

EVOLVE OR DIE

Logo Stamp

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



Local Logo Stamps



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

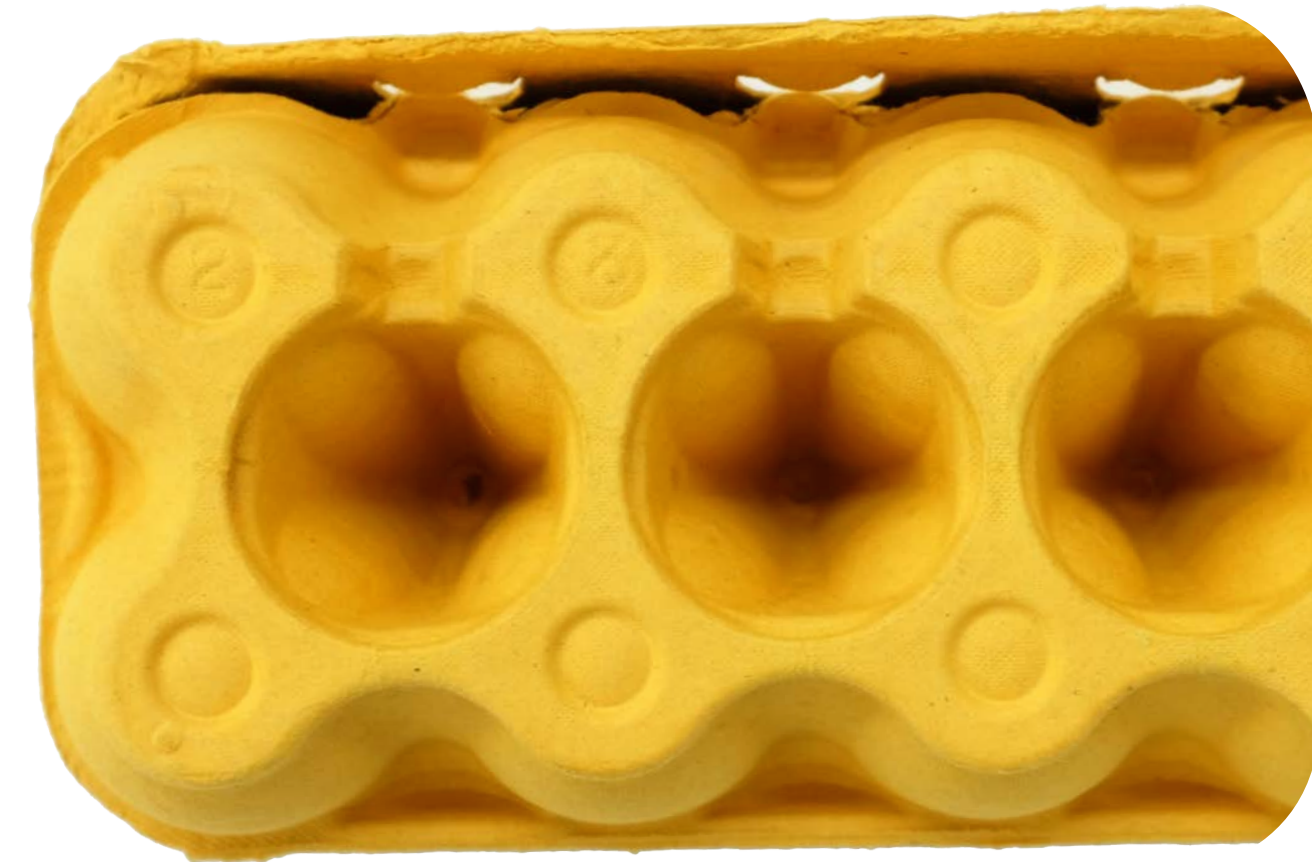
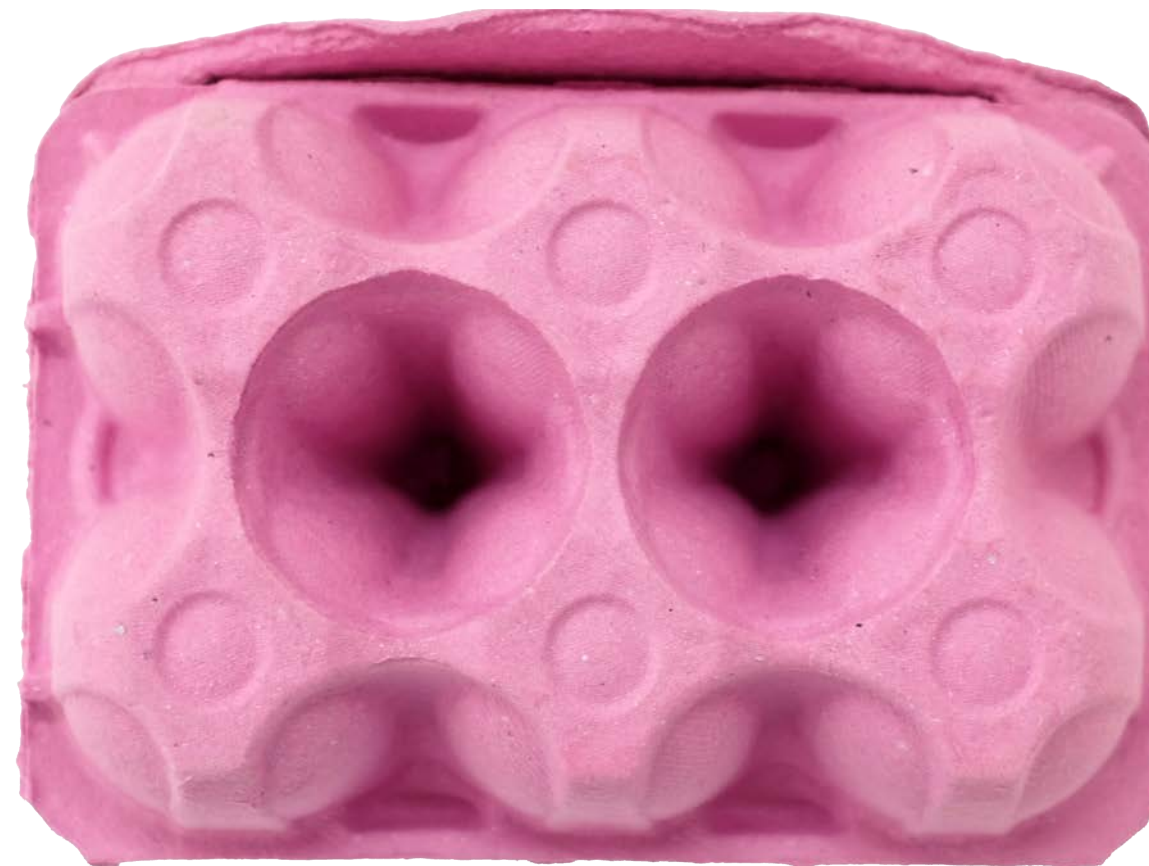
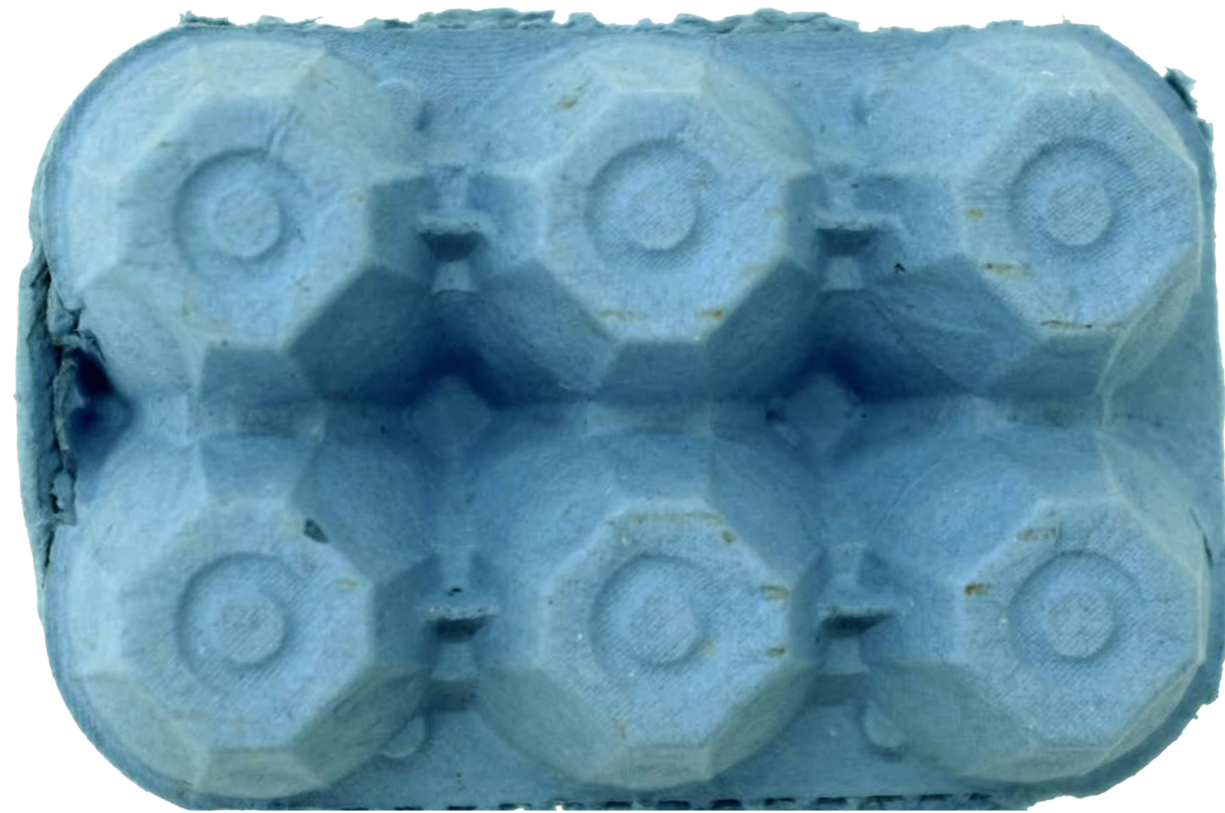
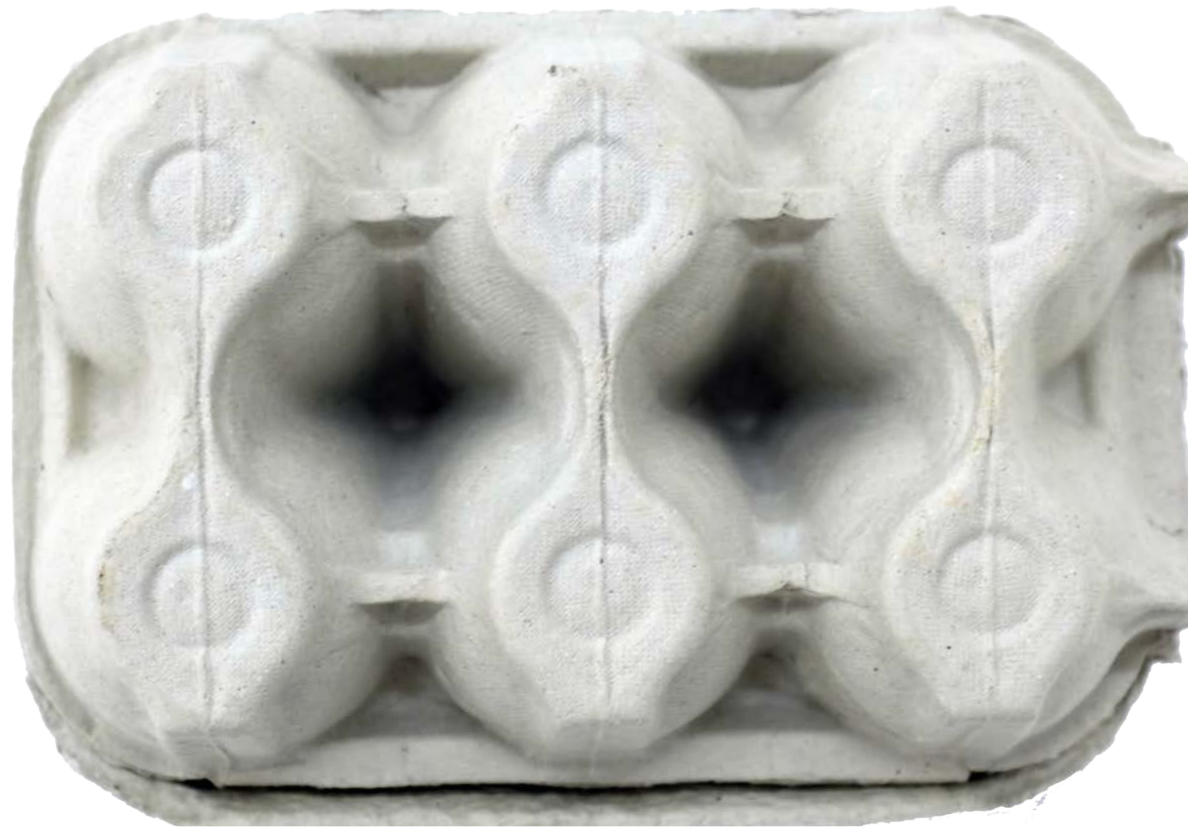
BLOCK BERTHOLD HEAVY

