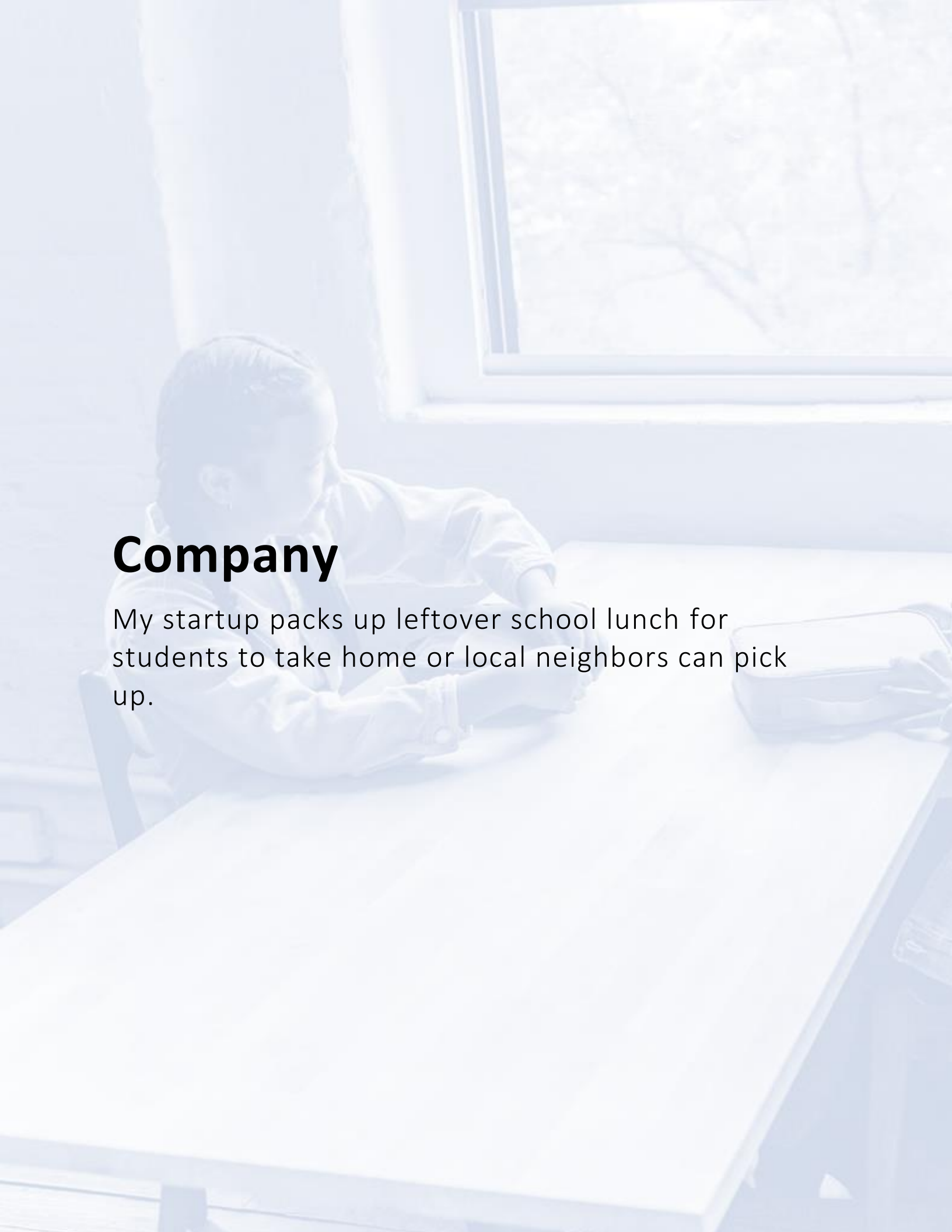
Second Food Rescue

Brand Development Guide

Table Of Contents

2. Company
3. History
4. Mind Mapping
5. Naming
6. Adjectives
7-9. Contemporary
10-12. Historically
13. Skeleton Typeface
14. Skeleton Variations Typeface
15.Variation Typeface
16-18. Final Logotype
19. Image
20-21. Mockup



