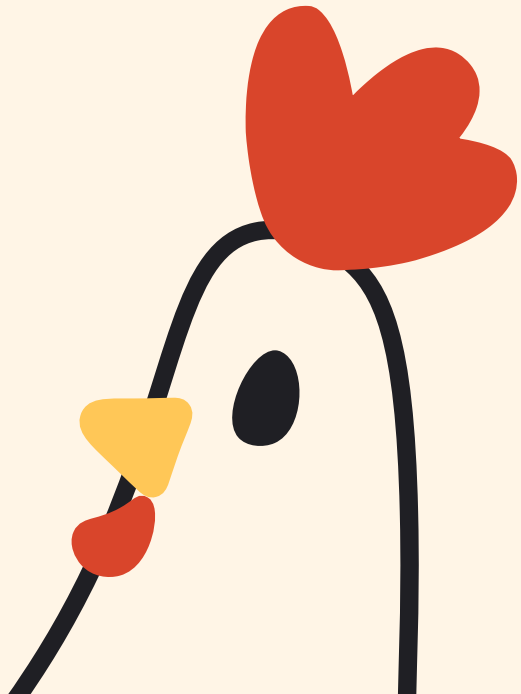
Cassie Muskett Elliot Huckett Jacob Bryant Reiss Badhasha

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.

