

The mandate of this project was to rethink the branding for SecondLife and to reflect a friendlier and more urban look that is easily recognizable around town.

The new identity aims to cater and attract urban locals to rethink how they grocery shop by embracing the ugly and doing some good for mother earth.

SECOND LIFE

History

Page 1-15

Logo

Page 16-27

Colour

Page 28-31

Typography

Page 32-37

Applications

Page 38-57



HISTORY

THE HISTORY

SecondLife is a Montreal-based company which was founded in 2015. They aim to reduce food waste and to rethink groceries.

SecondLife offers "ugly" produce baskets to locals around Montreal who want affordable options to live a more environmentally friendly life. SecondLife sources the produce from farms around Montreal and from food wholesalers.

WHAT ARE UGLIES?

Uglies are fruits and vegetables that are perfectly imperfectly. Normally, these uglies are undervalued in markets and grocery stores for being "ugly", too big, too small, too ripe, or too many.

Usually thrown out for their appearance or are avoided in fields due to their funky appearance. That's where SecondLife comes in, by buying the ugly produce that are normally rejected.

REJECTED PRODUCE

Surplus



Ripe and bruised



Misshapen



IMPACT

881,266,44

Dollars saved on grocery by our customers

351,580,435

Liters of unwasted water

2,286

Tons of greenhouse gas non emitted

1,786,564

Pounds of ugly produce saved



LOGO

COLORED LOGO

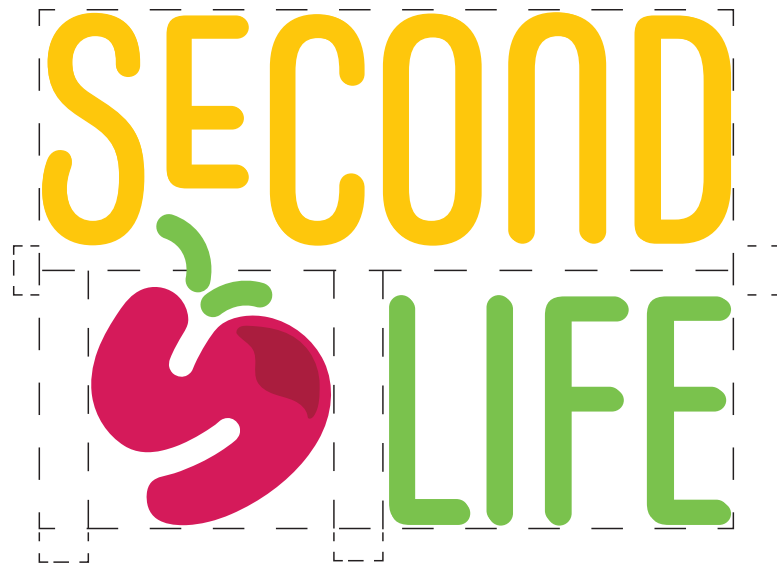


B&W LOGO

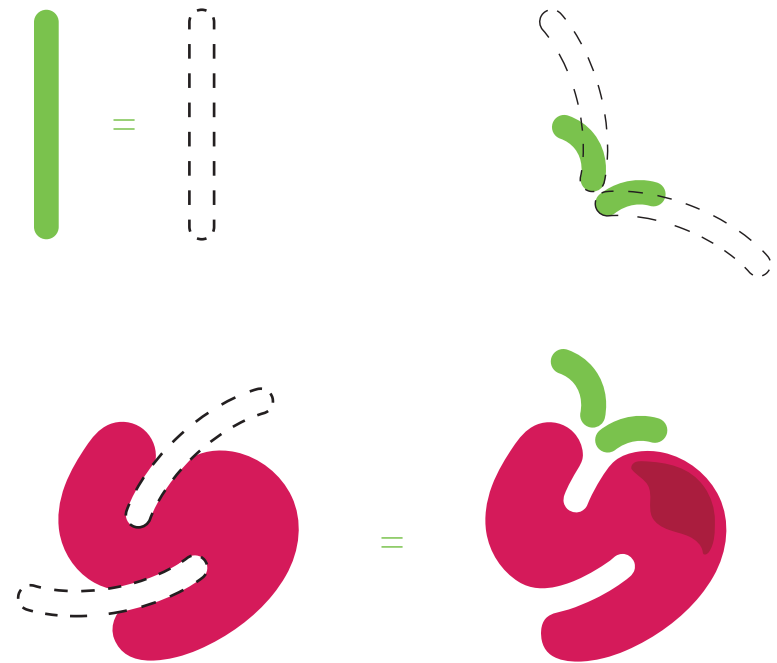
SECOND
LIFE

SECOND
LIFE

STRUCTURE



The logo does not follow a strict grid as it is not based on symmetry. Although, it requires space equal spacing around the type and icon to allow some breathing room.



Keep the icon the same proportion for consistency, even when using the symbol as a pattern.

USAGE

