

USF Food Pantry

Branding Process



Background Research

Before the Branding Team started any work, we did some research on the existing Food Pantry and its stakeholders. We interviewed and made surveys for the Food Pantry organizers and volunteers, as well as students living on and off campus who may or may not have heard about the Food Pantry.

The responses from the Food Pantry patrons showed that the words used most to describe the pantry were:

Welcoming

Happy

Supportive

Community

Friendly

Open

They also said that the best parts about the pantry are:

Food access

Produce

Live music

We also had interviews and surveys done for the general student population at USF, whether they lived on or off campus, or if they have even heard about the Food Pantry or not.

The branding group asked about which food brands and grocery stores students identified with the most:

Trader Joe's	Safeway
Whole Foods	Target

Out of our 9 responses,

6 people	have heard of the pantry, but never used it,
1 person	has utilized the pantry, and
2 people	have never heard about or used the pantry.

While holding these interviews and researching the existing Food Pantry, we also looked into brands that we thought were good examples of consistency, freshness, and playfulness. We were drawn specifically to Whole Foods and Trader Joe's because of their unique logos, cohesive color scheme, and recognizable brand identity.



TRADER JOE'S

With these responses in mind, our goal was to:

Create a cohesive brand based on research and student feedback

Communicate community values through our work

Market and spread the word

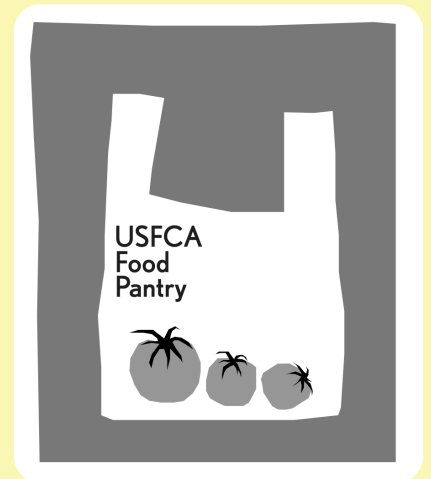
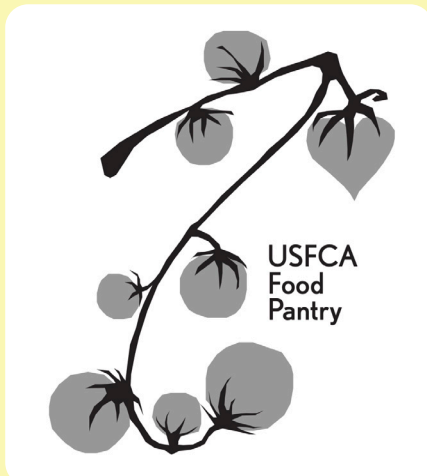


Make the Food Pantry symbolize joy, community, health, happiness, and food security.

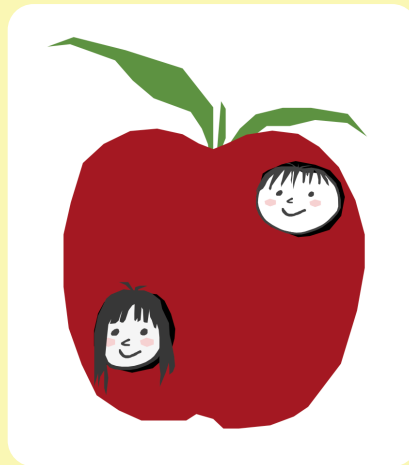
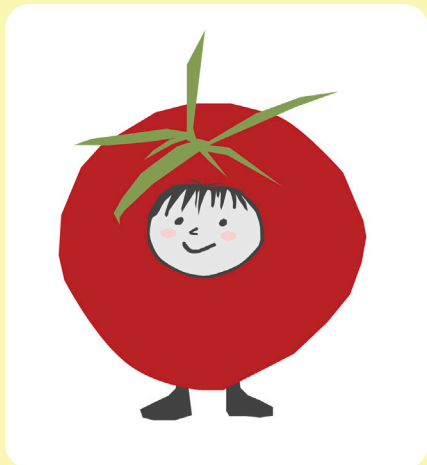
Initial Concepts

Logos

While the other members of the branding group started on choosing color schemes and typefaces, I started some (very) rough logo ideas in black and white.



