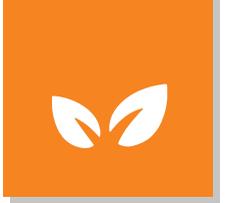


FRESH AID



BRANDING // CONCEPT DEVELOPMENT

APP DESIGN // ILLUSTRATION // ADVERTISEMENT // WEB
MOTION GRAPHICS // SOCIAL MEDIA // PRINT

PROJECT OVERVIEW

Every year approximately 1.3 billion tons of food gets thrown in the trash, that's almost 40 percent of all the food produced in the entire world. Over 97 percent of this food ends up in landfills. These facts show that the problem of world hunger isn't that we don't have enough food, it's that the food isn't getting to where it needs to go. This is the problem that FreshAid solves.

FreshAid is a non-profit charitable organization that focuses on the problem of food security within communities, by getting fresh and nutritious food out of landfills and into the hands of people who need it. It allows people to donate fresh food at the click of a button. The organization provides "pick-up" vehicles to those who have requested one using the FreshAid mobile app, and directly delivers the donations to where the food is needed most within the community, like the local homeless shelter or soup kitchen. The fresh food has much more nutritional value to those struggling with food security than the non-perishable and canned items from food banks.

PROJECT OBJECTIVES

FreshAid's objective is to bring awareness to the problem of hunger within local communities, and provide a solution to this problem. Having an eco-friendly practice is equally as important as the problem of hunger security, and both should be shown as primary concerns. The design objectives for this project were to design a brand that is friendly, trustworthy, and approachable. To design a mobile application that is quick, easy, and simple to use and navigate. To create awareness of the organization using a variety of collateral including advertisement campaigns, social media campaigns, motion graphics promotion, and web and print design.

TARGET AUDIENCE

The target audience for this project were those that are looking for a way to donate the fresh food they have and won't use to their community, but don't have the time or resources to make sure their donation gets to the right place. The target audience is concerned about the hunger problem in their communities and don't want their food waste to end up in landfills.

DESIGN CHALLENGE

The challenges for this project were designing a brand that appeals to such a wide target demographic, conveying the message of what the service is that FreshAid provides, and designing an application that people of all technical abilities can use and navigate.

DESIGN SOLUTION

Using a monochromatic, fresh, and vibrant colour scheme, and a friendly, simple sans-serif typeface, allowed the branding to be approachable, trustworthy, and welcoming. The application of the branding to all other collateral created a consistent feel throughout all mediums.

 WINNER OF RGD SOCIAL GOOD
2018 NATIONAL DESIGN AWARD

 WINNER OF GEORGES HAROUTIUN
2017 APPLIED ARTS MAGAZINE
NATIONAL DESIGN AWARD