The logo is displayed in a vertical arrangement. The word "SECOND" is in a bold, rounded, yellow sans-serif font. Below it, the word "LIFE" is in a bold, rounded, green sans-serif font. The two words are centered relative to each other.

You can even extract the symbol to keep the type alone. Although it is important to not forget to include the icon as a pattern or as a visual element somewhere in the application.

The logo is displayed in a horizontal arrangement. The word "SECOND" is in a bold, rounded, yellow sans-serif font, and the word "LIFE" is in a bold, rounded, green sans-serif font. They are joined together on a single line.

In a horizontal setting, you can use the logo on a single line.

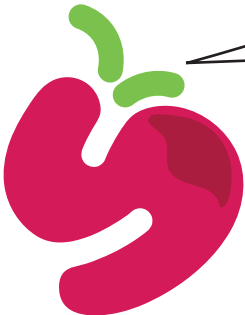
GRAPHIC DEVICES

In some cases, use the symbol as a pattern. Excluding the details of the symbol will establish that this is a visual element and not a substitute for the logo.

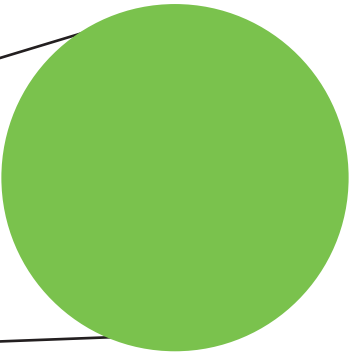


COLOUR

USE THESE
COLOURS

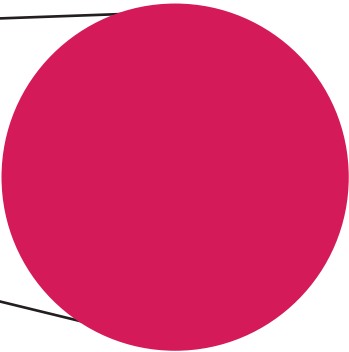


SECOND
LIFE



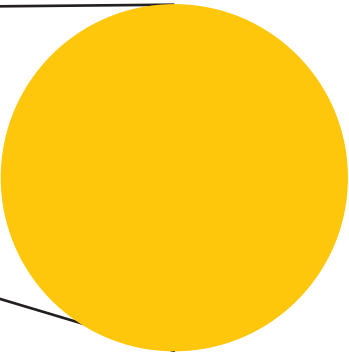
Pantone
7488 C

This green/yellow brings
some freshness



Pantone
RUBINE RED C

This bright ruby relates to berries
and beets and represent both
categories of produce



Pantone
7548 C

This yellow brings a warm and
friendly tone to lift up the green

These colours bring in a fresh and friendly vibe
that is versatile and appealing



TYP- GRAPHY

WE DON'T
JUDGE IF
YOU'RE
UGLY

Carlmark Bold

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 1 2 3 4 5 6 7 8 9 0 ? ! / < >



USE THIS
TYPEFACE

SECOND LIFE

Carlmark Bold



This typeface was chosen for its lanky height that is clean and easy to read. All produce comes from roots, where they grow and become the fruit and vegetables that nourish our bodies. The roots symbolize new life and in this case, a second life.