BLOCK BERTHOLD REGULAR

**JOIN
THE
COOP**

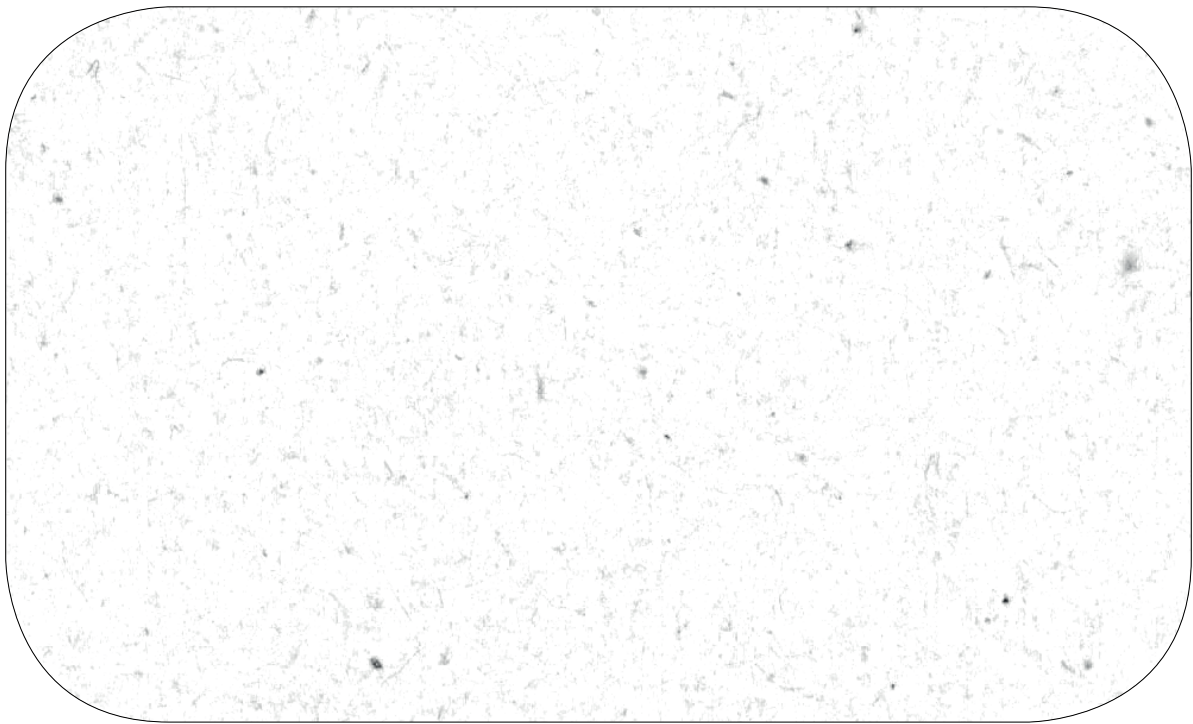
Colours & Texture

Using the colour from existing egg boxes.



Colours & Texture

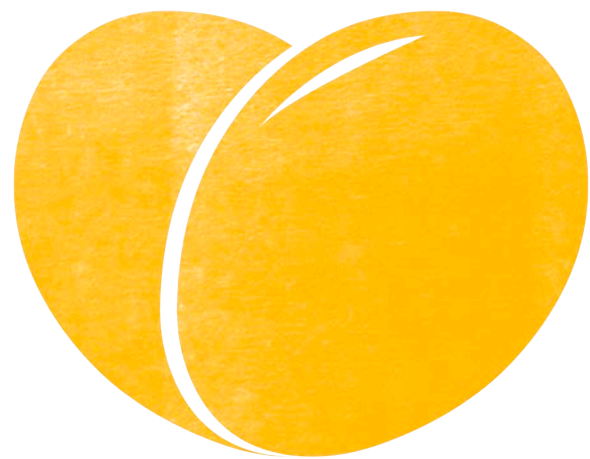
Using the colour from existing
egg boxes.



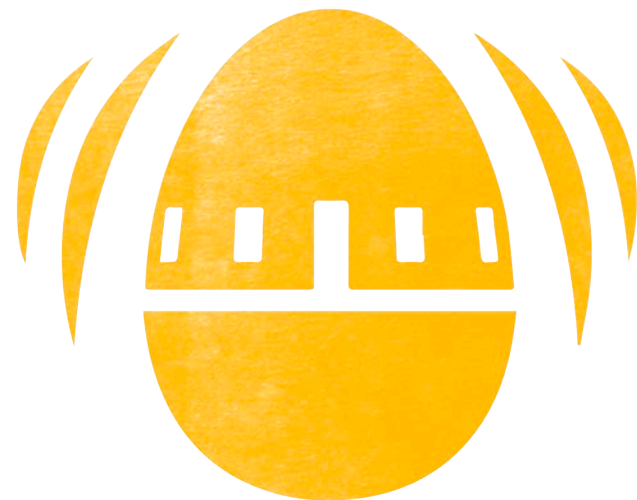
Iconography



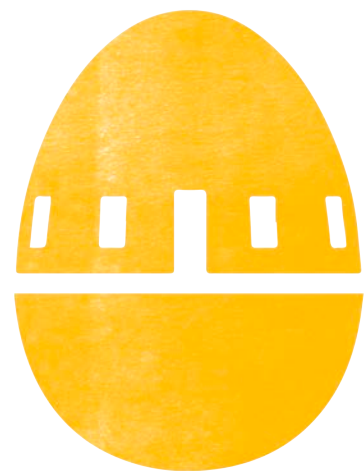
**SORRY THERE
WAS A PROBLEM**



LOVE EGGS



ORDER PLACED



LOADING



SEARCH



**EGGSPRESS
DELIVERY**



**COLLECTING
EGGS**



**YOUR
COOP**

Manifesto

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

OUR COOP

OUR VALUES

● SUPER FRESH EGGS

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.

