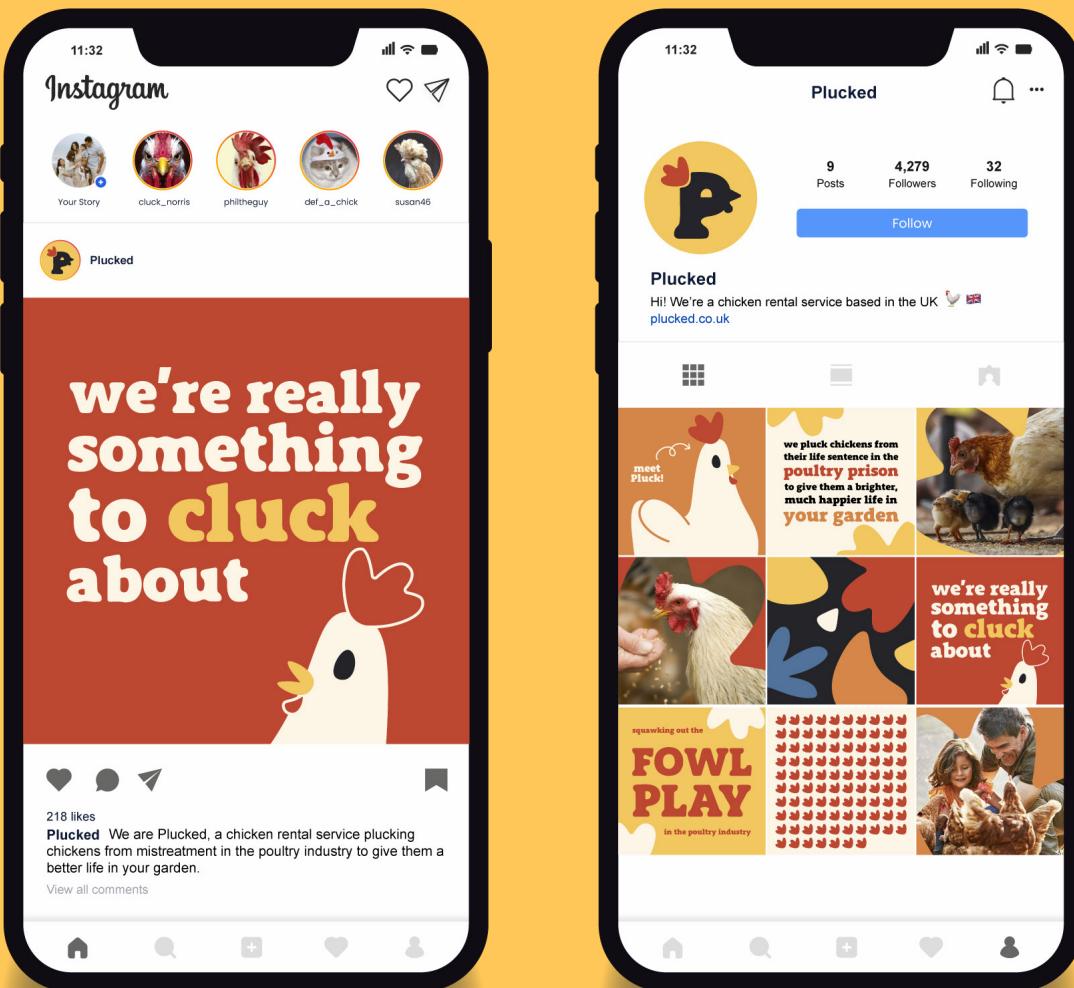
Custom glyphs

See motion folder
7_egged_typeface.mp4

Social Media Posts



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



Billboard

Plucked
from the poultry prison,
to a happy home.



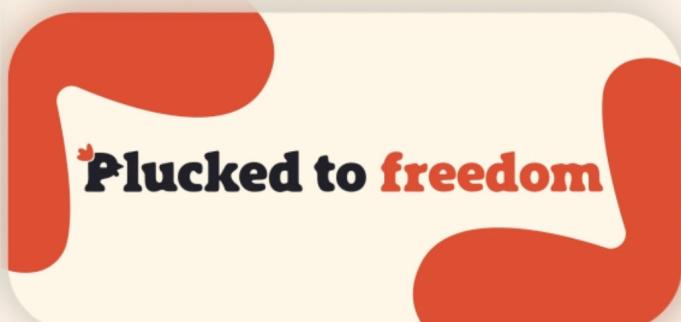
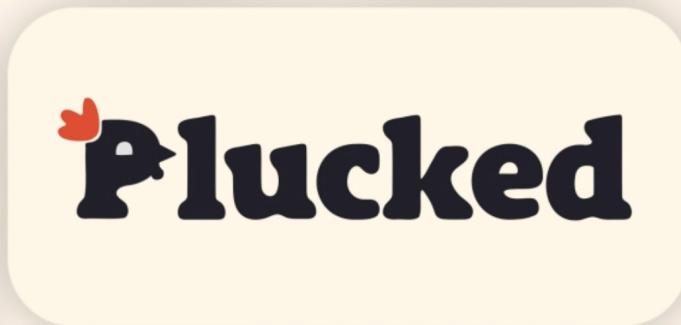
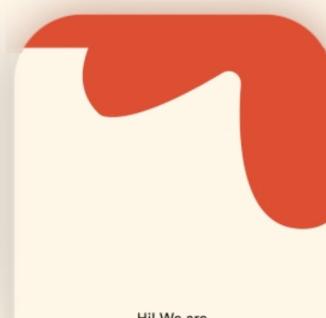
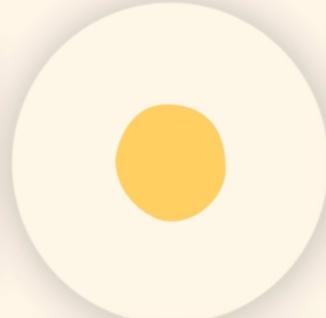
See motion folder
8_plucked_billboard.mp4

Brand Apparel

PRIMARK



Animated Brand Board



See motion folder
9_brand_board.mp4

Custom Chickens