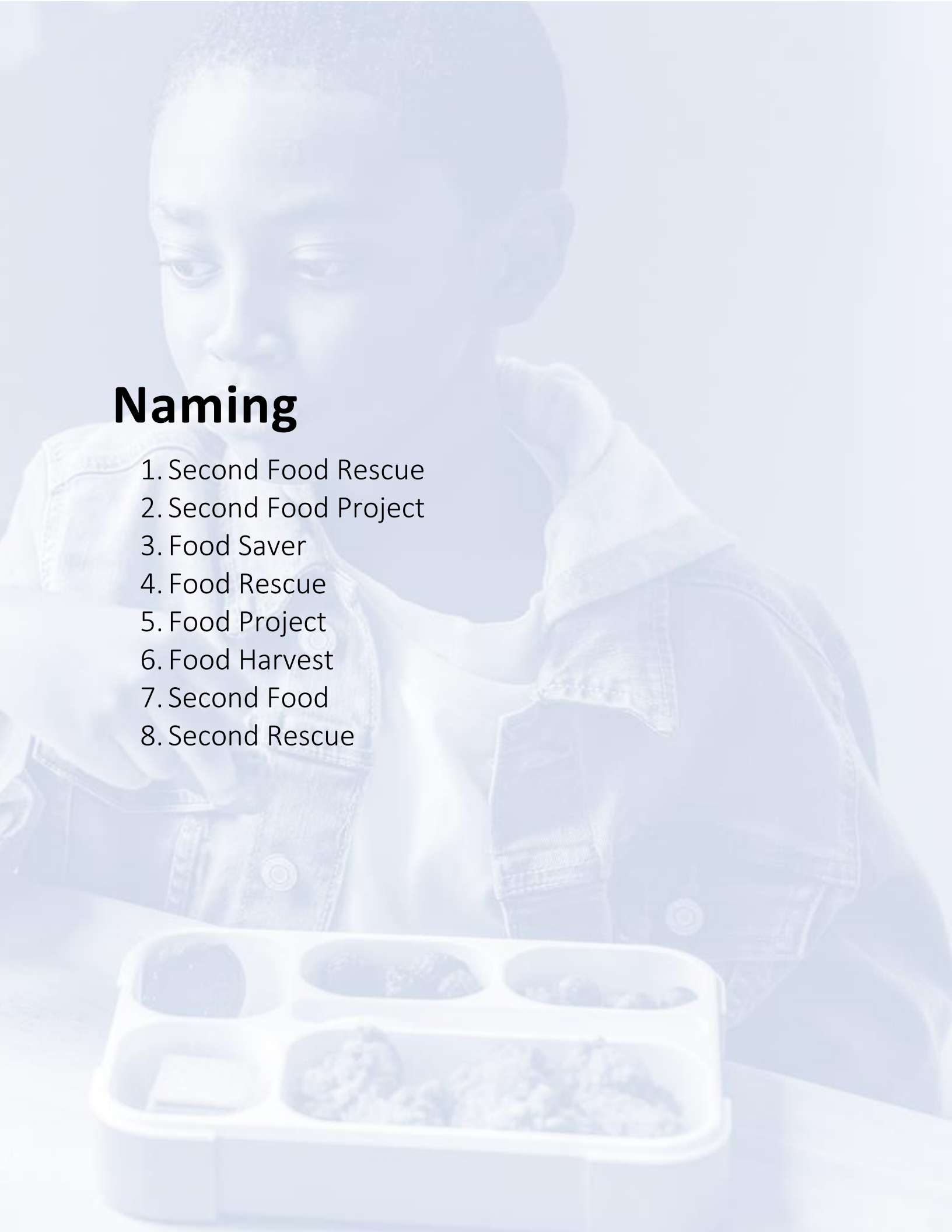
Company

My startup packs up leftover school lunch for students to take home or local neighbors can pick up.

History

In 2020, during the COVID-19 pandemic, Tonya Bryant saw a need in her community. People were losing their jobs and food was low. Being a lunch lady in her local school district, she noticed the constant food waste. Tonya knew the extra food could benefit her community. With helping in mind, she began to research and understand FDA regulations. She came up with a solution. A company that would take leftover breakfast and lunches, package them in Eco-friendly containers. They were to be kept refrigerated and distributed at the end of the school day. Given to students or picked up by anyone in the local community. Anything remaining, would be donated to the local food shelf. Also, packaging could be brought back to school to be compost for the school's garden.

Mind mapping



Naming

1. Second Food Rescue
2. Second Food Project
3. Food Saver
4. Food Rescue
5. Food Project
6. Food Harvest
7. Second Food
8. Second Rescue

Adjectives

1. Repurpose
2. Fresh
3. Healthy

Contemporary

Second Servings
Fighting Hunger. Ending Waste.

