EVOLVE OR DIE



Logo Stamp

Hand stamp - give it a human feel and adds locallity for the cooprative farms. Shaped as an egg.





Local Logo Stamps

Constant EGGFAA

SQ

THE

VDERSO

SIS W



Feedback

Using the smile in the logo, to allow our members to rate and give feedback on their eggs.



POSITIVE FEEDBACK



NEGATIVE FEEDBACK

Language / Typeface

BLOCK BERTHOLD HEAVY

BLOCK BERTHOLD REGULAR



Colours & Texture

Using the colour from existing egg boxes.









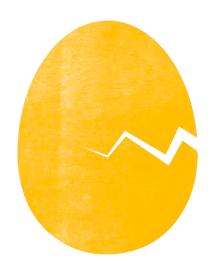


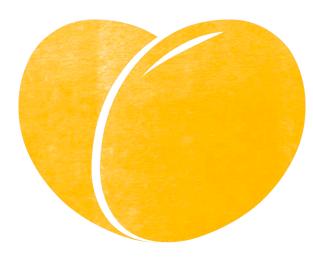
Colours & Texture

Using the colour from existing egg boxes.



Iconography





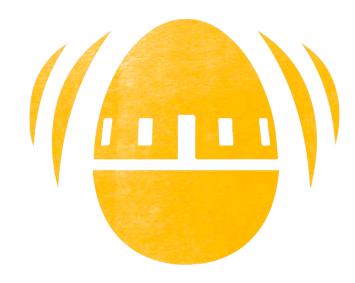
SORRY THERE WAS A PROBLEM LOVE EGGS



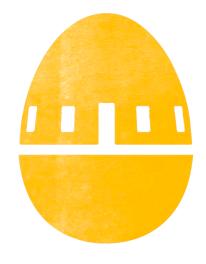


SEARCH

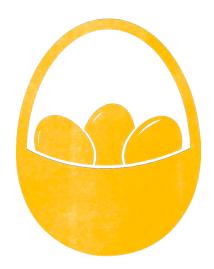
EGGSPRESS DELIVERY



ORDER PLACED



LOADING



COLLECTING EGGS



YOUR COOP

Manifesto

Our coops values, fresh eggs, from local farms with hens that are treated with care & respect.



OUR ORGANIC EGGS ARE COLLECTED DAILY SO YOUR EGGS ARE DELIVERED TO YOU IN A FEW HOURS OF BEING LAID.

• LOCAL EGGS

OUR LOCAL EGG FARMS ARE WITHIN 5 MILE RADIUS OF YOUR HOME, WE ALSO DON'T SUPPLY SUPERMARKETS. WE KNOW EGGSACTLY WHERE OUR EGGS COME FROM.

• WELL TREATED HENS

OUR HENS ARE TREATED WITH CARE & RESPECT WITH LOTS OF SPACE TO ROAM IN THE FRESH COUNTRYSIDE AIR. HEALTHY HENS MEAN BETTER QUALITY EGGS.



FRESH EGGS

×.

COOP

Process

Vans collect the fresh eggs from the local farms. Delivered straight to your door, or to a locker. Boxes are then collected then recycled for reuse.



FRESHLY LAID ORGANIC EGGS ARE HAND COLLECTED BY THE FARMER AT THE CRACK OF DAWN.

OUR VAN THEN COLLECTS THE EGGS FROM THE FROM THE FARMER.



VAN COLLECTS EMPTY EGG BOXES AND DELIVERED BACK TO THE FARM



THEN WE DELIVER THE EGGS BEFORE NOON TO YOUR DOOR.

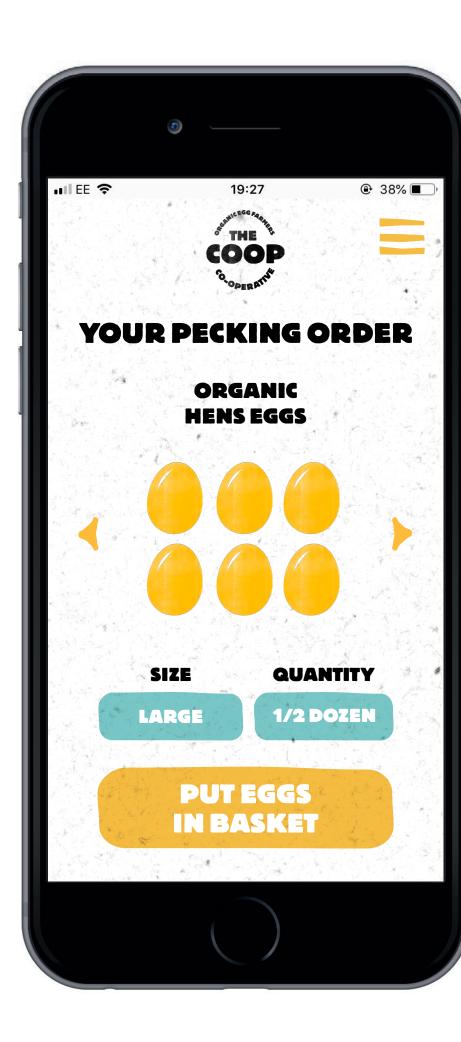
OR TO A LOCKER IF YOU'RE NOT OR WOULD LIKE TO COLLECT.

