

FoodCorps

Project: Communications design

A suite of promotional materials help tie this national service organization's brand together, visually - so they can communicate their mission to their constituents in a cohesive, consistent, professional manner.

Background

FoodCorps is a national service organization that addresses childhood obesity by increasing children's knowledge of, engagement with, and access to healthy food.

Objectives

FoodCorps already had a fun, colorful, logo and website but were a new face in the crowd and had little else in the way of communication materials. Knowing our interest and experience working with food advocacy organizations, they approached Stone Soup Creative to create several new materials - an annual report, general informational brochure, and print & email newsletter templates. We helped determine their new visual brand as we went along.

Solution

The resulting materials we designed for FoodCorps tie their brand together visually, so all pieces, including those online, look & feel consistent. We used colors that pop combined with plenty of high quality photography shot directly at their program sites to convey their message of connecting kids to real food. The pieces aimed at a general audience feel fun and enthusiastic in nature; the annual report - geared towards financial and other supporters - a bit more subdued.

"I found you and your team to be completely and totally professional, responsive and reliable. The designs were beautiful, and reflected and extended our existing brand. And all deadlines were met!"

— JERUSA K., COMMUNICATIONS DIRECTOR, FOODCORPS



▲ GENERAL BROCHURE



▲ 2014 ANNUAL REPORT



▲ EMAIL NEWSLETTER



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