After some feedback, I worked with more ideas.



Assets

Each of us was assigned to make assets that could be used throughout the branding of the Food Pantry. The categories of assets include produce, shelf-stable items, and community (and whatever else we thought would fit the branding).

Produce



Shelf-Stable



Community and Education



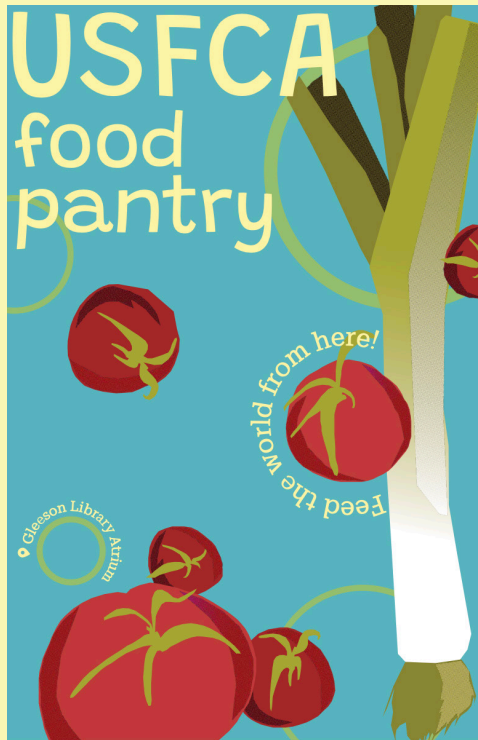
Other Assets



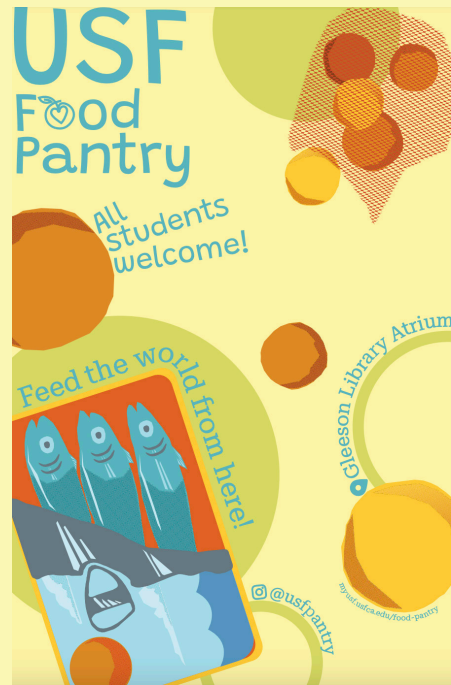
Poster Designs

With these assets and the ones my other groupmates made, we each made posters that fit the same themes of community, education, and mental wellness. I was assigned to make 2 community themed posters (but I couldn't help but make a few extras).

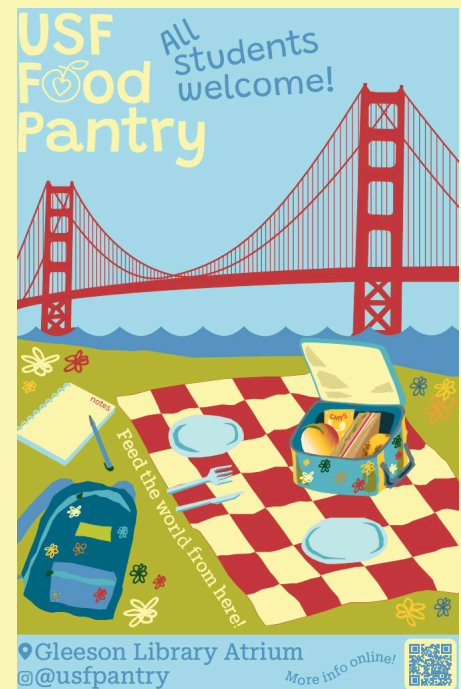
First Drafts



Second Drafts



At some point we decided to try implementing an information bar with a QR code and other links to the Food Pantry site at the bottom of each of our designs. It was a challenge figuring out ways to make the information clear and centered within designs that we also wanted to be playful.