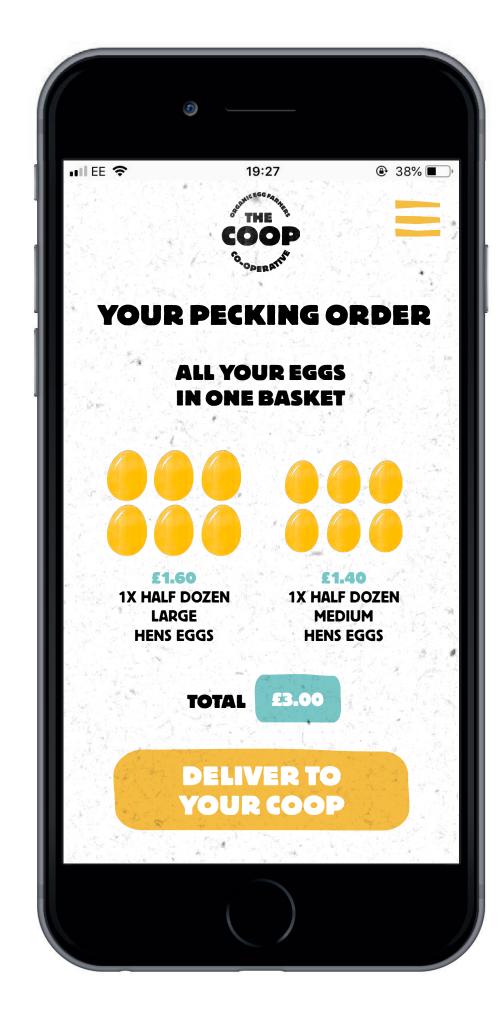




Pecking Order

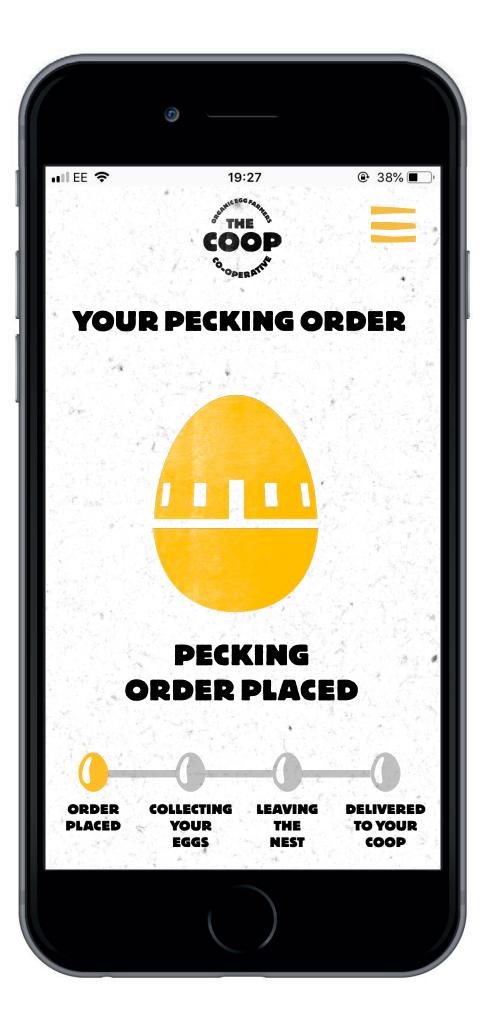
The process of ordering your eggs.



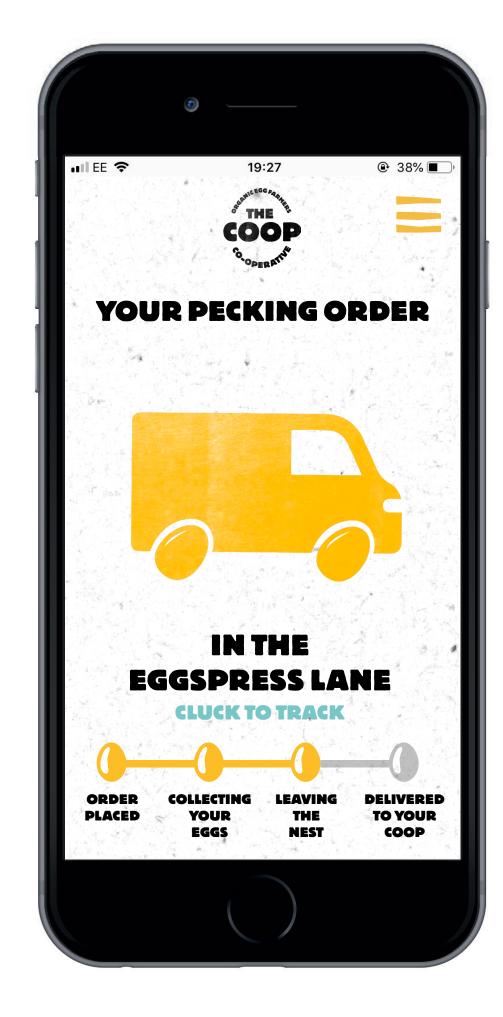


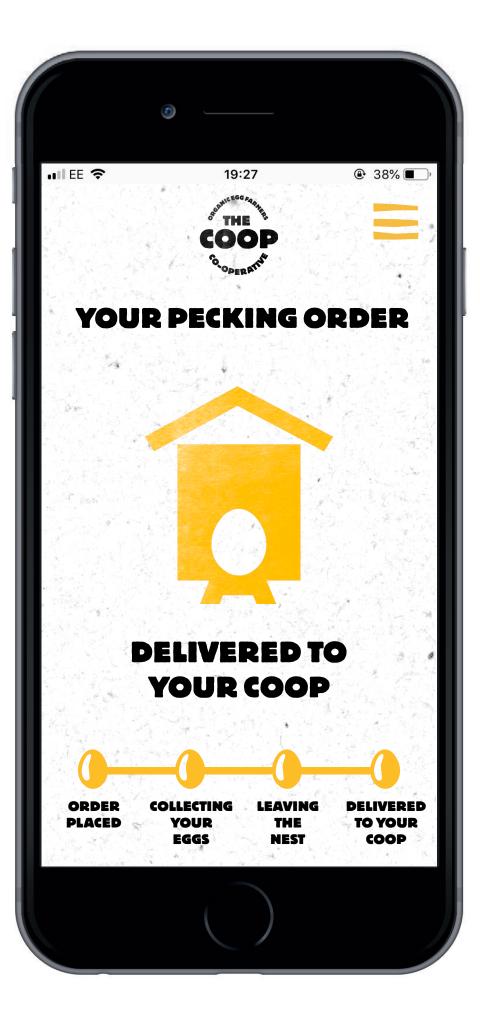
Pecking Order

The process of your eggs journey.