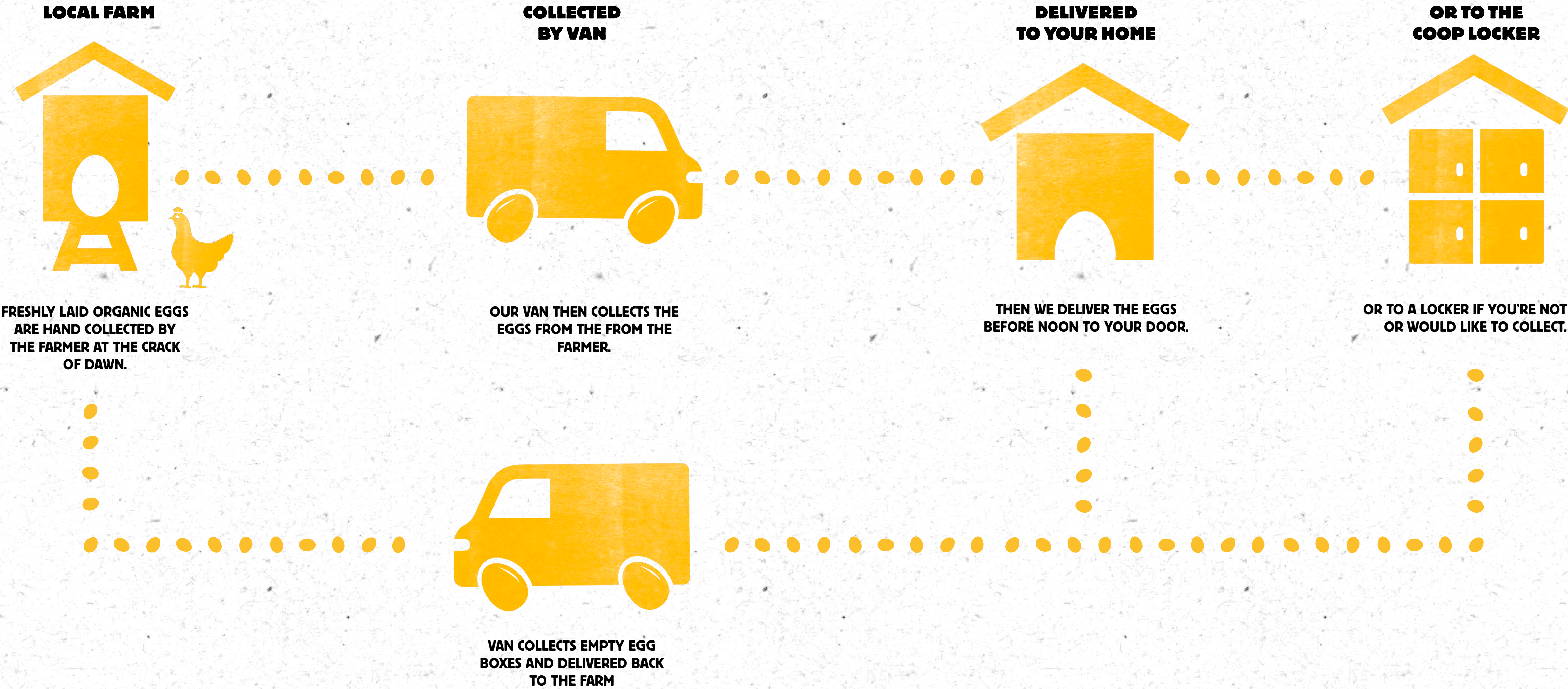
● WELL TREATED HENS

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



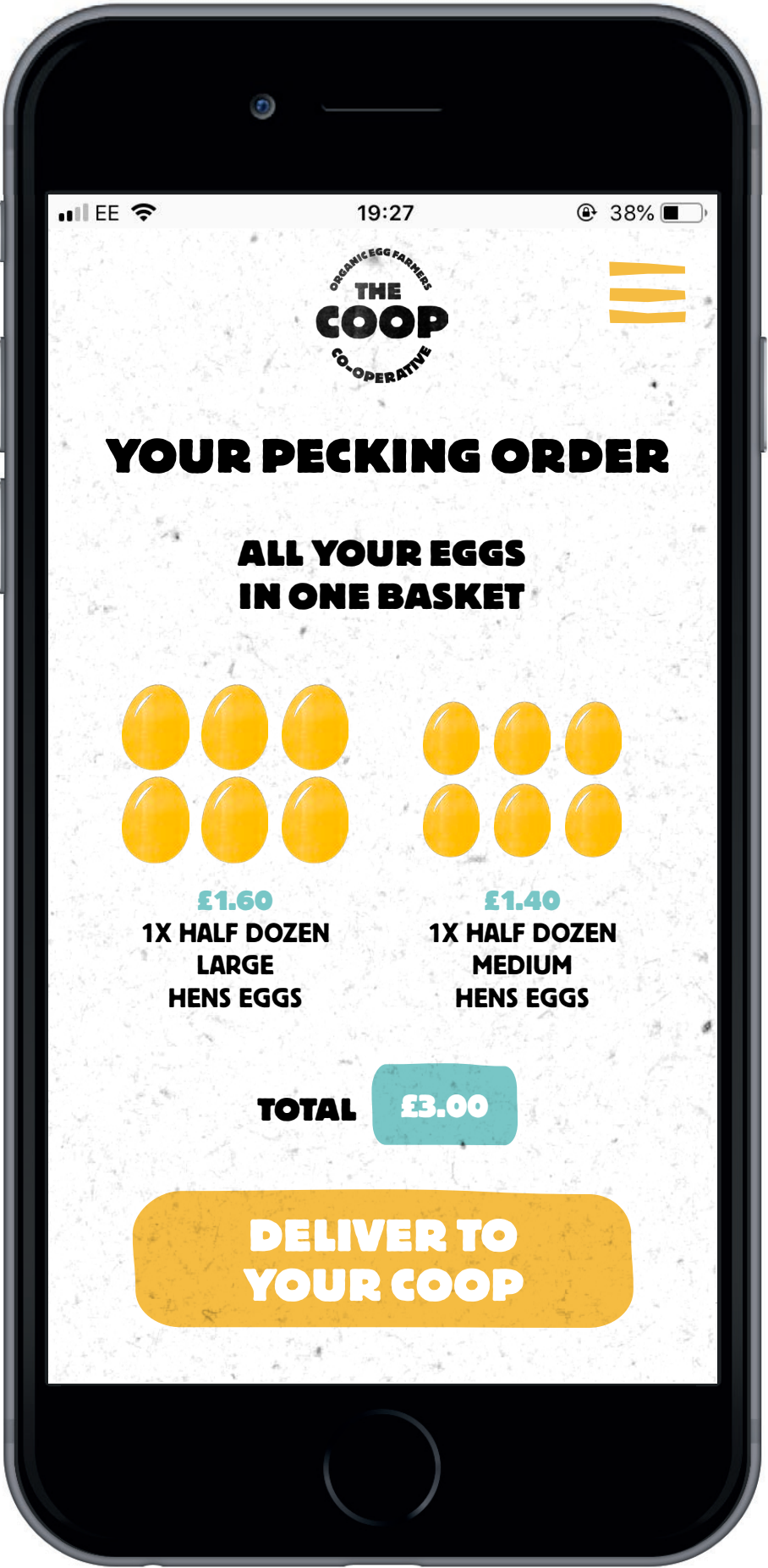
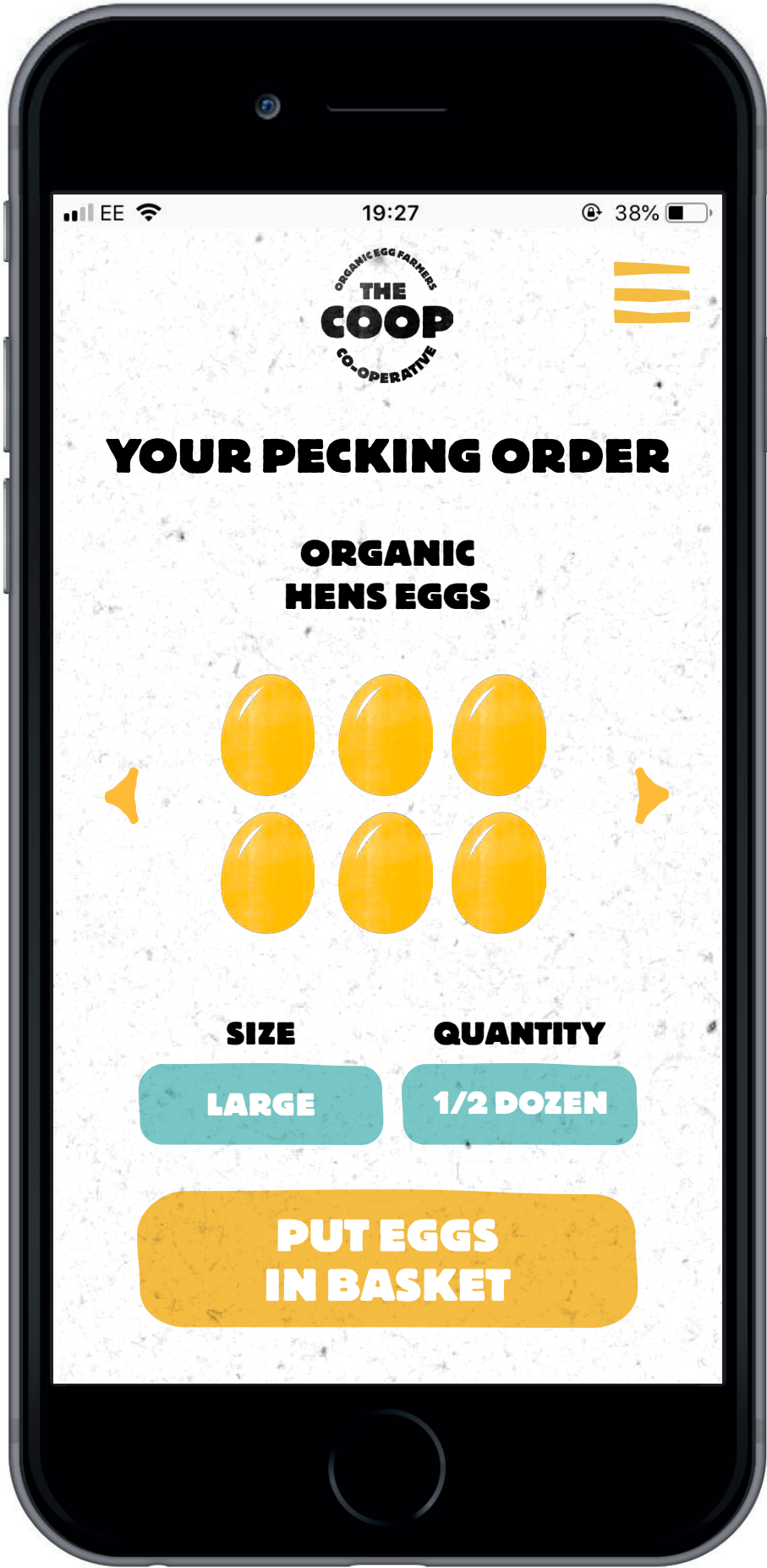
Process

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.