FEED IT FORWARD
CHEF JAGGER GORDON

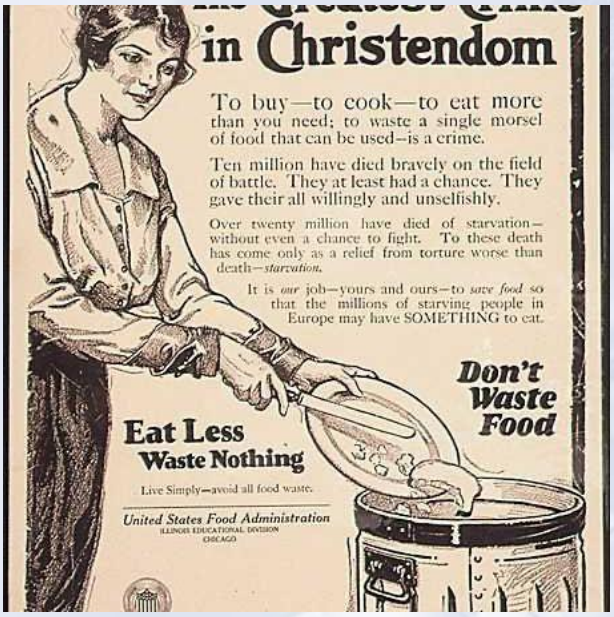
Food Recycling Solutions

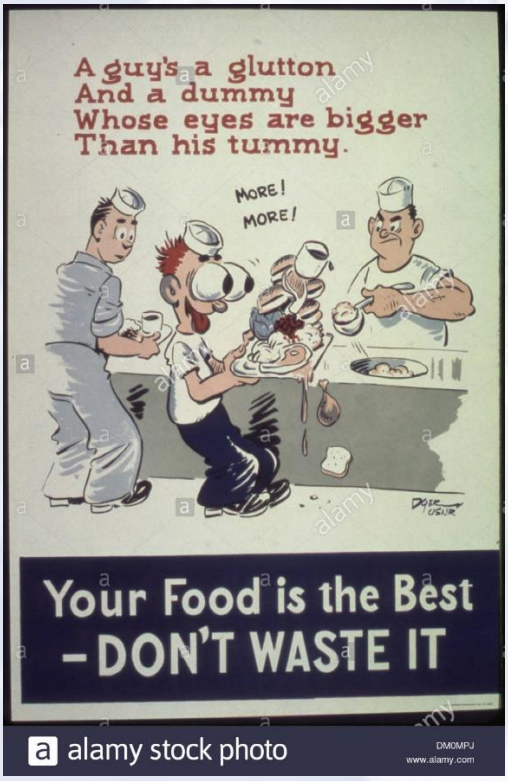
FIGHT FOOD WASTE CREW

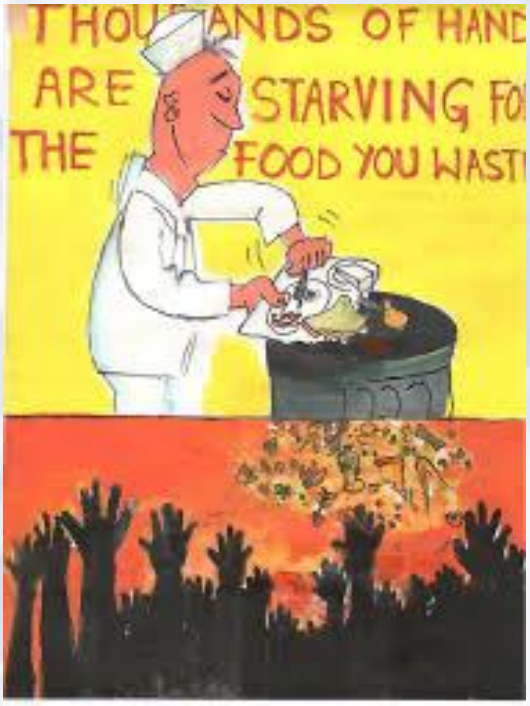
FOOD RESCUE
LOCATOR

Kroger
ZERO HUNGER ZERO WASTE
FOUNDATION

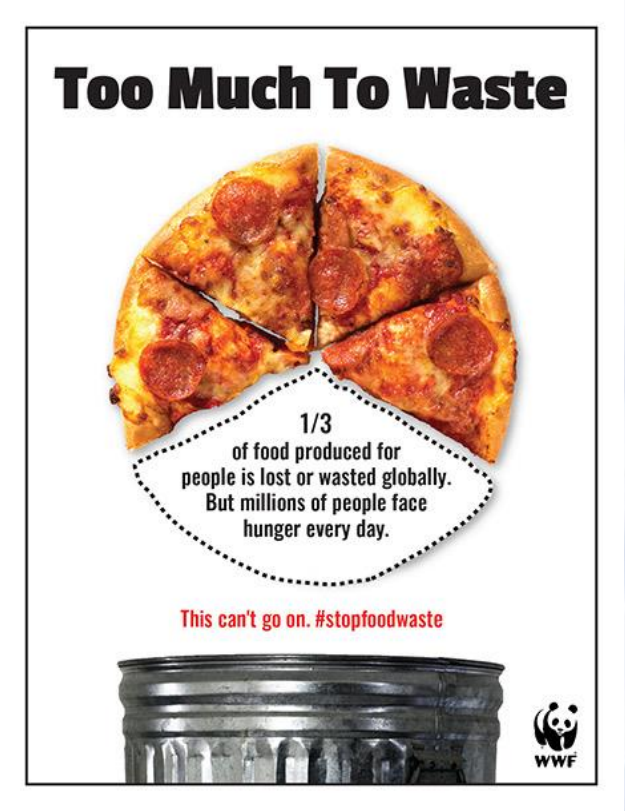
Historically