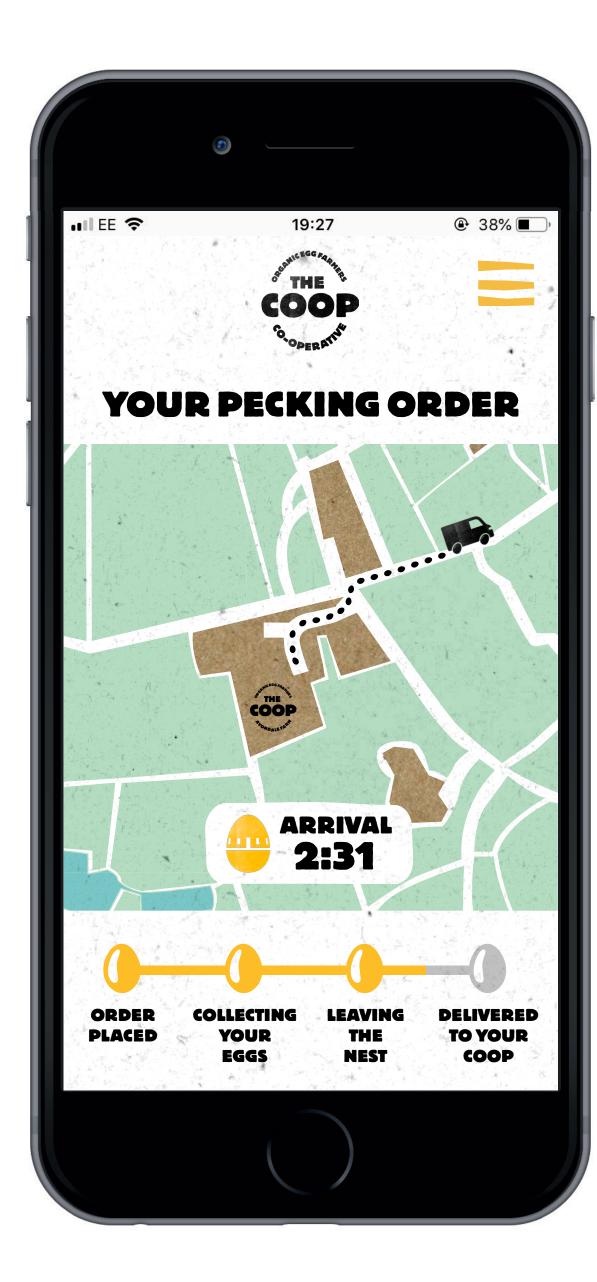






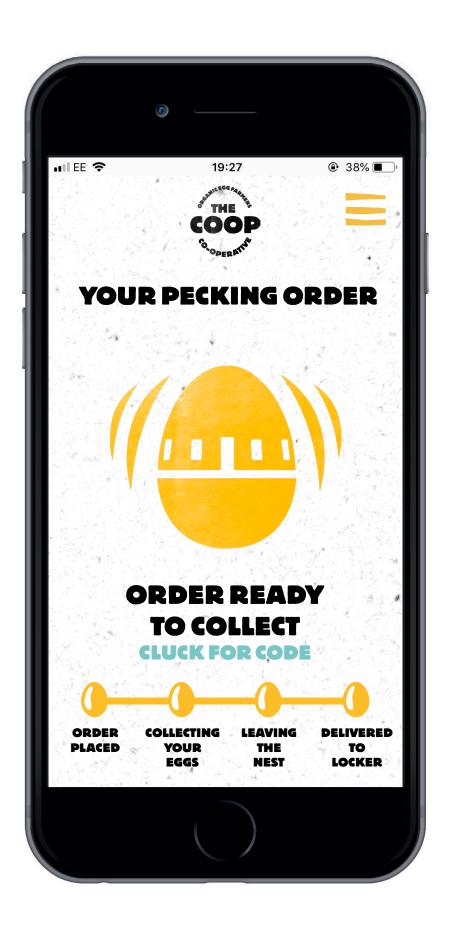
Pecking Order

Track your eggs coming from the farm to your door.



Coop Egg Lockers

You can get your eggs delivered to a local locker or If you're not home your eggs will get put into a locker for you to collect. Scan your QR Code to open the locker.







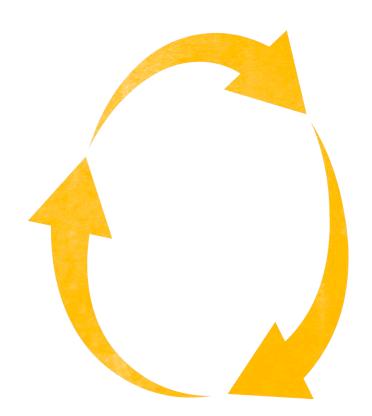
Egg boxes

Egg boxes are stamped by the local farms, so you know where your eggs have come from.



Egg box recycling

Egg boxes can be recycled, by going to your local locker or by handing the old egg box back to the delivery man. These boxes can be reused.

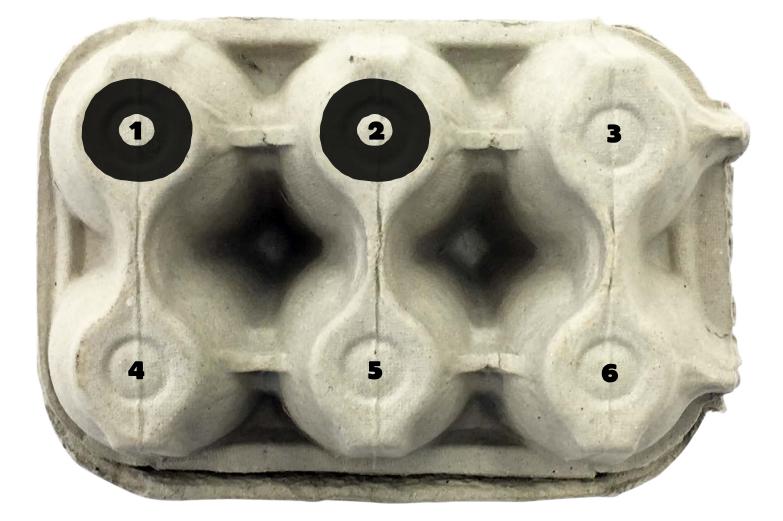




Loyalty cards/boxes

By recycling your old egg box, you will recive a stamp for every recycled box.





LOYALTY CARD LIKE THIS?

Outer packaging

All your eggs in one basket. Aswell as carrying your eggs, it doubles up as a recipe book, with new recipes every week.



Outer packaging inside

Also comes with a sign to notify the delivery person to leave on your door step





INGREDIENTS 2 LARGE COOP EGGS 1 WHOLEMEAL BREAD SLICE SMALL PIECE OF SOFTENED BUTTER, FOR SPREADI

HULFRILZ SHALL SAUCEENN WITH WITER PUT ON THE HOR OVER A HEDRUM HIRT AND BRING TO THE BOLL ONCE BUING, GENTUR JONER GIVEN YOU ALL ADVERY JOHT BOLLED EGG WITH A BUINKY YOLK, WHICH IS PERSTET FOO DEPRIMG YOUR TOAST SOLDERES HON. IF YOU WANT THE YOLK TO BE SUCHTLY FIRMER, BOIL THE EGG FOR 5 MINUTES.

POP THE BREAD INTO THE TOASTER AND TOAST UNTIL GOLDEN BROWN, PUT IT ON A GHOPING BOARD AND SPEELD IT WITH BUTTER. THEN CUT IT INTO LONG STRIPS TO IP NOT THE EGGL ENDER HE EGG WITH SAT AND PEPPER POTS.



PERFECT SCOTCH EGGS

INGREDIENTS 1 PACK HERITAGE GOURMET PORK & HERB SAUSAGES 2 BOXES 6 HERITAGE EGGS 1 SMALL BAG HERITAGE FLOUR 1 BOTTLE HERITAGE OLIVE OIL 300G BREADCRUMBS

BOIL SIX EGGS FOR SIX HINUTES EXACTLY, DRAIN AND COOL IN THE EMPTY SAUCEPAN, POUR HERITAGE OIL UNTIL THE PAN IS ABOUT HALF FULL. TAKE THE SHELLS OF ALL EGGS CAREFULLY.

 IN A LARGE MIXING BOWL, MASH HEBITAGE SAUSAGES TOGETHER UNTIL FULLY COUSHED.
FOLOR KITCHEN SUBFACE, AND DWIDE HEBITAGE SAUSAGE MEAT INTO SX PORTIONS, NATTEN EAKH PORTION OUT AND FLACE ONE OF THE SHELLED EGGS IN THE MIDDLE OF EACH. CAREFULLY WEAP THE MEAT ABOUND EACH EGG.