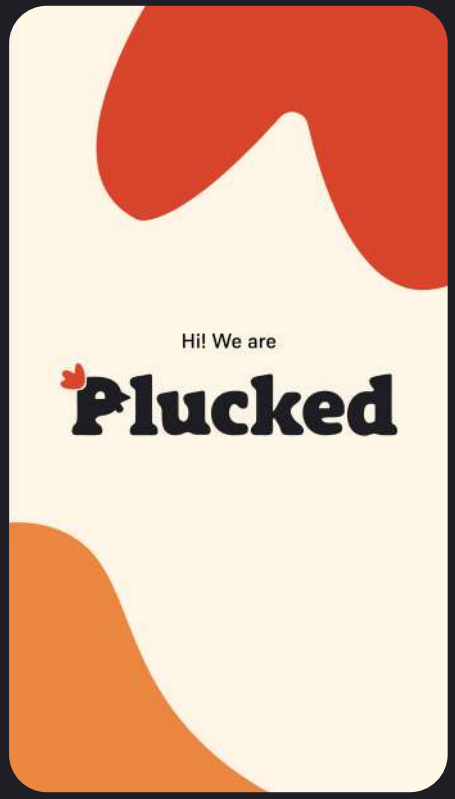


Brand Logo and Icons

See motion folder

1_plucked_logo.mp4
2_plucked_logo_variations.mp4

Social Media Stories

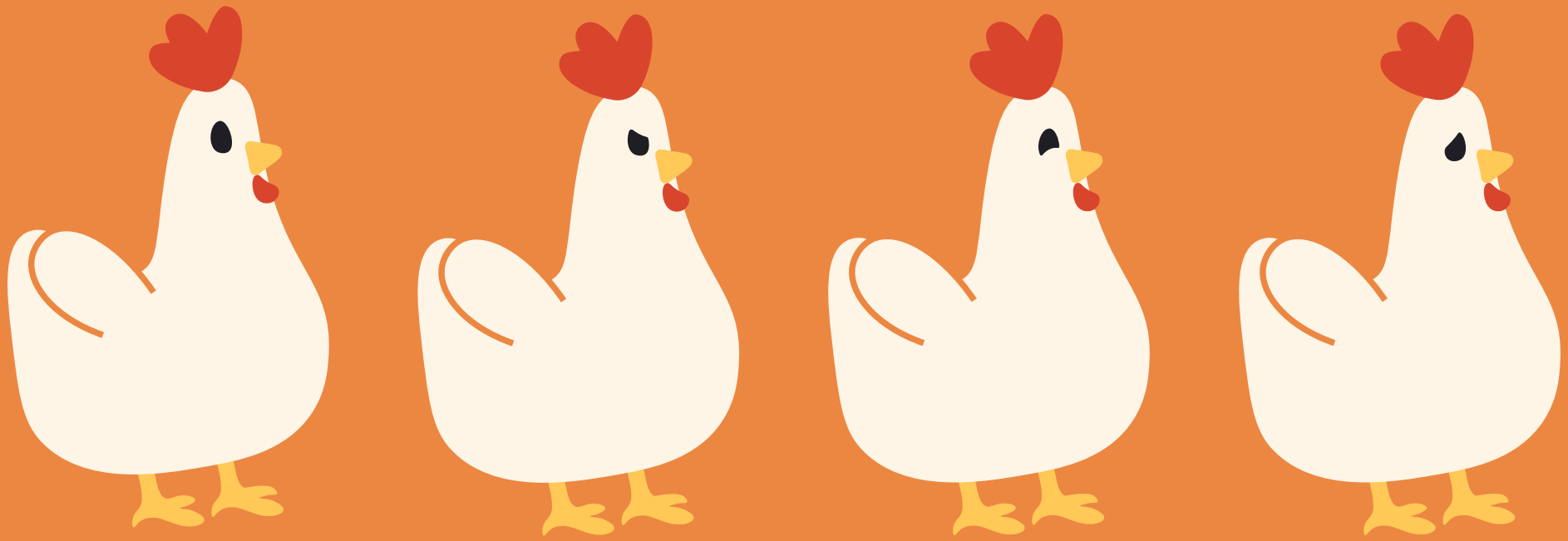


See motion folder
3_plucked_stories.mp4

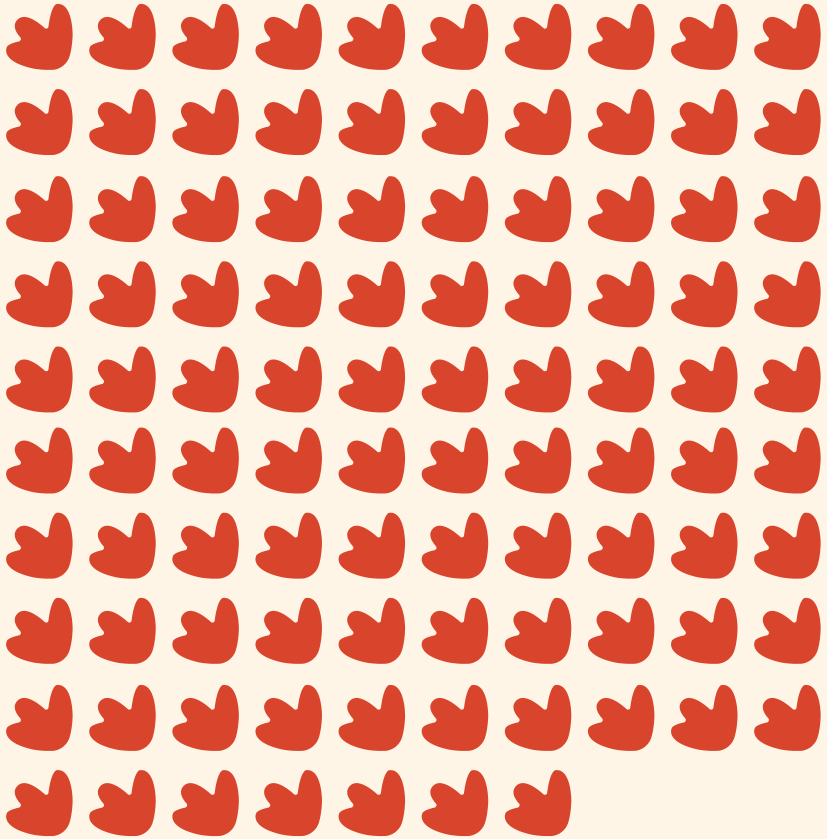
Social Media Stories

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

@ . , : ; ! ? £ # % & * + - ( )