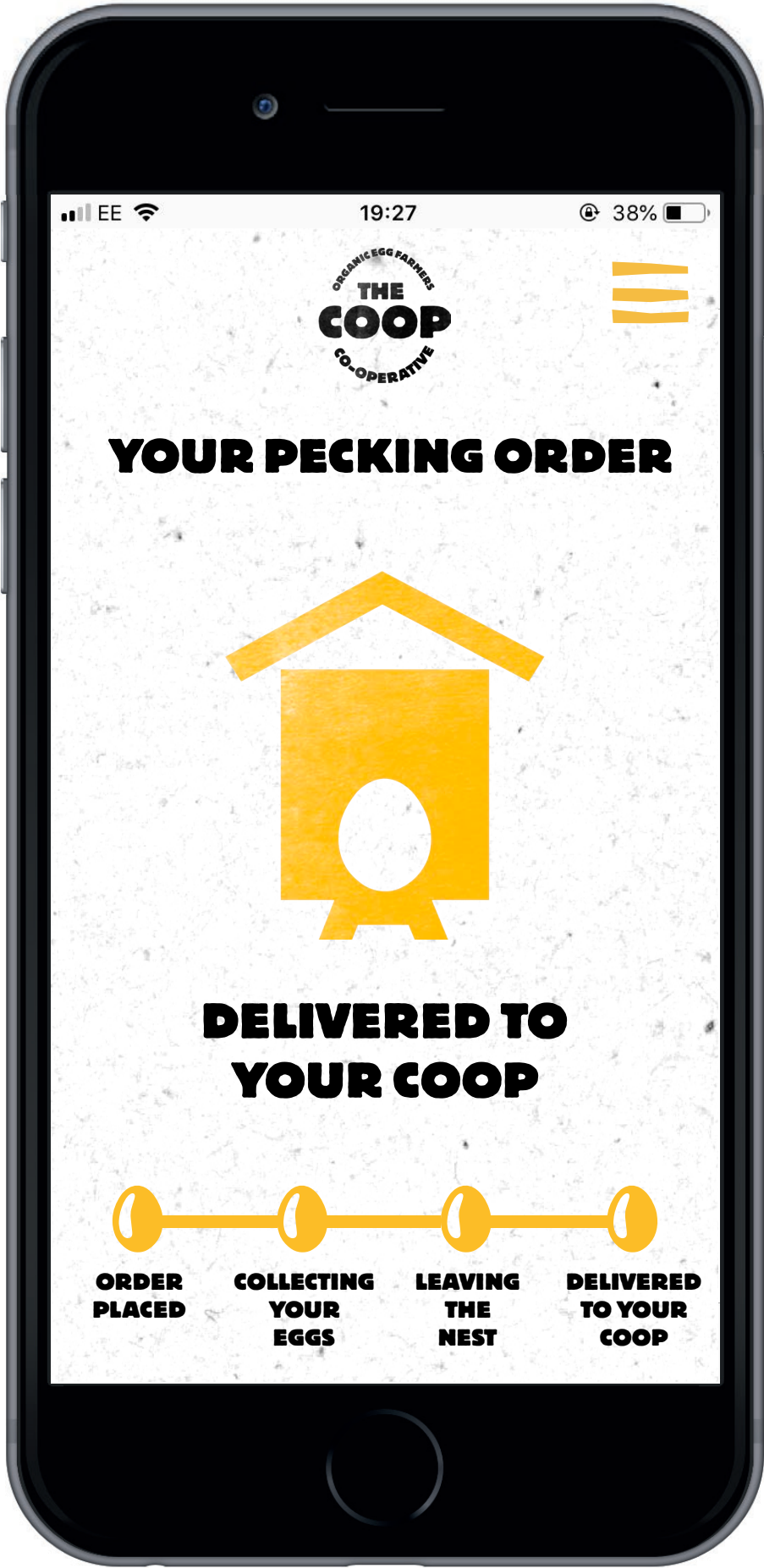
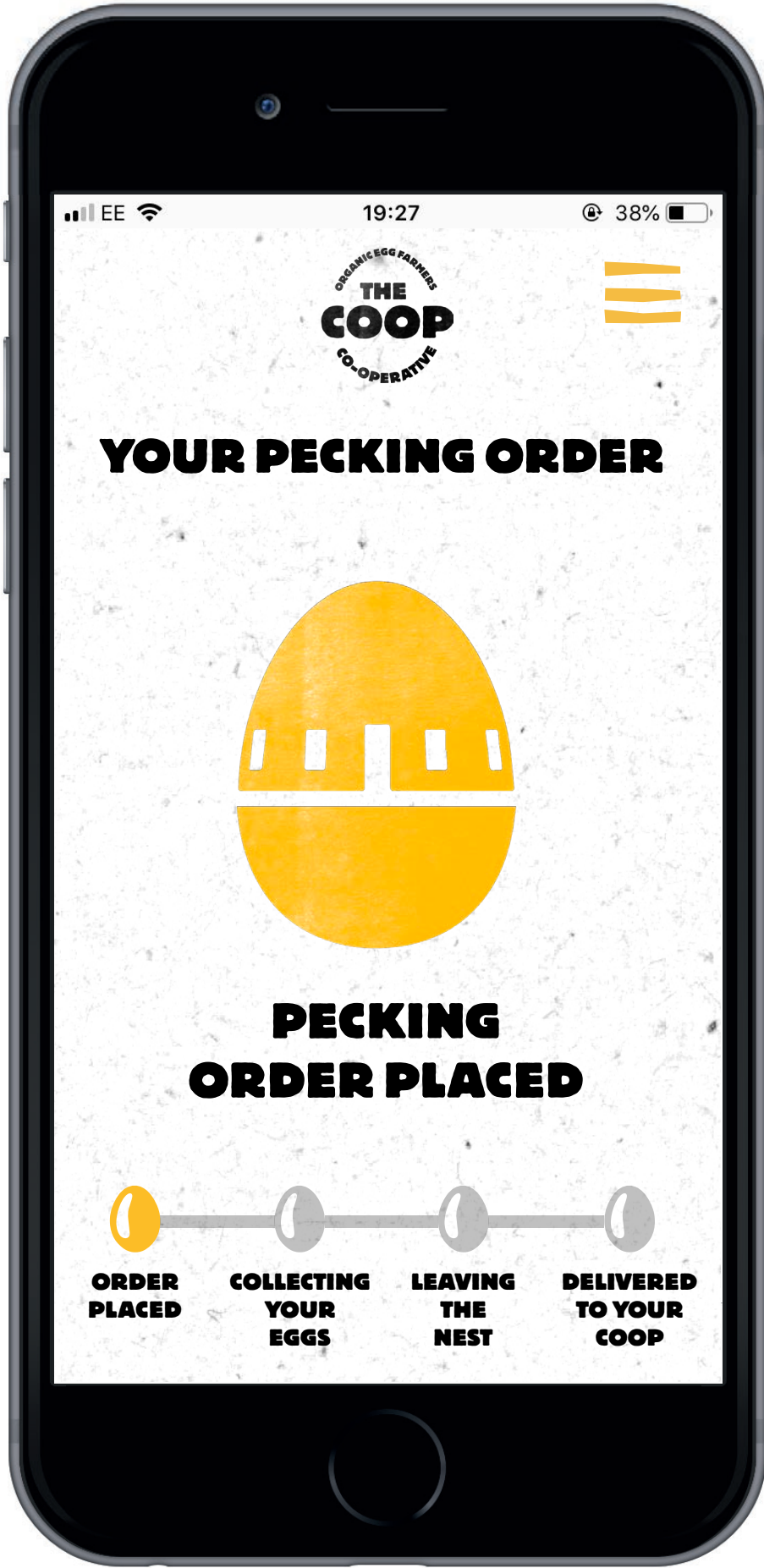
Pecking Order

The process of ordering your eggs.