 POUR HERITAGE FLOUR INTO SHALL BOUL, POUL THE WIDDHED EGGS IN THE ROUR UNTL COMPLETEV COVERED.
WHISK FOUR EGGS TO GETHER IN A MIXING JULY, THEN TRANSFER TO ANOTHER BOWL DIE SECH FLOUBED AND WEARPED EGG INTO THE YOUL MIX, THEN BOLL BOWL DIE SECH FLOUBED AND WEARPED EGG INTO THE YOUL MIX, THEN BOLL BOUND IN BREARCRUMES UNTIL COMPLETEV COVERED.
PUT A SHALL. HEIDUN HIGT STORT AND THE SEG AND THE INTO ANOTHER AND HART SUBE THERE IS MOUGH OIL TO COVER THE EGGS. ONCE HARTED, PUT YOUR WARPEDE EGGS. TWO TA THE, IN THE OL AND COX FOR 8. 10 HINUTES UNTIL THE HEAT IS COMPLETEV COXED THROUGH AND THE OUTSIDE OT THE EGG IS DERGY COXED THROUGH AND THE OUTSIDE OT THE EGG IS DERGY COXED THROUGH AND THE OUTSIDE





Delivery Van

In the eggspress lane.



Uniform



Website navigation

Using language to navigate customers and farmers.

JOIN THE COOP (BECOME A MEMBER)

OUR COOP

(ABOUT US)

GOOD EGGS

(RECIPES)

PECKING ORDER

(ORDER EGGS)

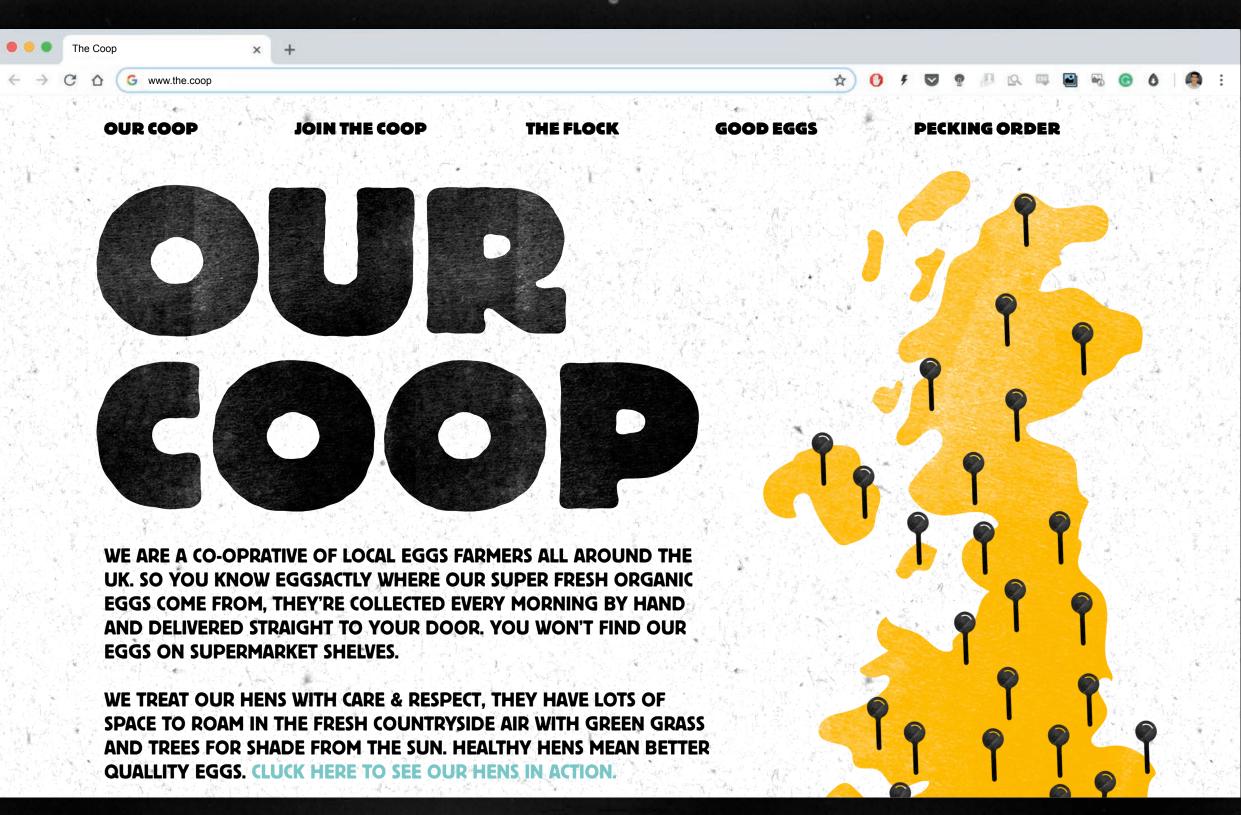
THE FLOCK

(KEEP POSTED ON FARMS)

Website

Homepage (Our Coop)

