

Waste Not Michigan

Goal: reduce food waste by 20230

Allies: Make food not waste, Tasty, composting companies, local government, grocery stores, homeless shelters, local plant shops and community centers

Methods: add campaigns, page on website for recipes made with leftovers, locating small composting run by volunteers or employees in target areas, give free compost bins to people in area of composting site, composting site has volunteer days where locals help to use grocery food to make meals for people in need and others use the waste to plant gardens in community spaces.

Add vibes: shame for greed, encouragement for brighter tomorrow, easy change, proof of local impact + days to attend

Values: good will, social change, integrity, waste reduction, community

Typefaces:

Hangyaboly

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

Antic

A B C D E F G H I J K L M N
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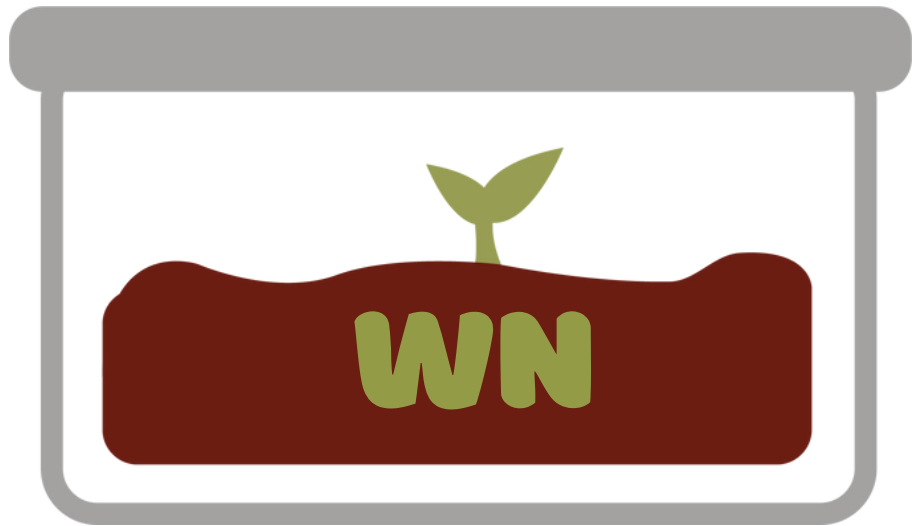
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ANTIC

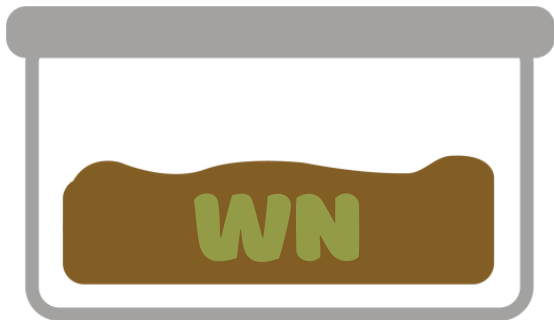
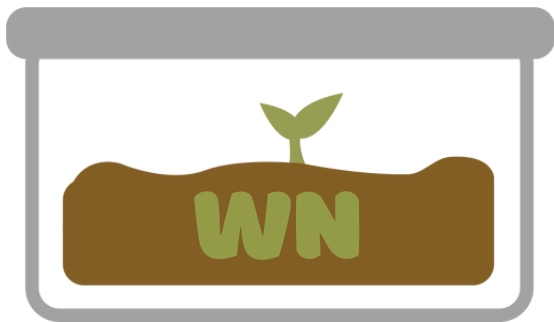
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O P Q R S T U V W X Y Z**

**A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z**

Main Logo:



Alternated Logo:



One Color Logo:



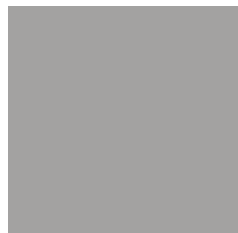
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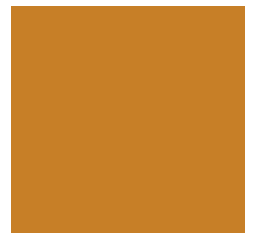
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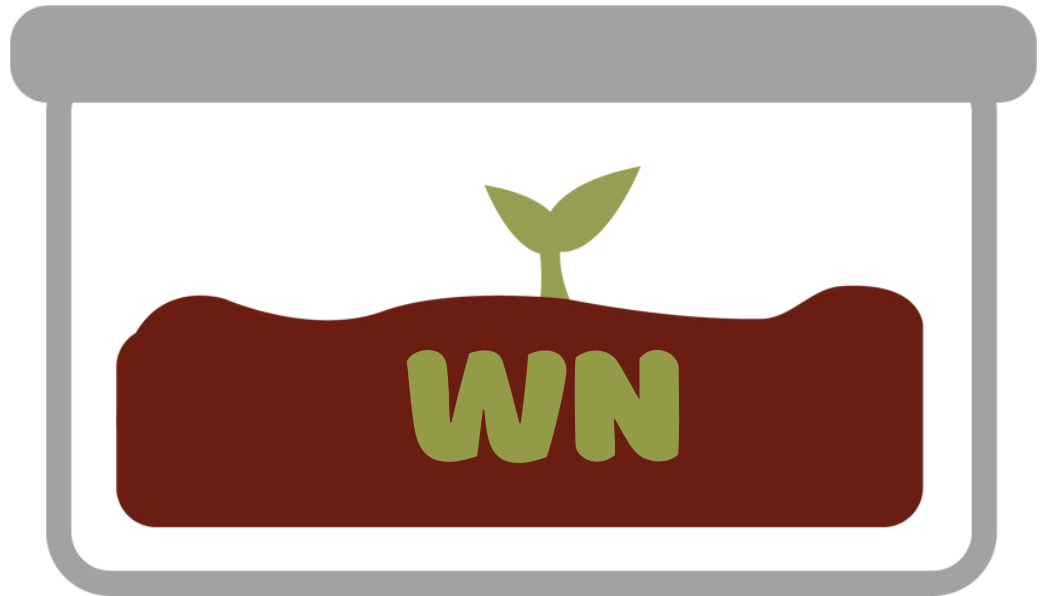


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Slogan:



The Taste of Community.

Submark:



App Icon:



Icon additions



Mood Board