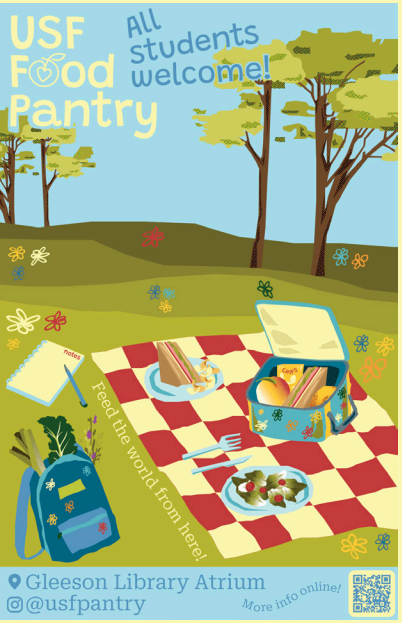
Third Drafts



These posters were the first renditions including the QR code in the information bar!

Most of the feedback from this round included adding more food elements from the Food Pantry and adjusting some of the text layout on the posters.

Final Posters



These final posters included some more food items from the pantry, as well as a more uniform information bar. Each of us on the branding team made posters including the Food Pantry schedules as well — one for this semester, and one for the next.

Other Promotional Implementations

Using our poster designs, we also made versions used for TV screens and Instagram posts and advertisements.

Instagram Posts



TV Screens

USF Food Pantry

Feed the world from here!

Food Pantry this Saturday

11:30-1:30

All Students welcome!

Feed the world from here!

Gleeson Library Atrium

@usfpantry myusf.usfca.edu/food-pantry

USF Food Pantry

Feed the world from here!

Spring 2025 Schedule

Fri, Jan 31 | 2:30-4:30

Fri, Feb 14 | 2:30-4:30

Sat, Feb 22 | 11:30-1:30

Fri, Mar 7 | 2:30-4:30

Sat, Mar 22 | 11:30-1:30

Fri, Apr 11 | 2:30-4:30

Fri, Apr 25 | 2:30-4:30

Fri, May 9 | 2:30-4:30

All Students welcome!

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USF Food Pantry

Feed the world from here!

Fall 2024 schedule

Fri, Aug 30 | 2:30-4:30

Fri, Sept 13 | 2:30-4:30

Sat, Sept 28 | 11:30-1:30

Fri, Oct 4 | 2:30-4:30

Fri, Oct 11 | 2:30-4:30

Sat, Nov 2 | 11:30-1:30

Fri, Nov 8 | 2:30-4:30

Fri, Dec 6 | 2:30-4:30

All Students welcome!