and the second second



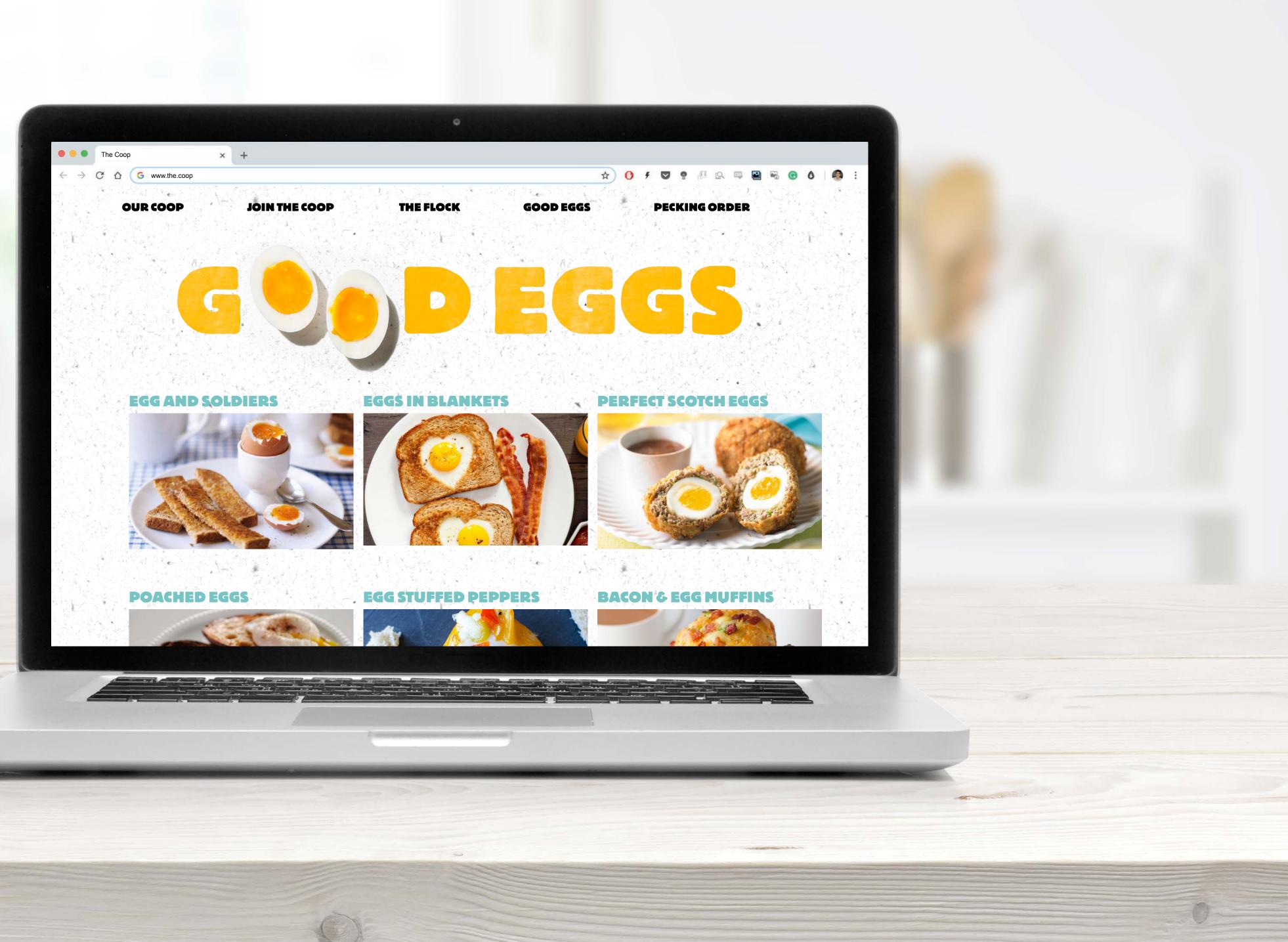
0



and the second

Website

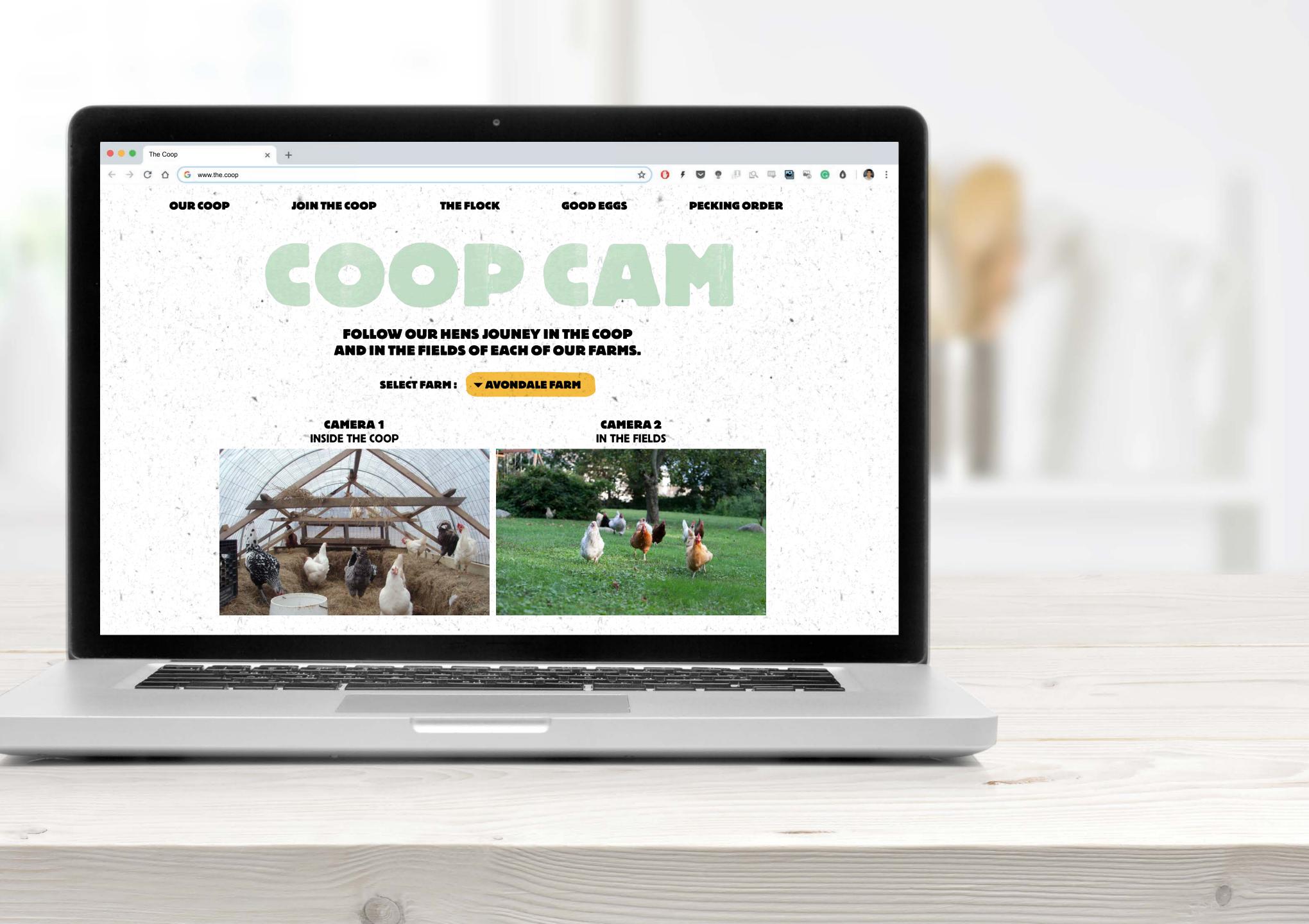
Recipes (Good Eggs)



Website

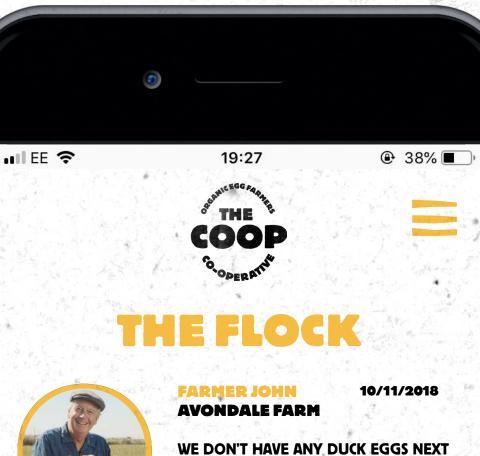
Coop Cam

and the



The Flock

Keep up to date with your farmers, join the community.