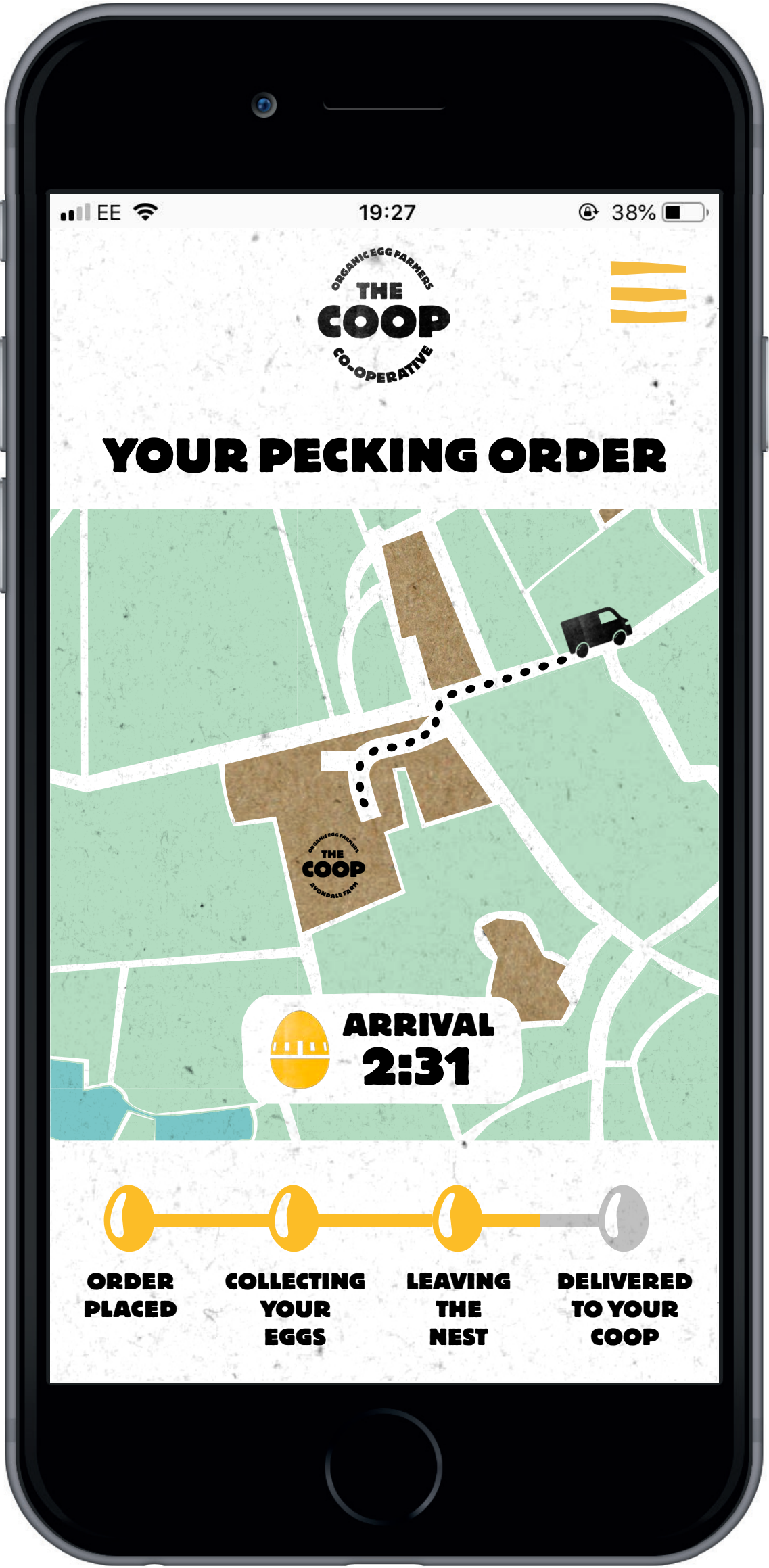
Pecking Order

The process of your eggs journey.



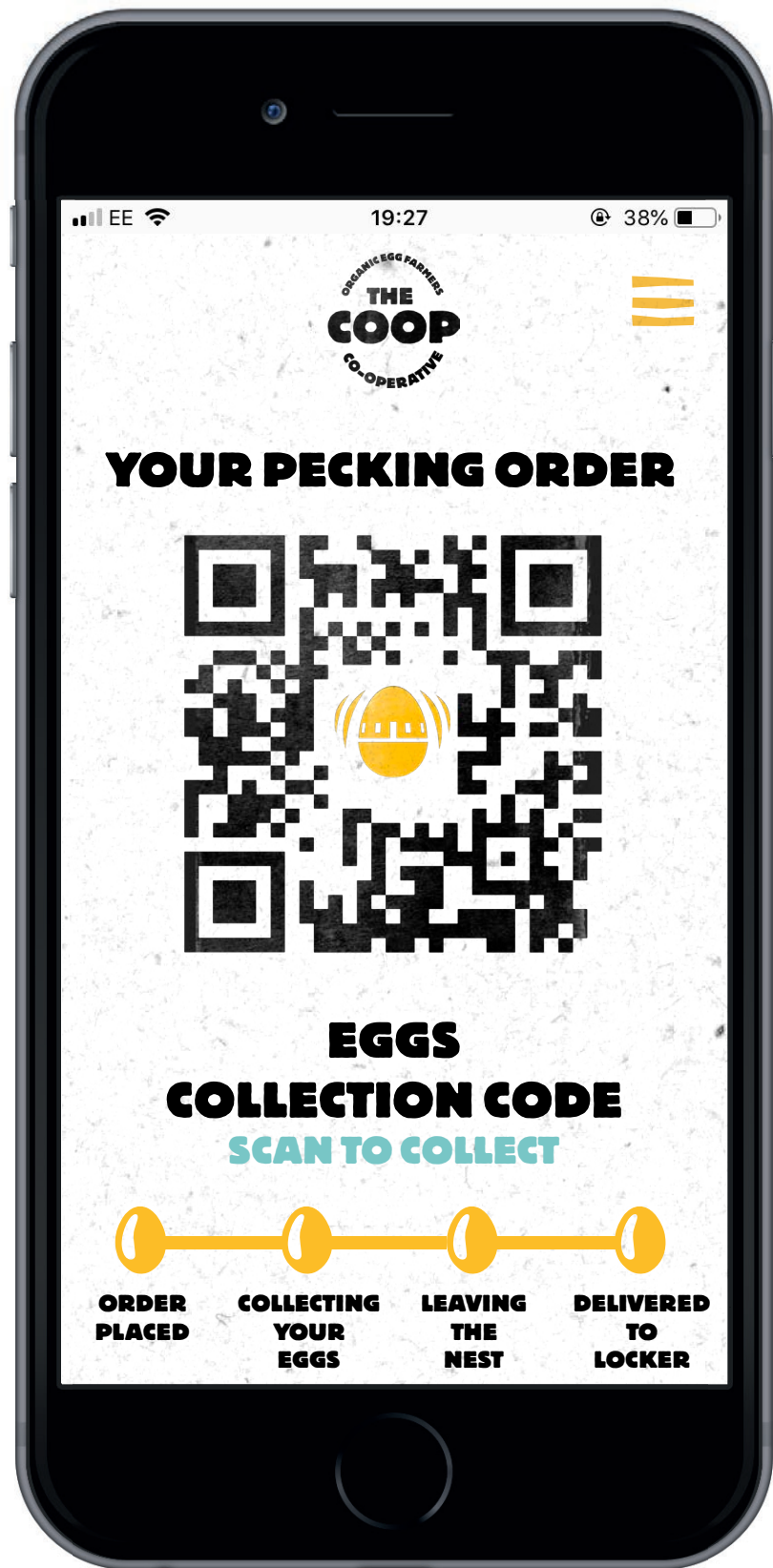
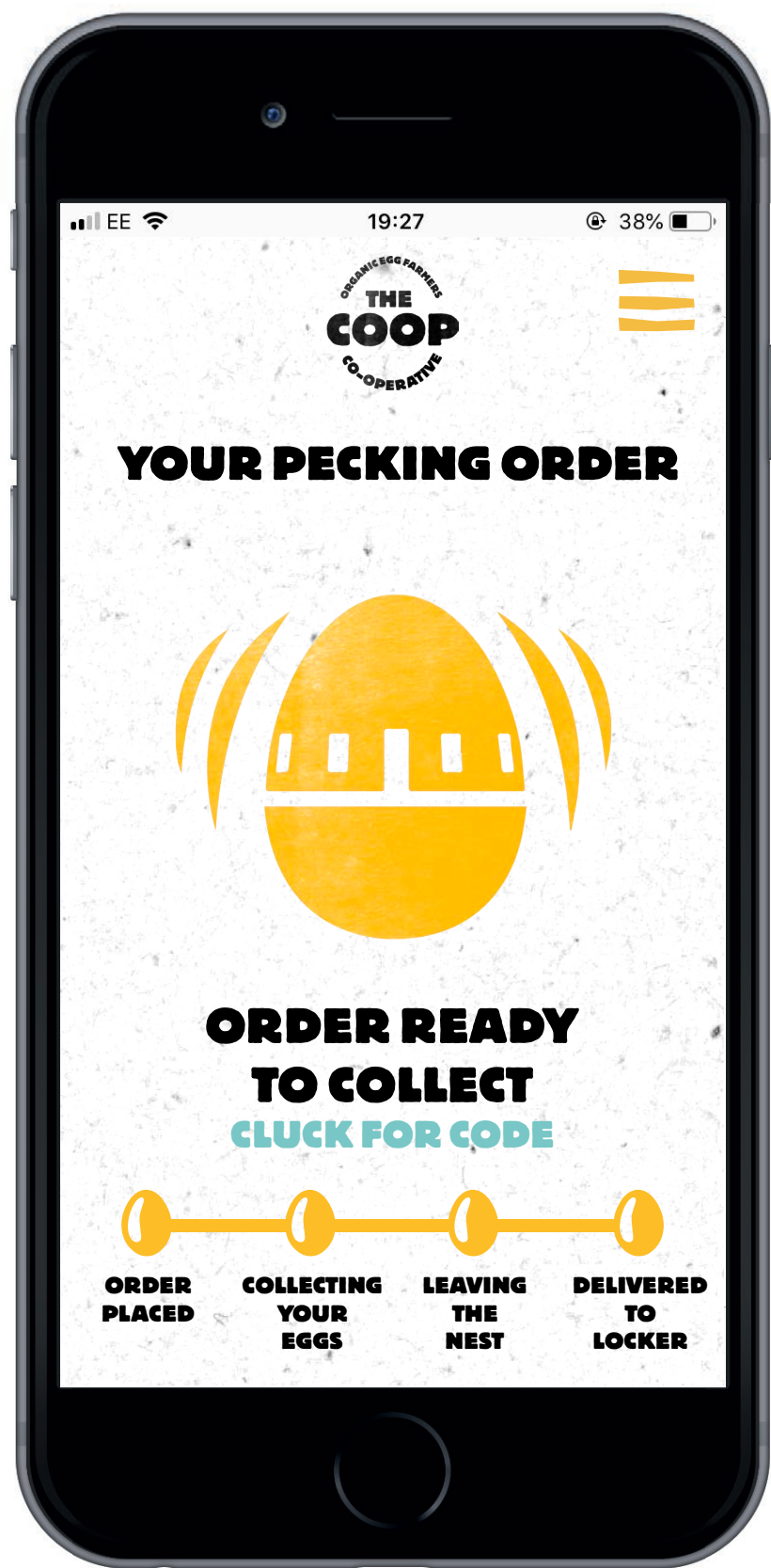
Pecking Order

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.