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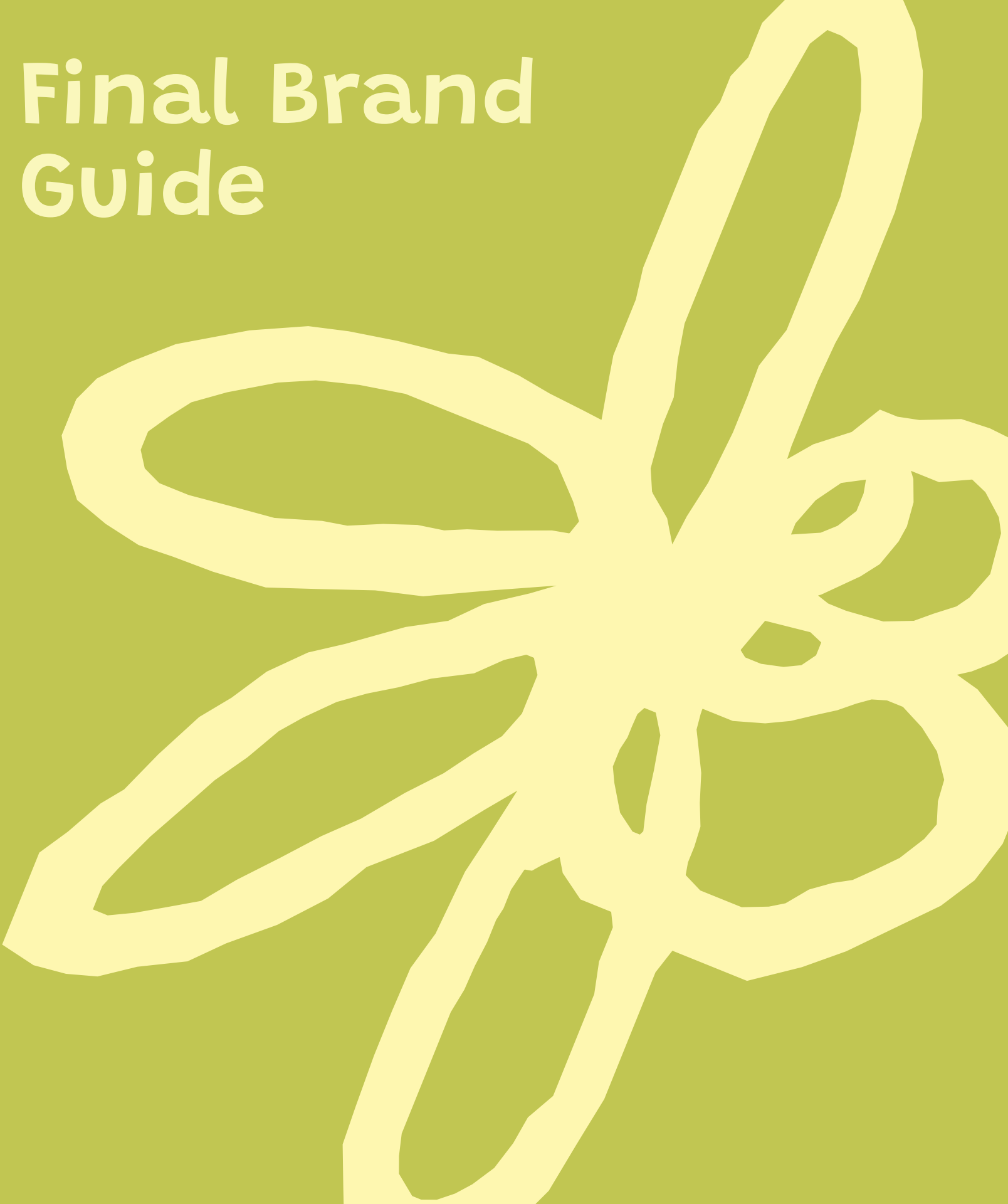
@usfpantry myusf.usfca.edu/food-pantry

Our Work in Context

The final Food Pantry of the semester included the work of all teams in ART365. Here are some of the branding group's works in the pantry!



Final Brand Guide



Logo



Color Scheme

Primary



#164F27

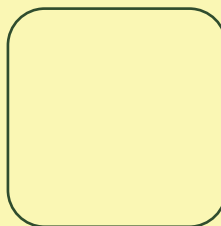


#59B6C0



#C0C839

Secondary



#FDF6B2



#C33D3B



#FFCB36

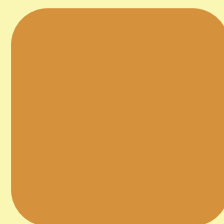
Tertiary



#5696C1



#E06225



#E08B26



#657882



#A7A836



#F74F4F

Type

Grandstander

Headers & Titles

USF Food Pantry
USF Food Pantry
USF Food Pantry
USF Food Pantry
USF Food Pantry
USF Food Pantry
USF Food Pantry
USF Food Pantry
USF Food Pantry
USF Food Pantry

Roboto Serif

Body & Secondary

USF Food Pantry
USF Food Pantry
USF Food Pantry
USF Food Pantry
USF Food Pantry
USF Food Pantry
USF Food Pantry
USF Food Pantry
USF Food Pantry

Logo Type Treatment

USF
Food
Pantry

Three rows
of text

“USF” and
first letters
capitalized



Left aligned

Grandstander Medium

Lowercase “d” not in font
glyph set

Personal Reflection

This class was such an awesome opportunity to work as a designer in a way that actively helps the community around me. I've also learned so much about food security and insecurity and the importance of food accessibility within a university setting.

I was able to work with such an amazing group for branding, and through that I've learned so much about what it takes to be a team player as well as a communicator. Usually I work better alone or independently, but I realize the opportunity to grow is greater with others around you. I hope to work more in ways that actively help the world around me, and I'm grateful for the chance to work with such a great class and professor!