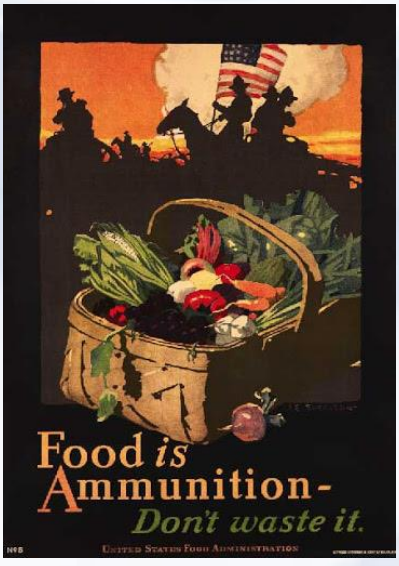




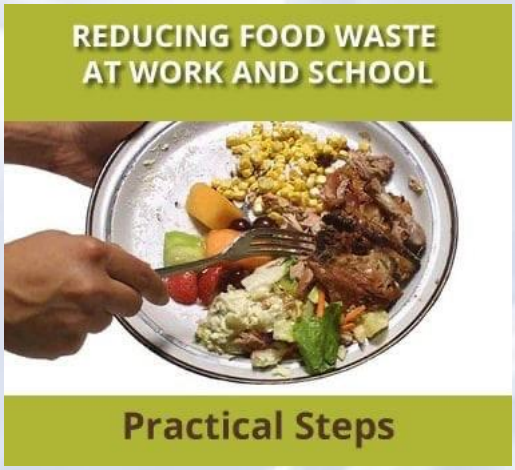
JUST EAT IT.
A food waste story

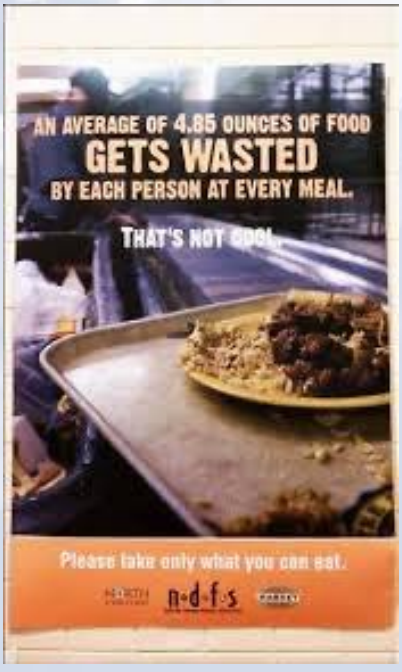

Too Much To Waste
1/3
of food produced for people is lost or wasted globally. But millions of people face hunger every day.
This can't go on. #stopfoodwaste
WWF