Packaging

Egg boxes

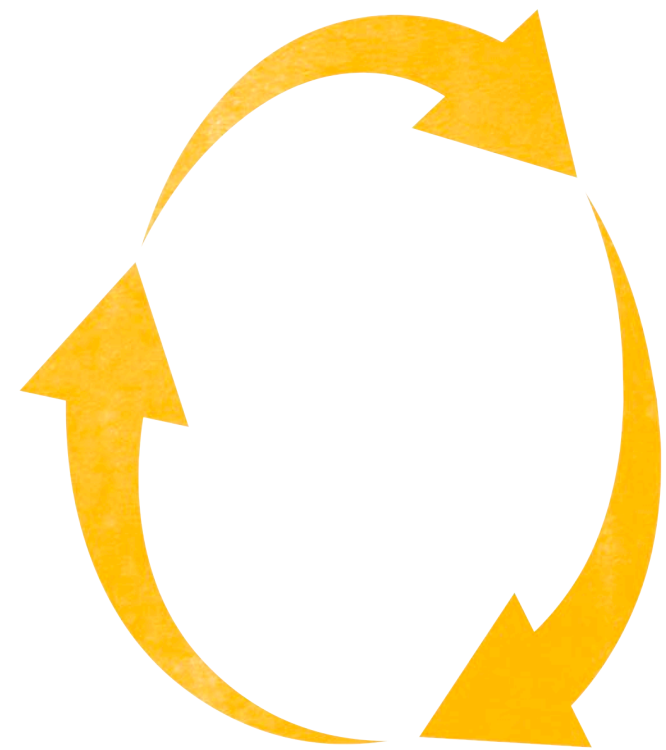
Egg boxes are stamped by the local farms, so you know where your eggs have come from.



Packaging

Egg box recycling

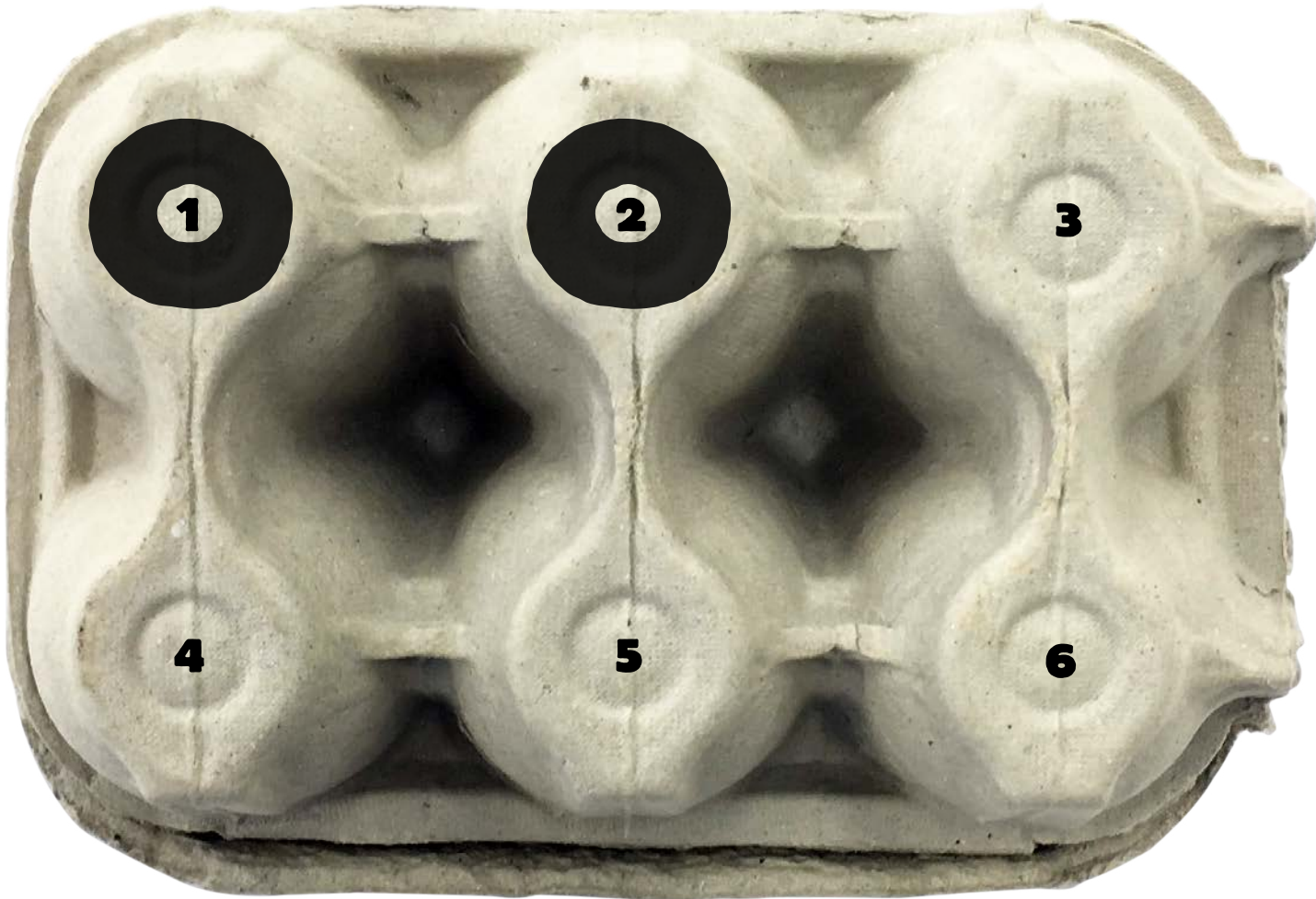
Egg boxes can be recycled, by going to your local locker or by handing the old egg box back to the delivery man. These boxes can be reused.



Packaging

Loyalty cards/boxes

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



LOYALTY CARD LIKE THIS?

Packaging

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.



Packaging

Outer packaging inside

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



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

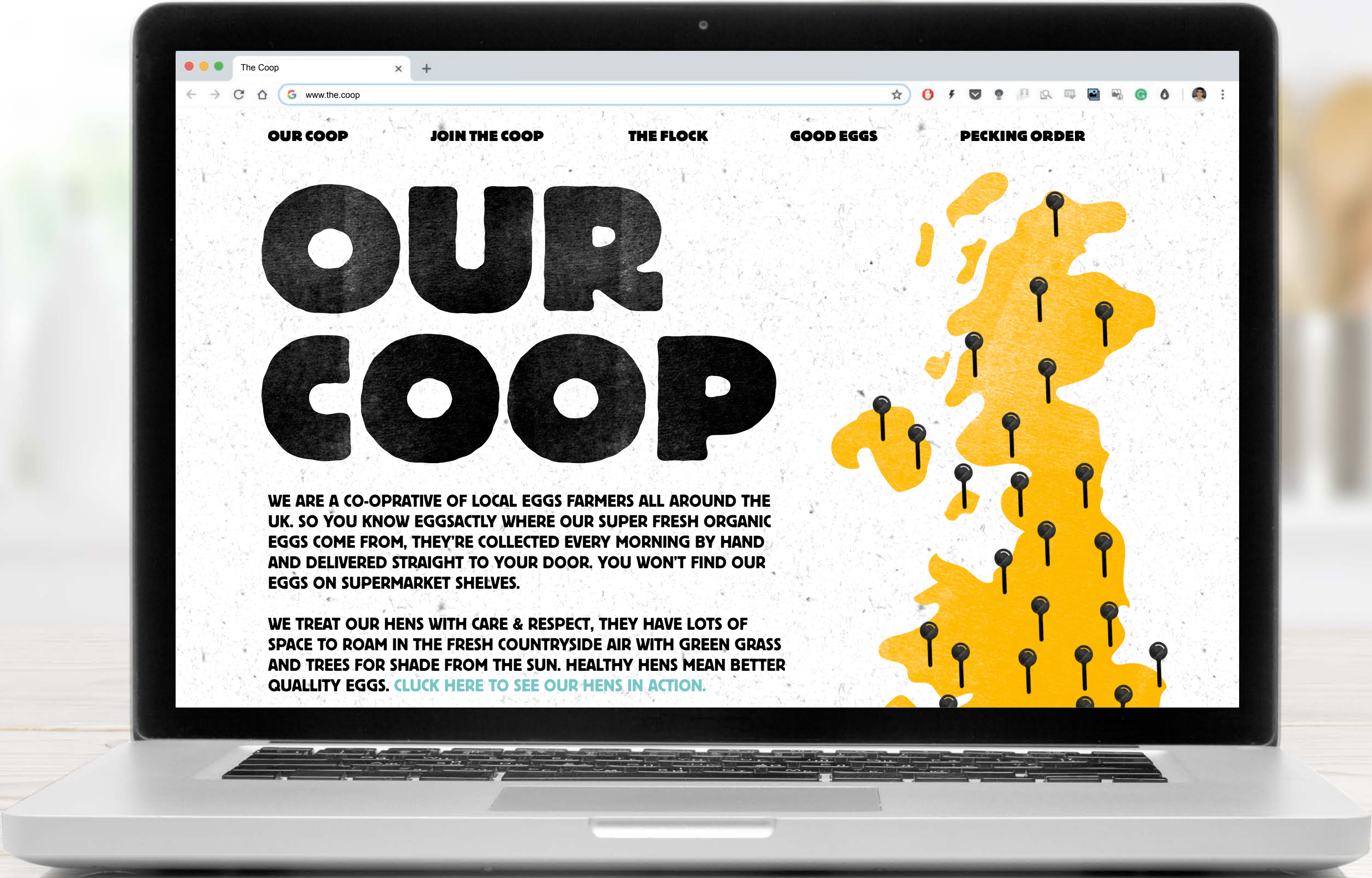
(ORDER EGGS)