WEEK BUT HOPEFULLY OUR FIRLS WILL BE READY TO LAY IN A FEW WEEKS -WILL KEEP YOU ALL UP TO DATE.



JIM ARNOLD JIMMY'S FRESH EGGS

SUSAN GILL

HOLLY HEAD FARM

CHECK OUT OUR FARM.

05/11/2018

08/11/2018

COME TO THE FARM AND GET INVOLVED, HELP OUR ON THE FARM AND THERE MIGHT BE SOME FRESH EGGS FOR YOU!

OUR HENS ARE HAPPIER THAN EVER, LAYING LOTS OF HEALTHY EGGS!



SIMON SANDERSON 28/10/2018 SANDERSONS EGGS

OUR FARM IS BACK OPEN FOR THE SUMMER MONTHS LET US KNOW IF



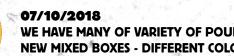
AVONDALE FARM

A SMALL INDEPENDENT HEN FARM BASED IN PRESTON, LANCASHIRE. OUR HENS HAVE PLENTY OF SPACE TO ROAM IN OUR THREE ACRES SO OUR HENS **CAN FORAGE THROUGH ORGANIC PASTURES FULL OF** NATURAL GRASSES AND TREES.

LATEST POSTS



10/11/2018 WE DON'T HAVE ANY DUCK EGGS NEXT WEEK BUT HOPEFULLY OUR FIRLS WILL BE READY TO LAY IN A FEW WEEKS - WILL KEEP YOU ALL UP TO DATE.



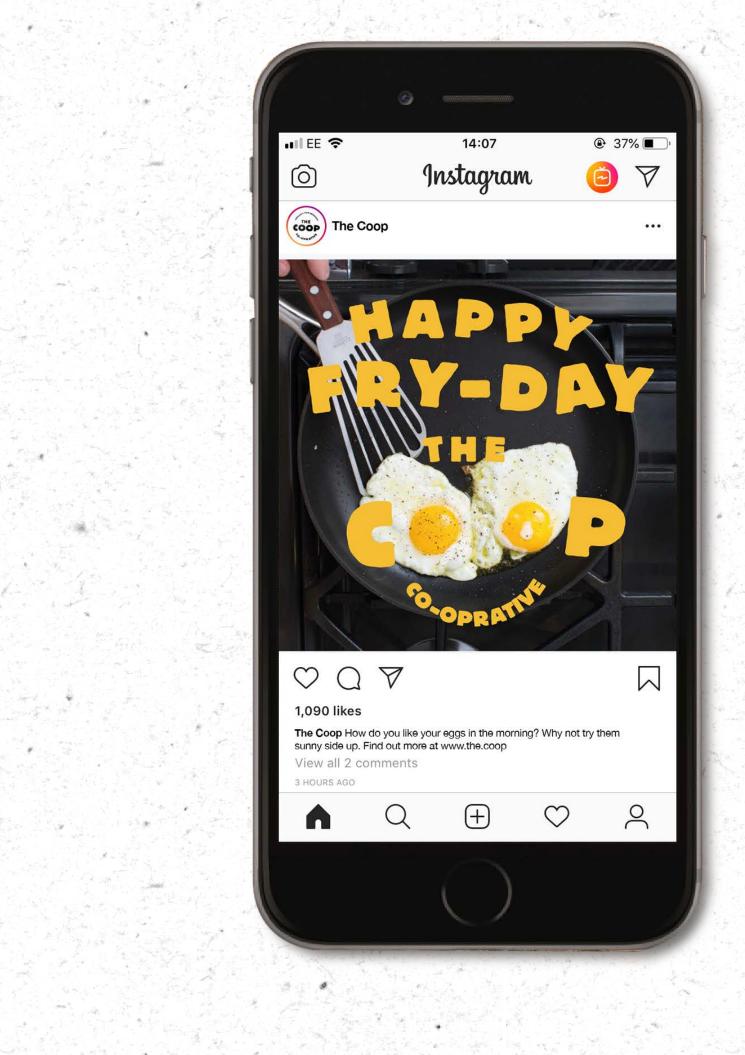
WE HAVE MANY OF VARIETY OF POULTRY, TRY OUR NEW MIXED BOXES - DIFFERENT COLOURS AND SIZES.

Social Media

A State

. . .