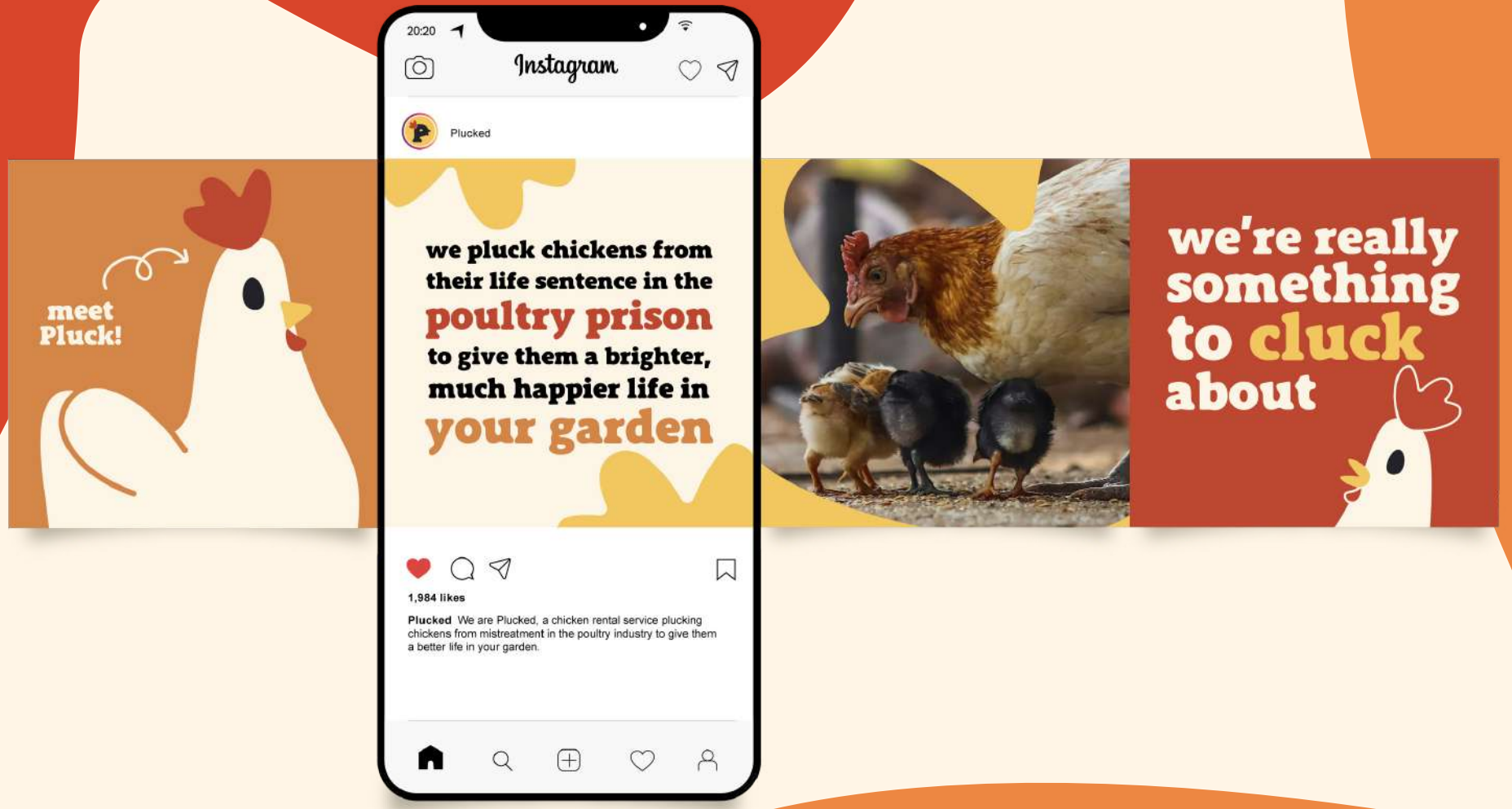
Symbols

bb dd oo pp qq

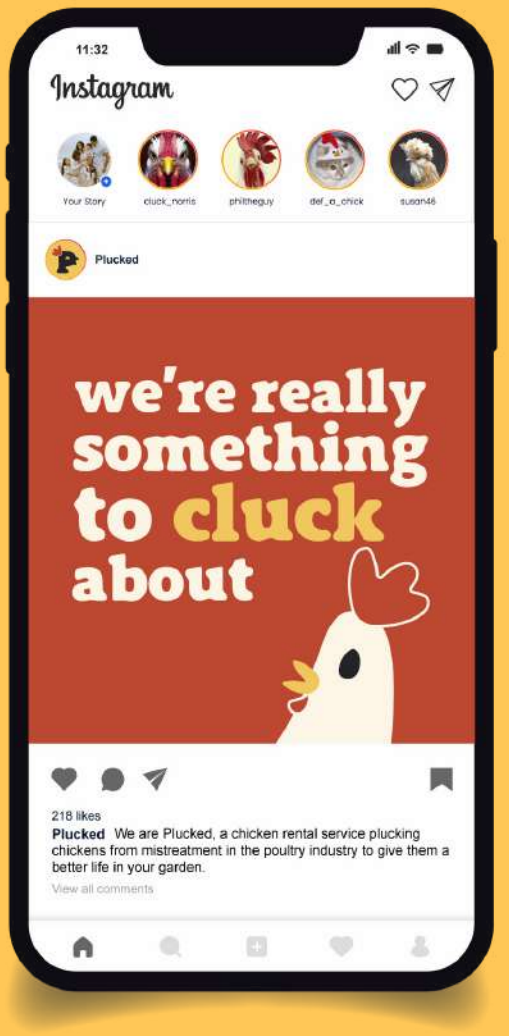
Custom glyphs

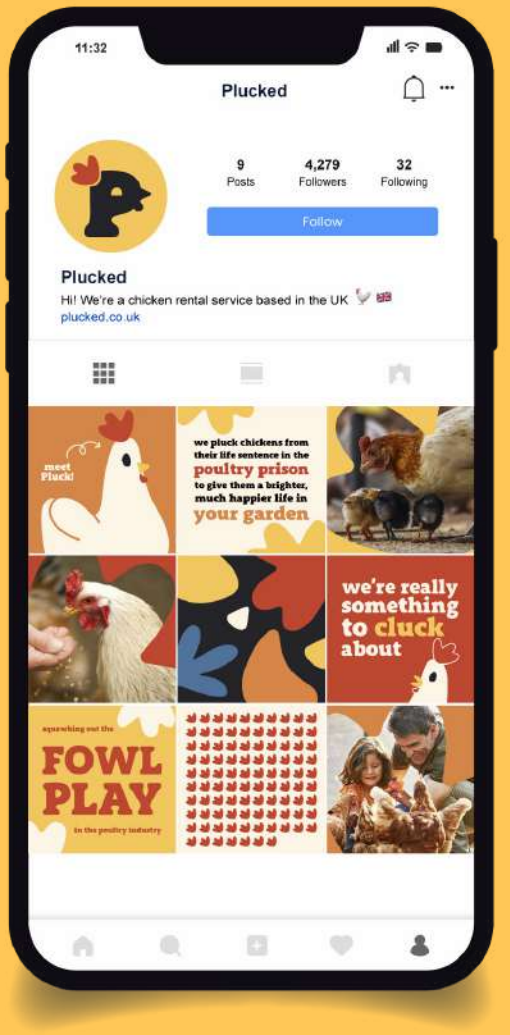
See motion folder
7_egged_typeface.mp4

Social Media Posts



Social Media Posts





Business Cards

Thank You Cards

OOH — Delivery Van