LICK THE PLATTER CLEAN
Don't Waste FOOD
alamy stock photo
W1G74K
www.alamy.com

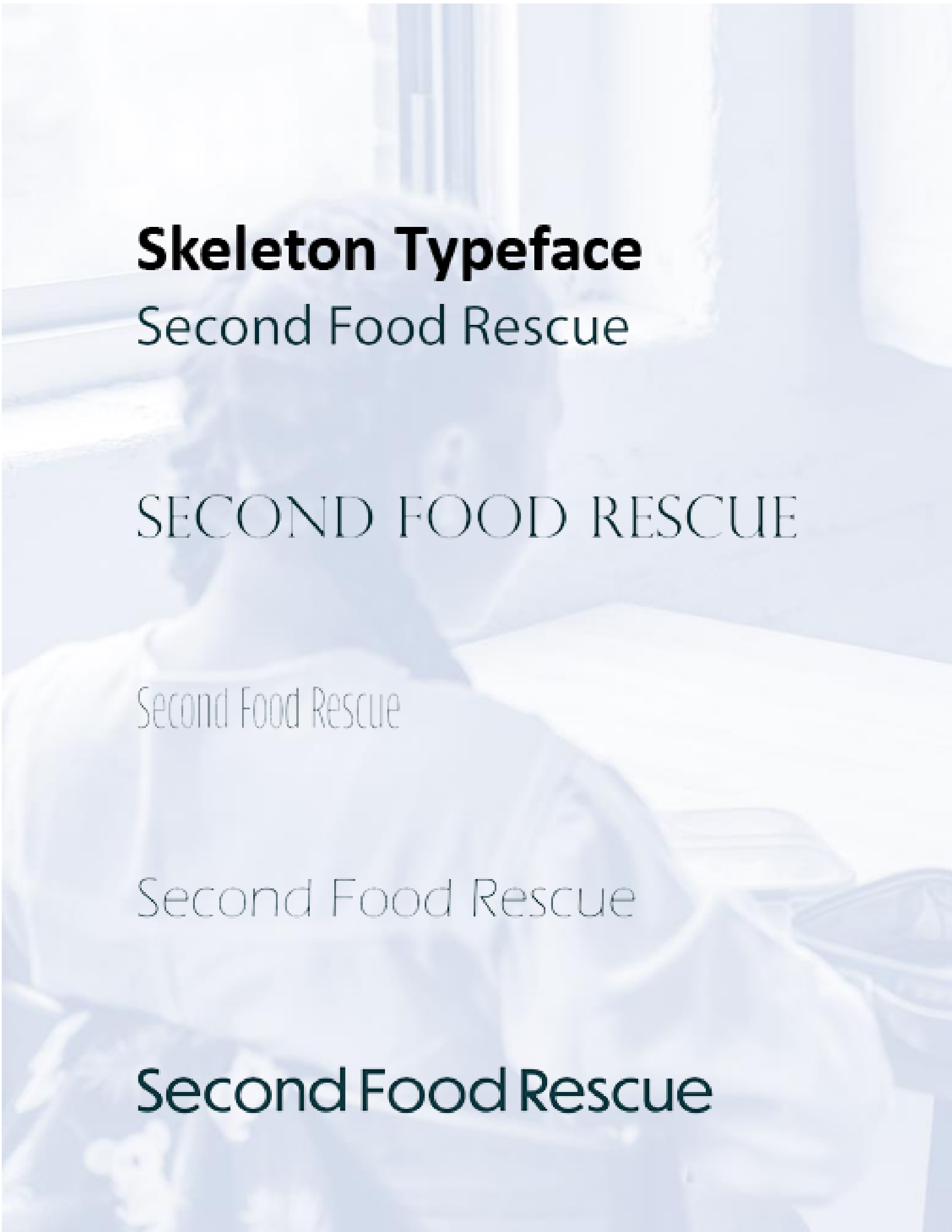

Food is Ammunition-
Don't waste it.
United States Food Administration

FOOD IS A WEAPON
DON'T WASTE IT!
BUY WISELY - COOK CAREFULLY - EAT IT ALL
FOLLOW THE NATIONAL WARTIME NUTRITION PROGRAM


REDUCING FOOD WASTE
AT WORK AND SCHOOL
Practical Steps


AN AVERAGE OF 4.85 OUNCES OF FOOD
GETS WASTED
BY EACH PERSON AT EVERY MEAL.
THAT'S NOT COOL.
Please take only what you can eat.
n·d·f·s