THE FLOCK

(KEEP POSTED ON FARMS)

Website

Homepage
(Our Coop)



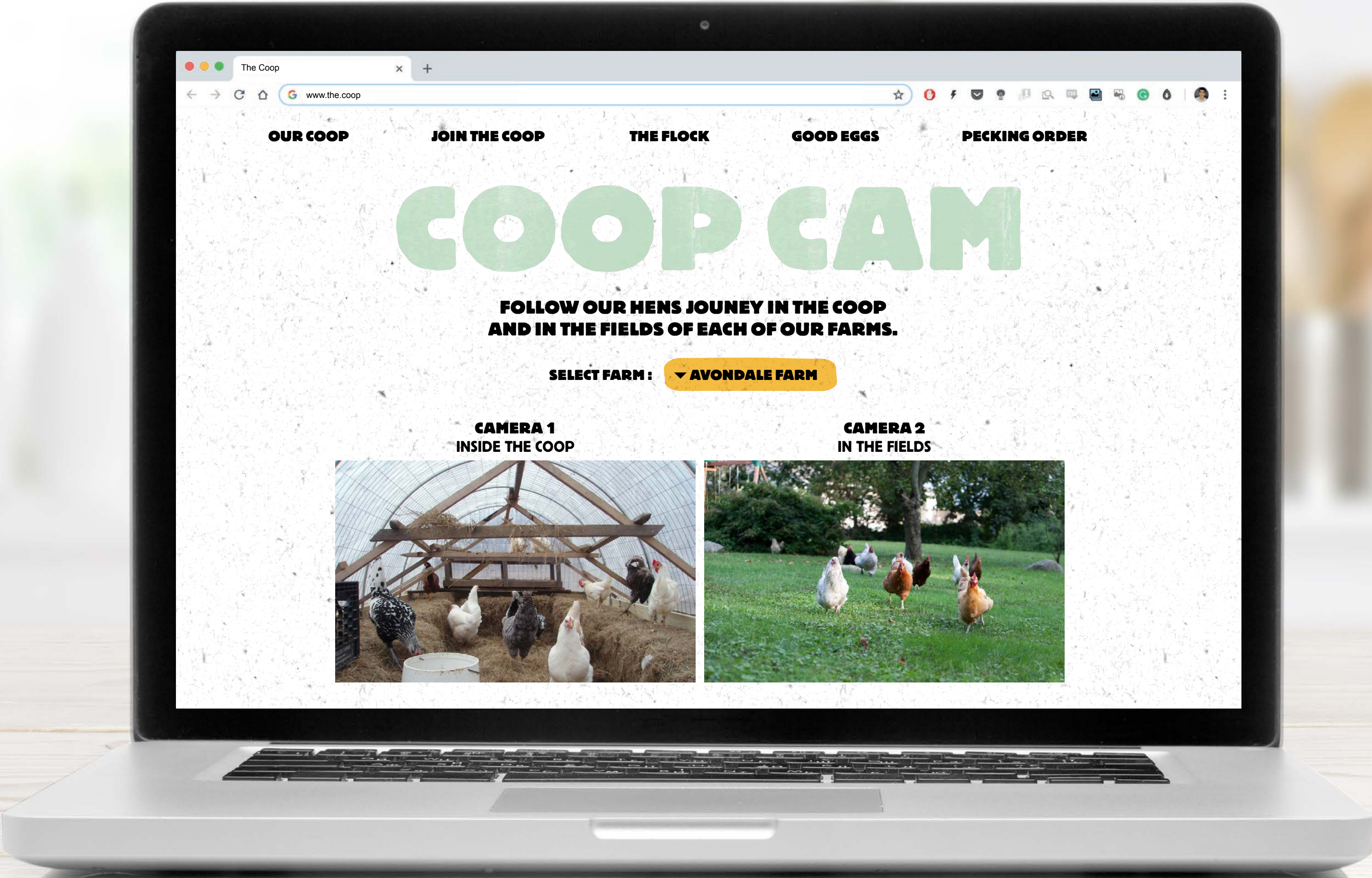
Website

Recipes
(Good Eggs)