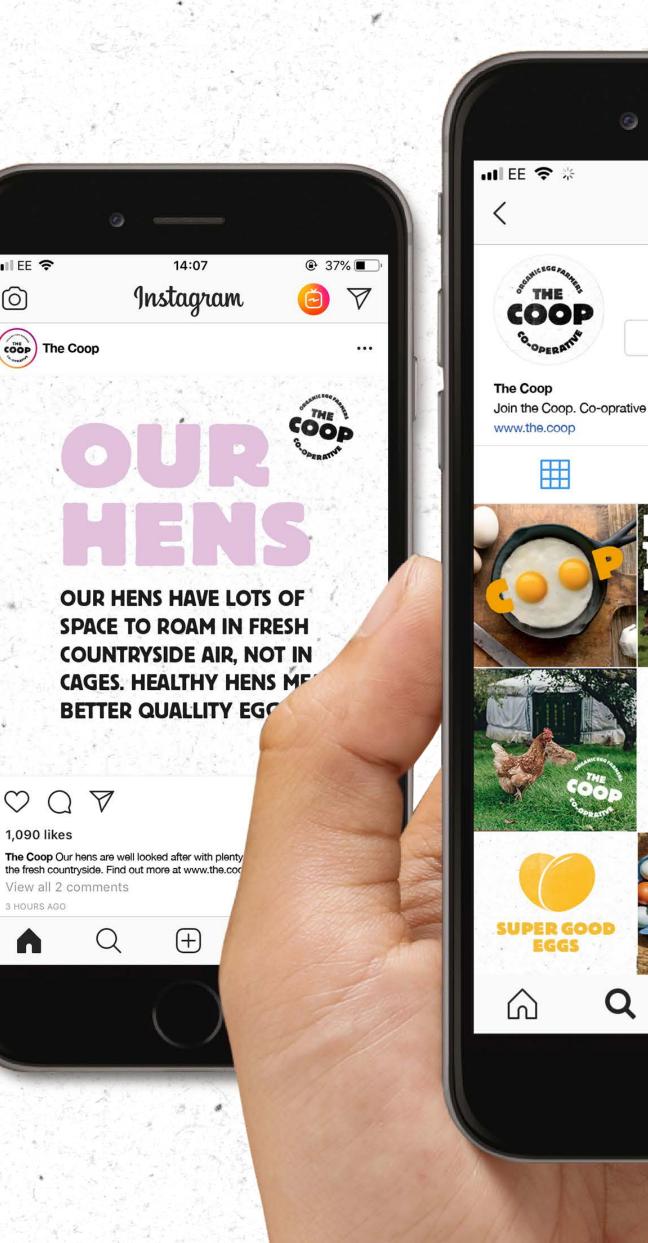
Instagram

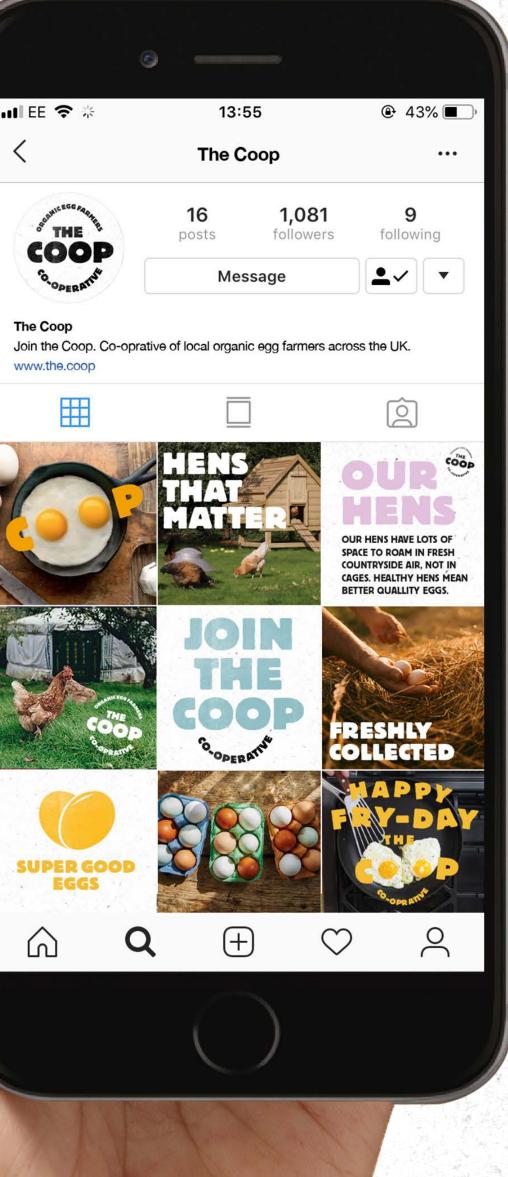


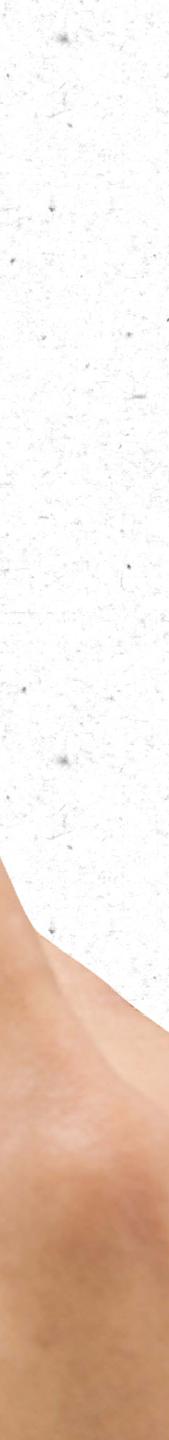
S. B. M.

1		
		9
	uil ee 🗢	
	\bigcirc	Ju
	COOP The	Соор
	-	
	The second se	OUR HEN
	1.	COUNTRY
		CAGES. HI BETTER C
	ØC] \[\]
	1,090 like	S
	the fresh cou View all 2	ur hens are well loc ntryside. Find out r comments
	3 HOURS AGC	\cap
		\sim
(