DON'T WASTE FOOD
More than 25,000 people
die every day of hunger



Skeleton Typeface

Second Food Rescue

SECOND FOOD RESCUE

Second Food Rescue

Second Food Rescue

Second Food Rescue

Skeleton Variations Typeface

Second Food Rescue

Second
Food Rescue

Second
Food Rescue

Second
Food Rescue

Second
Food Rescue

Variations Typeface
Second
Food Rescue
Second
Food Rescue
Second
Food Rescue
Second
Food Rescue
Second
Food Rescue
Second
Food Rescue

Final Logotype

Second Food Rescue

Color Pallette

#7fb241	#e14b4b	#8e6d53	#00b7ce

Second Food Rescue

Second Food Rescue

Second Food Rescue

Second Food Rescue

Second Food Rescue

Second Food Rescue

Second Food Rescue

Second Food Rescue

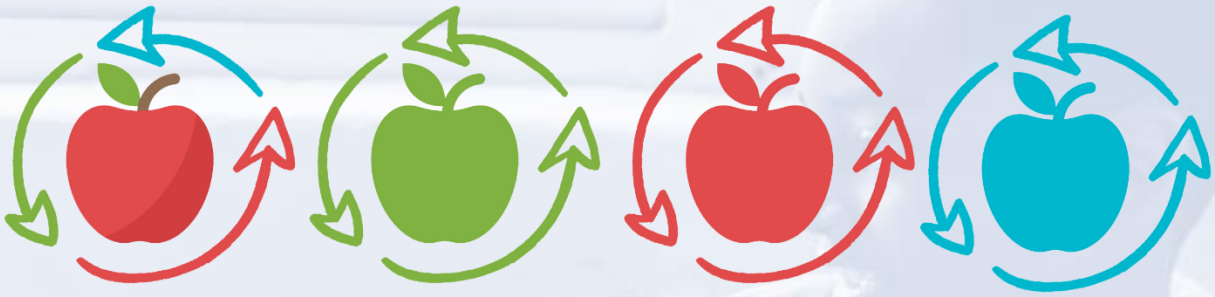
Second Food Rescue

Second Food Rescue

Second Food Rescue

Mark/Icon with “Special Ingrediant”

Added arrows in a cicular motion represnting a cycle.
Which is also used in recycling.



Secondary Text

Giving leftovers *a second chance*

Giving leftovers *a second chance*

Giving leftovers *a second chance*

Giving leftovers *a second chance*

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Second Food Rescue

Image

Mockups

Second Food Rescue

Hello ,..

DATE :
13 September 2020

TO :
Peter Raleigh Reed
CEO

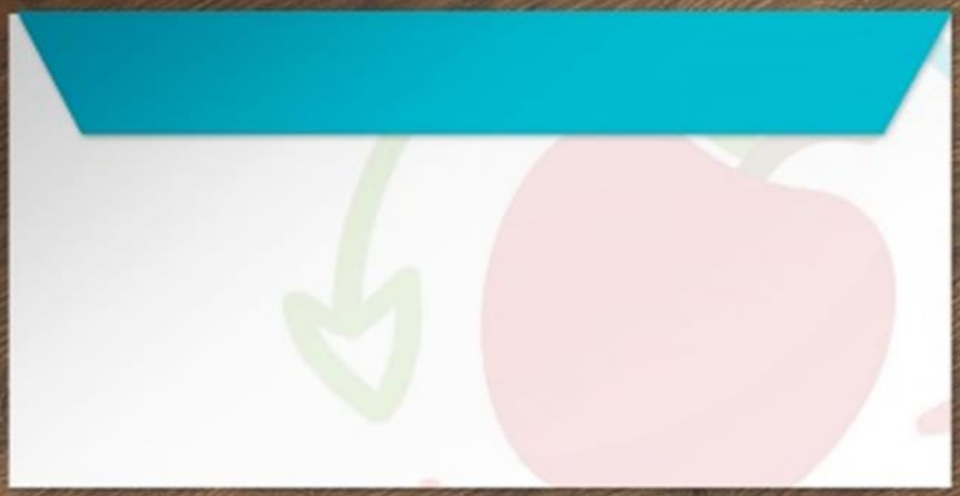
Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap.

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Best regards,

Peter Raleigh Reed



Second
Food Rescue

PETER RALEIGH REED

Second