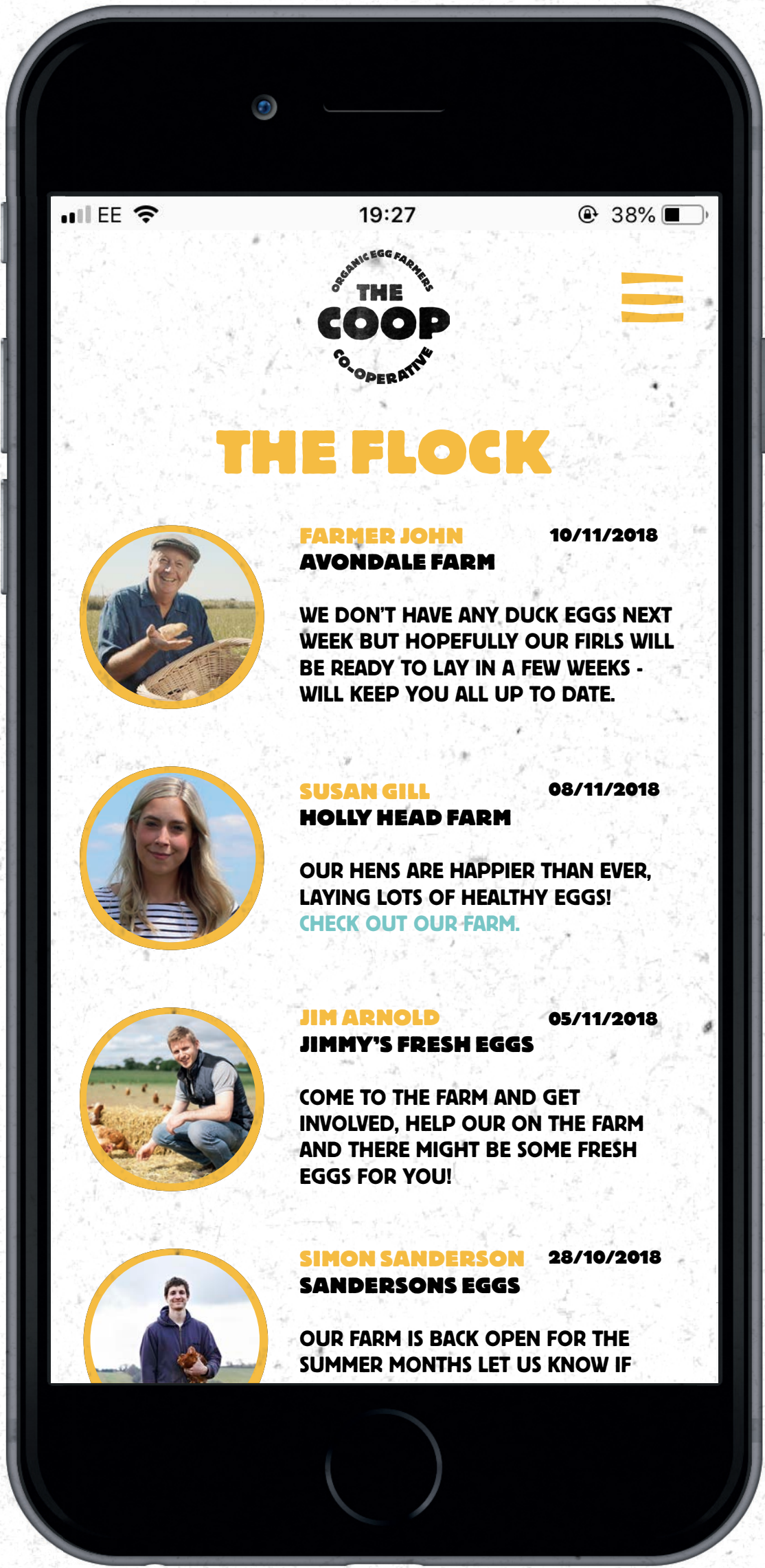
Website

Coop Cam



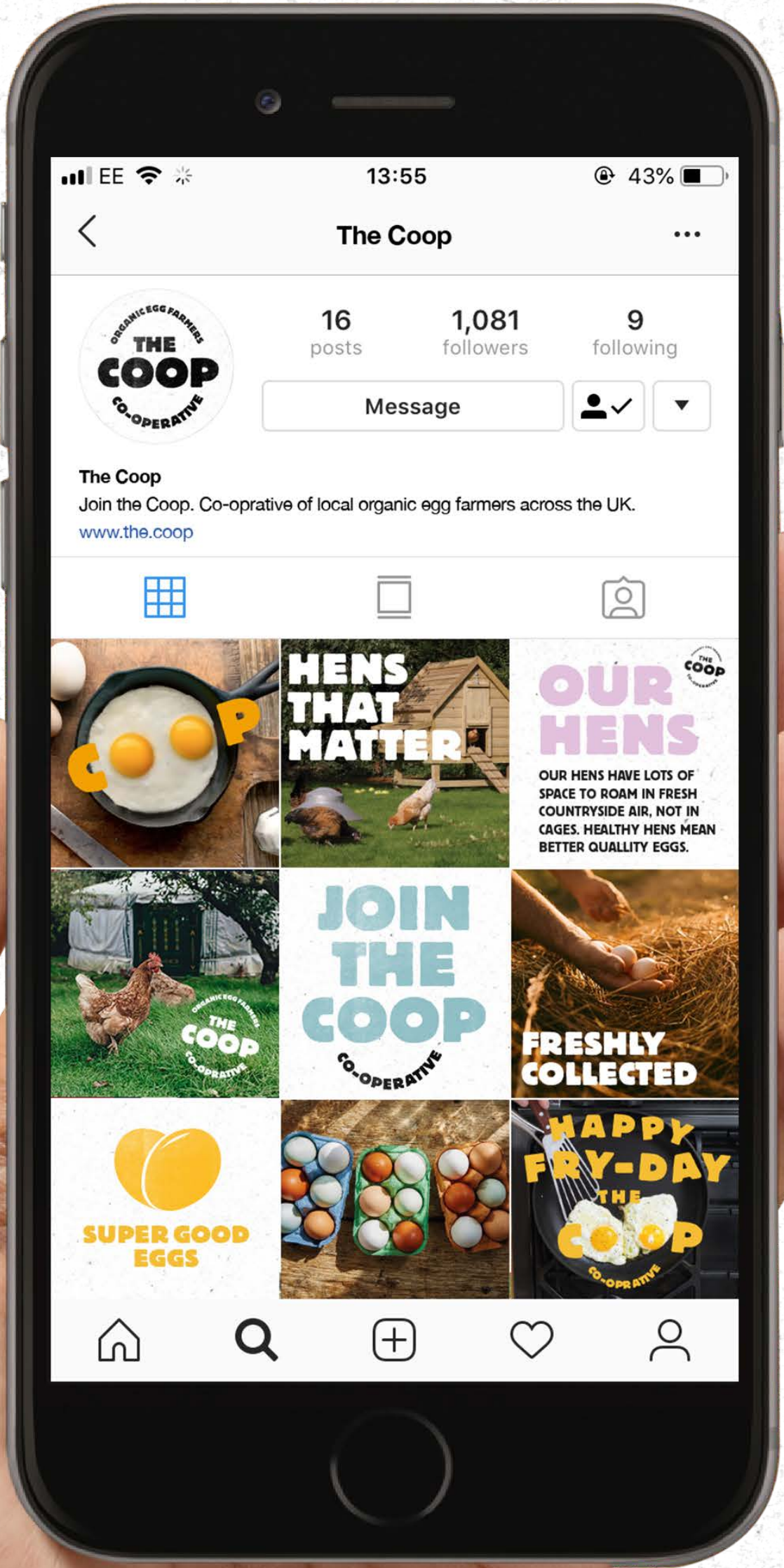
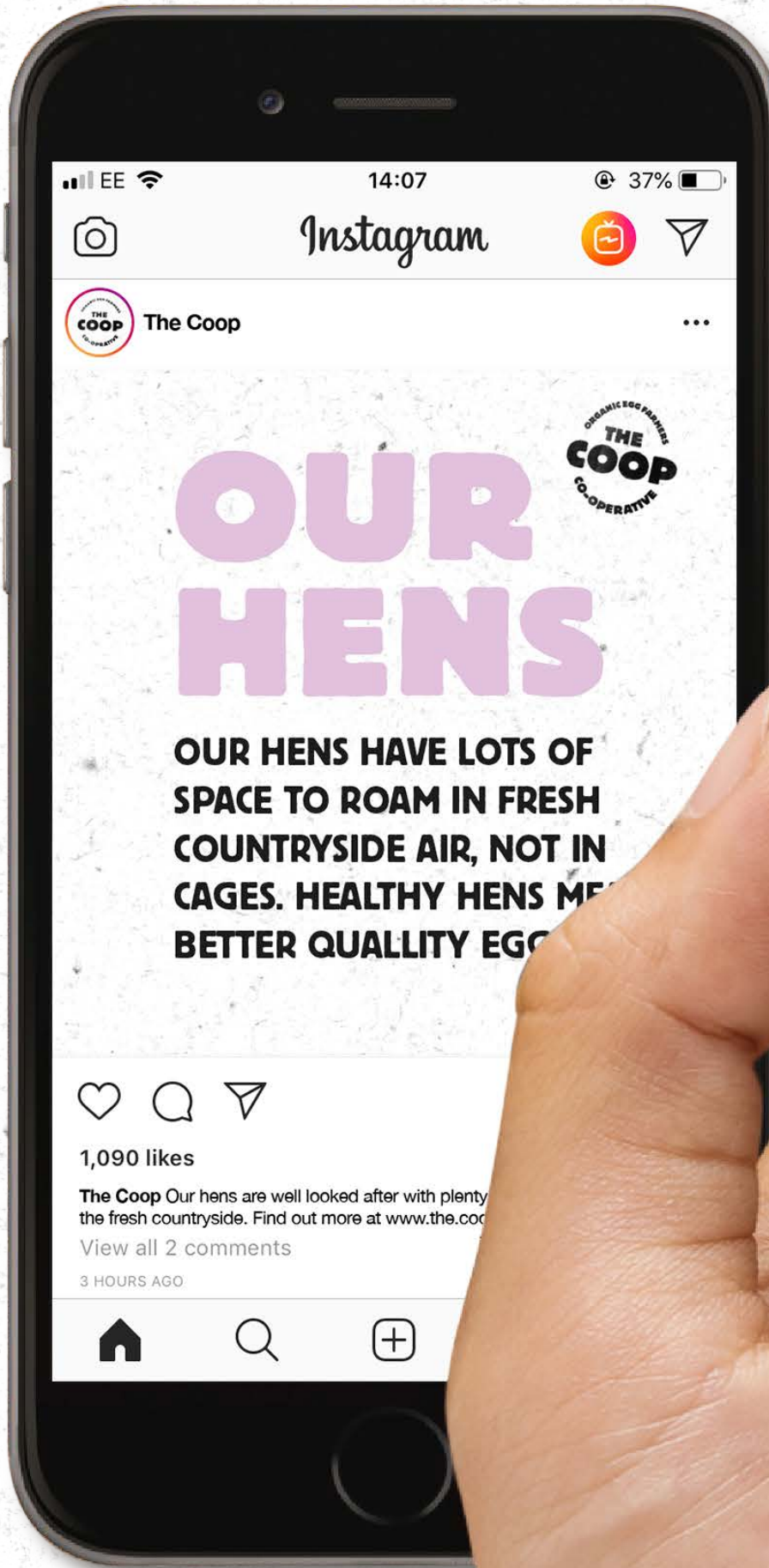
The Flock

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



Social Media

Instagram



Posters



Posters



Farm Shop Road Sign

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

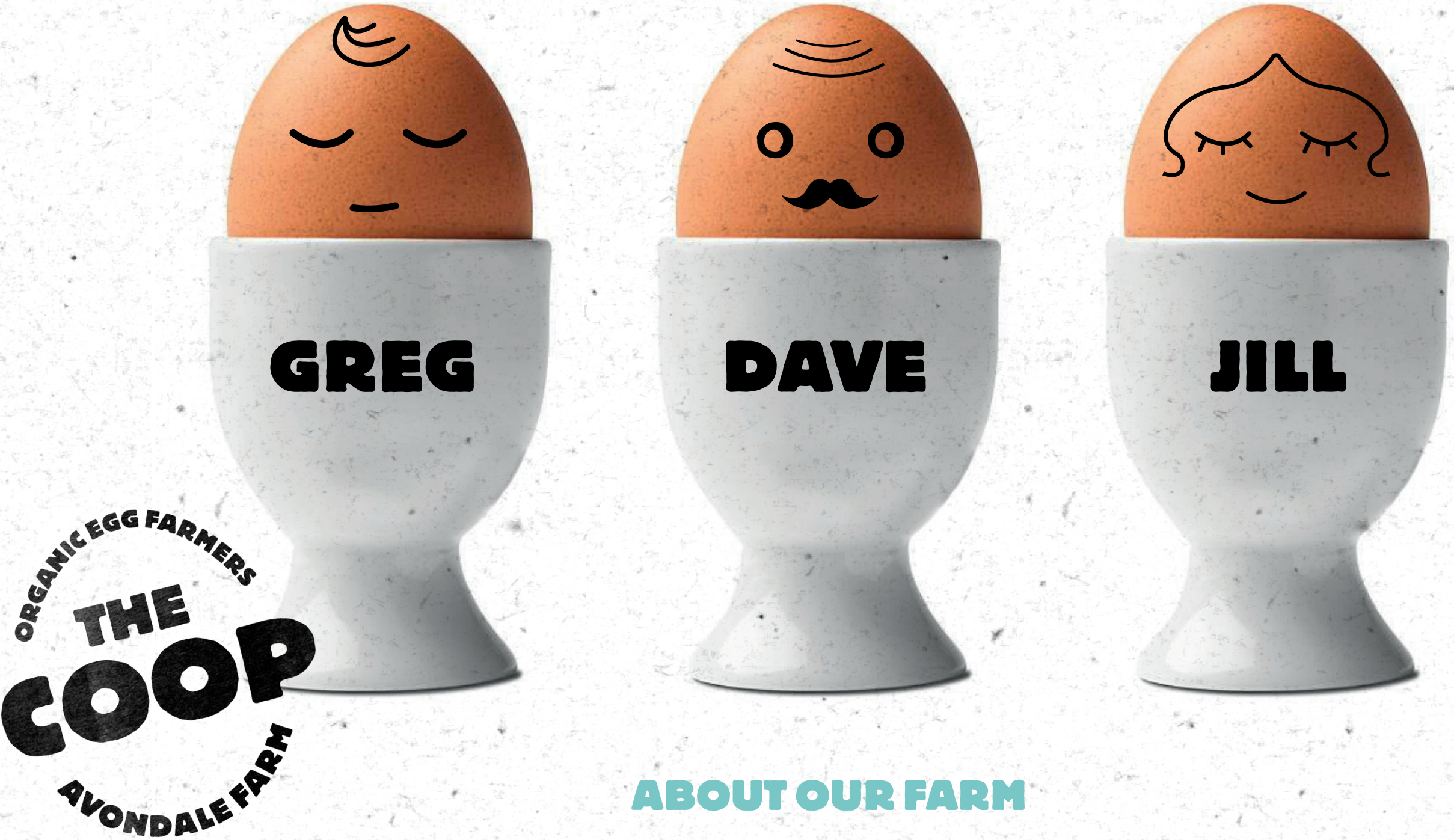


Tote Bags



Meet the team

Local farms team members
represented as eggy characters.



ABOUT OUR 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.

Campaign

Getting people to join the coop.

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



Mailer

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



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.



WE RULE THE ROOST!