OOH — Bus Advertising

Website — Home Page

Website — About Page

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.

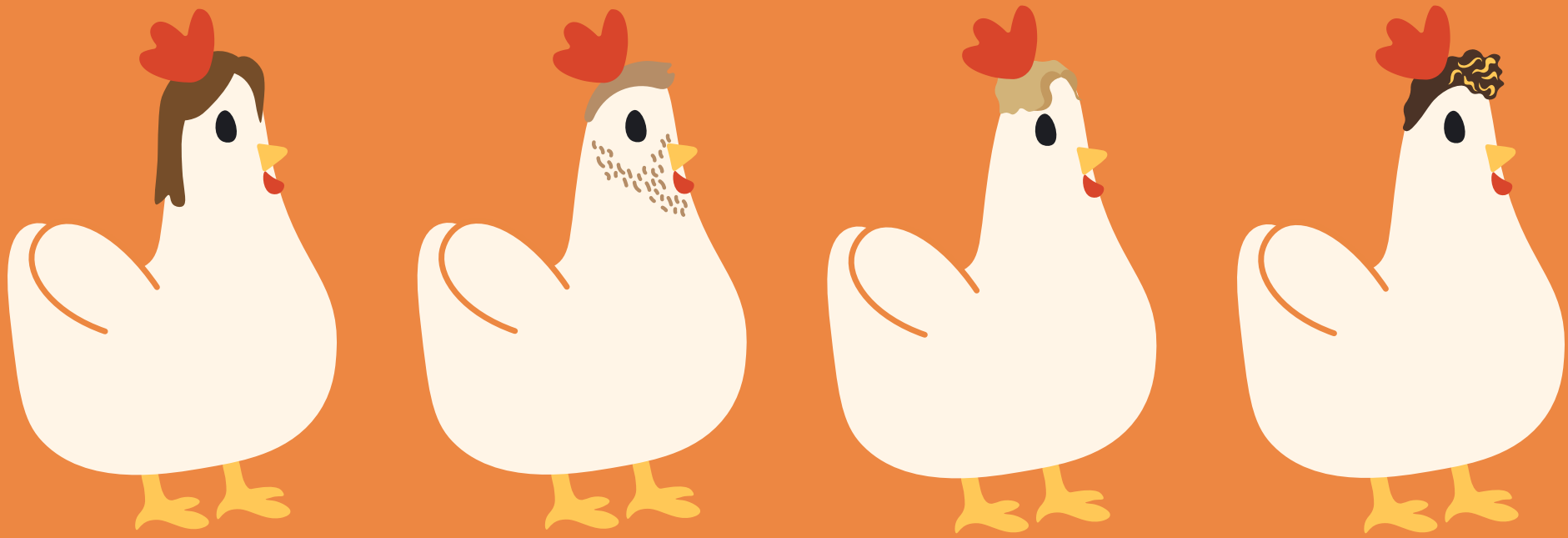
Hen-quire

Billboard

See motion folder
8_plucked_billboard.mp4

Brand Apparel

Animated Brand Board

See motion folder
9_brand_board.mp4

Custom Chickens