APPLI- CATIONS

SECOND
LIFE

SECOND
LIFE



Second Life
805 Rue Rachel East
Montreal QC H2J 2H7

(438) 934-0709 x 2653
www.second-life.ca





SECOND LIFE

Get ugly produce baskets
delivered straight to your door!
order at www.secondlife.ca









Get a basket of uglies.

Get one free basket
when you order 5, on us!

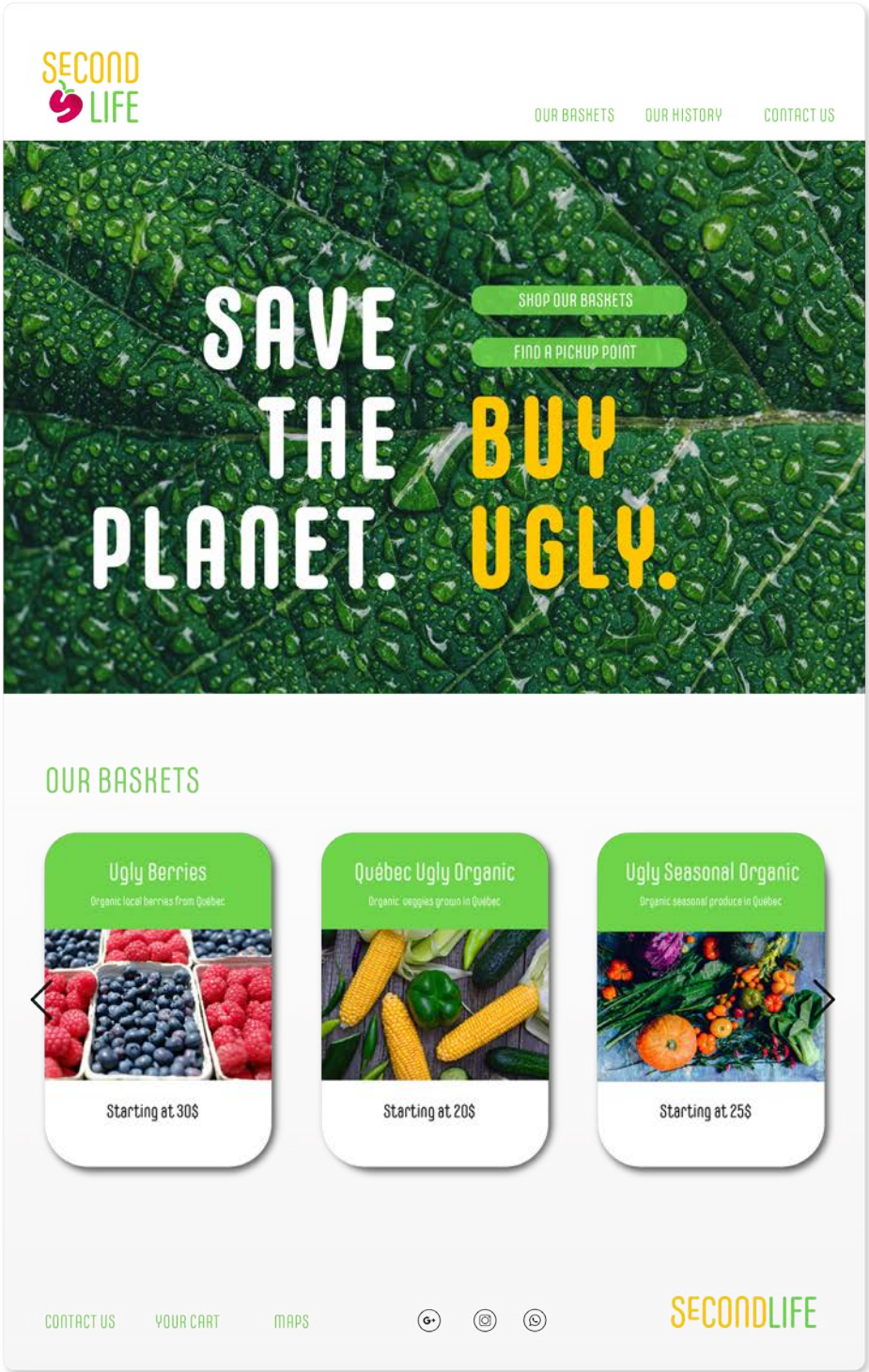


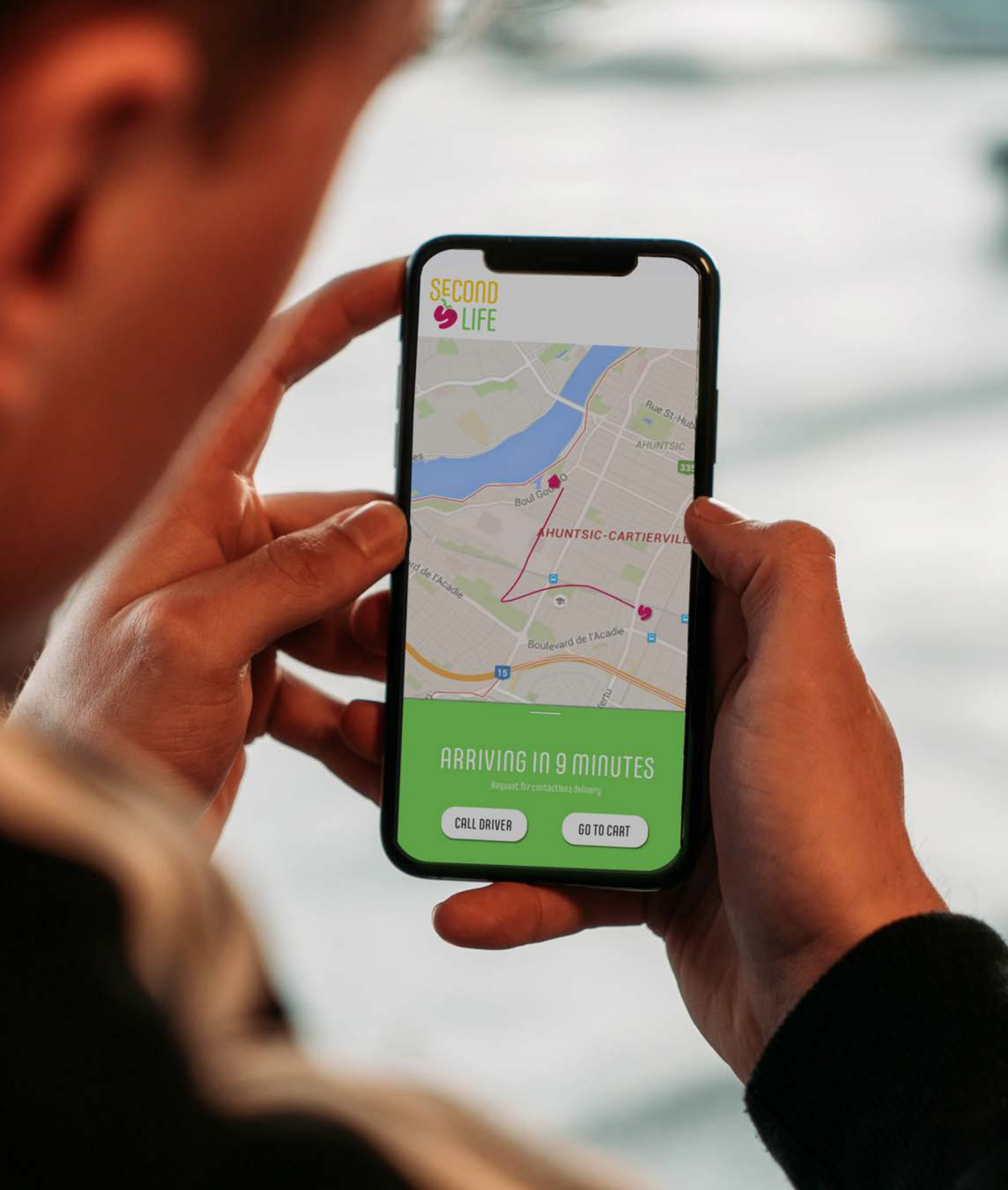
(438) 934-0709
www.second-life.ca



Get your card stamped at the door
every time you receive a delivery









**SAVE
THE
PLANET.**

**BUY
UGLY.**