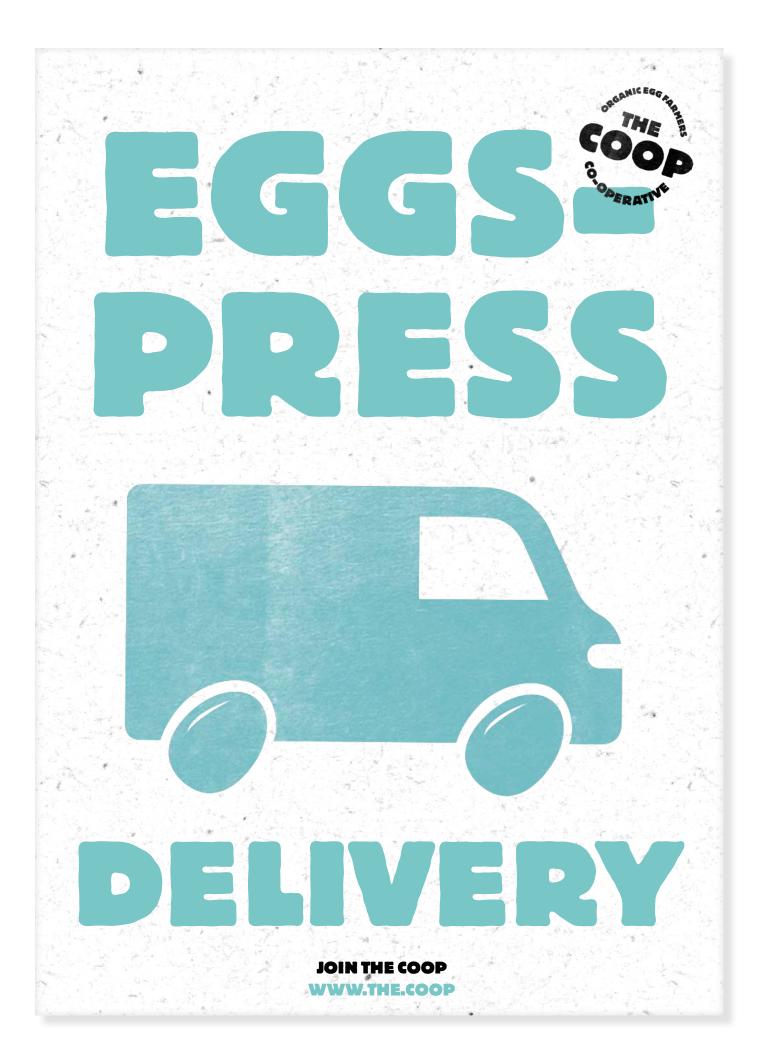
S. 8 . 14







Posters







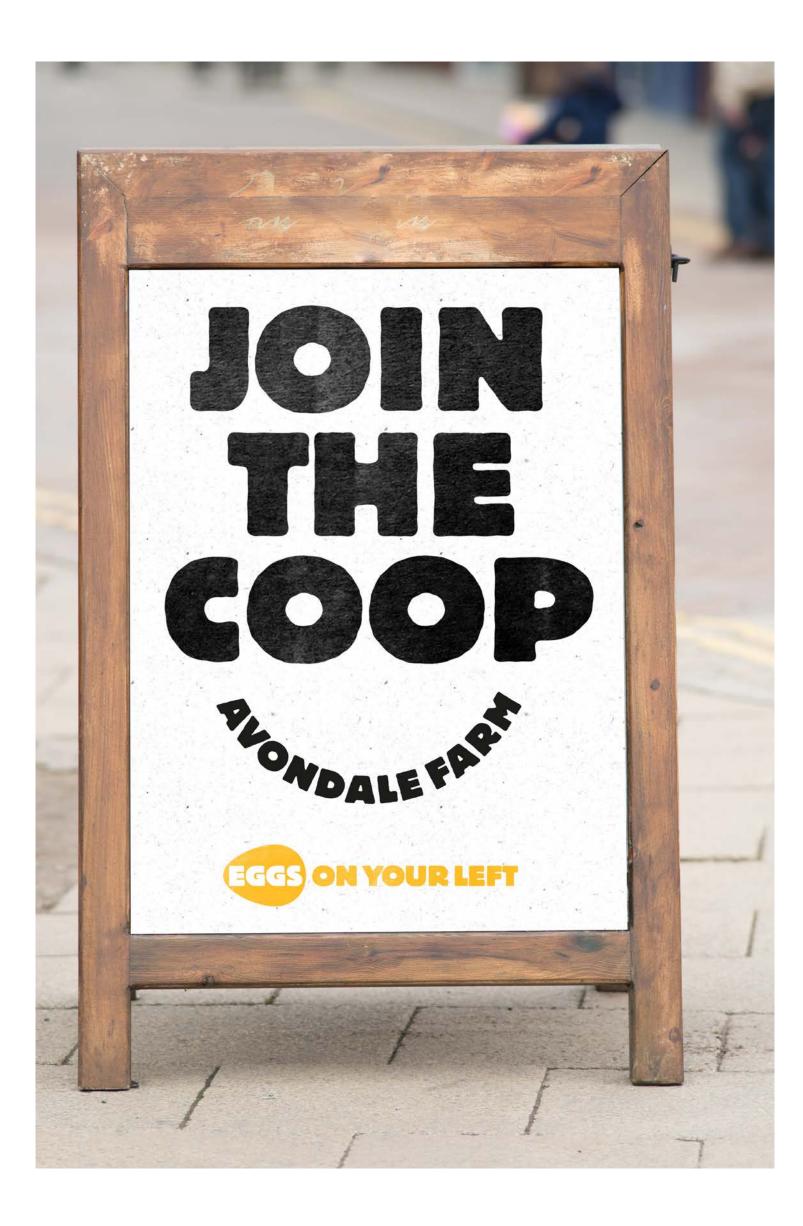
Posters





Farm Shop Road Sign

Sign on the side of the road showing the direction where the farm is.



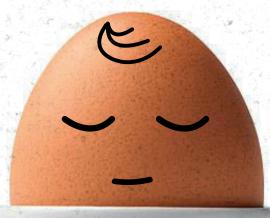
Tote Bags





Meet the team

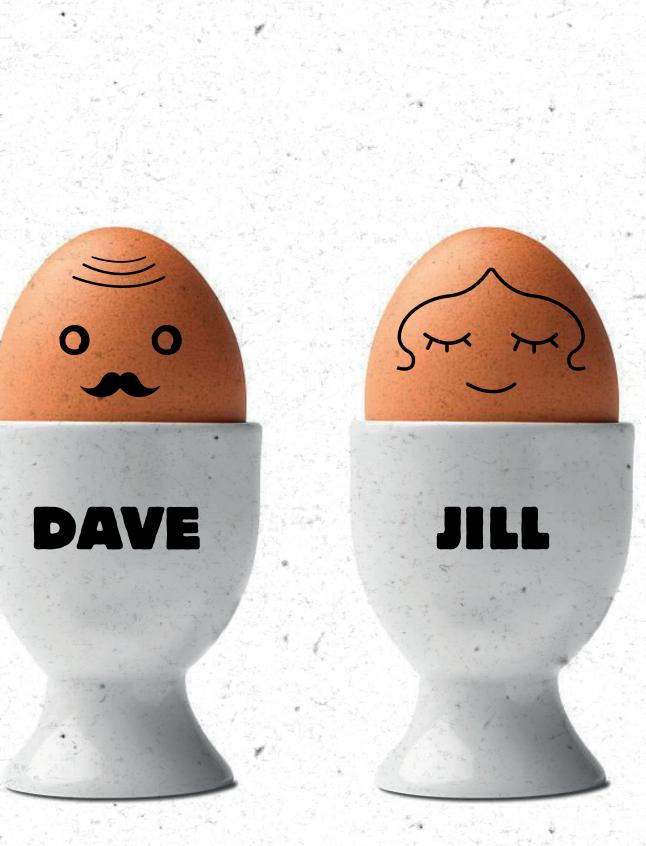
Local farms team members represented as eggy characters.







A SMALL INDEPENDENT HEN FARM BASED IN PRESTON, LANCASHIRE. OUR HENS HAVE PLENTY OF SPACE TO ROAM IN OUR THREE ACRES SO OUR HENS CAN FORAGE THROUGH ORGANIC PASTURES FULL OF NATURAL GRASSES AND TREES.



ABOUT OUR FARM

Campaign

Getting people to join the coop.

Banners for people to hold to direct them to free eggs. Badges once they have joint.







COME & SEE
OUR OUR
OUR OUREECGCARE BETTER THAN
SUPERMARKETS
COME

S.M.



Mailer

Sample box of two eggs, with a leaflet on why to join the coop and why these eggs are better than supermarker ones.



SUPER FRESH EGGS OUR ORGANIC EGGS ARE COLLECTEN DAILY SO YOUR EGGS ARE COLLECTED DAILY SO YOUR EGGS ARE DELIVERED TO YOU IN A FEW NOURS OF BEING LAID. SUPERMARKET EGGS CAN BE UPTO 28 DAYS OLD.

WELL TREATED HENS

WELL TREATED MARKET OUR HENS ARE TREATED WITH CARE & RESPECT WITH LOTS OF SPACE TO BOAM IN THE FRESH COUNTRYS AIR. HEALTHY HENS MEAN BETTER GUALITY EGGS. SUPERMARKETS SUPPLY FROM CAGED, BARN OR FREE RANGE FARMS WHICH IS CRUEIT TOWARDS HENS.

AL EGG FARMS ARE E RADIUS OF YOUR HOME, WE ALSO DON'T SUPPLY NOME, WE ALSO DORT SUPPRY SUPERMARKETS. SUPERMARKET EGGS MAVE LONG PROCESSES OF FACTORIES AND PACKAGING UNITS BEFORE THEY HIT THE SNELVES.



Pop up tent

Coop shaped tent that has people giving samples of the eggs. Comparison with against supermarket eggs. Market tents found at farmers markets





Local Shops

Leaflets placed in shop windows with local adverts.



