

The Social Pantry

Live Client Pitch

WELCOME!

Values

Reducing food waste

Tackling food poverty

Empowering communities

Values simplified

Save
&
Support
your
Community

Current strapline

“A new way to shop for less.”

Improved strapline

“We save to support our community.”

Target audience

- Families
- Elderly
- Isolated

Reviews

“A Fantastic Community Venue”

“What a little gem!”

“Always a pleasure”

Tripadvisor/2020

PRIMARY LOGO



SECONDARY LOGO



COLOUR PALETTE



FRESH GREEN

70 / 33 / 76 / 18

83 / 122 / 78

#537A4E



CALM GREY

27 / 20 / 21 / 2

195 / 195 / 195

#C3C3C3



LOYAL BLUE

62 / 0 / 40 / 0

77 / 209 / 182

#4DD1B6



STRONG BLACK

0 / 0 / 0 / 100

0 / 0 / 0

#000000



SAFE BROWN

2 / 22 / 53 / 0

248 / 206 / 137

#F8CE89

TYPEFACES

LOGO: SIGNPAINTER HOUSESCRIPT SEMIBOLD

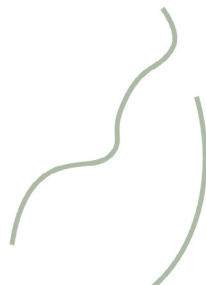
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

BODY: HELVETICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GRAPHIC ELEMENTS



TAGLINE

We save to support our community

USAGE EXAMPLES

The Social Pantry

We save to support our community

talk@theumbrellacafe.co.uk

07518 065801

theumbrellacafe.co.uk/thesocialpantry

The Umbrella Cafe ~ Oxford Street ~ Whitstable ~ CT5 1DD



Logo inspiration



milk tea



salmon



orchid



light grey



cream



Logo iterations





Recipe

Zee Ali

Title _____

From the kitchen of _____

Prep time _____ Cook time _____ Serves _____

Ingredients

Directions

| | |
|-------|-------|
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |
| _____ | _____ |

BACK

FRONT



The Social Pantry

How it works?

Referral for those facing food insecurity



We receive excess food stock



Stop for a tea or something to eat! (pay what you can menu)



Wednesday - Thursday 10am - 1pm
One family at a time
£4 for 20 items or £3 for 15 items



Result:

- Less food wasted
- Less landfill created
- People eat!
- Less isolation

OPEN



The Social Pantry

We save to support our community.

OPEN

Wednesday & Thursday: 10am - 1pm

One family at a time

Stop by for tea! Socialise! Pay what you can!

The Umbrella Cafe ~ Oxford Street ~ Whitstable ~ CT5 1DD



£4 for 20 ITEMS

£3 for 15 ITEMS

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We save to support our community

2020 ANNUAL REPORT



The Social Pantry

We save to support our community.

OPEN

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


£4 for 20 ITEMS
£3 for 15 ITEMS



The Social Pantry



 PAY IT FORWARD - DONATE

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The Social Pantry

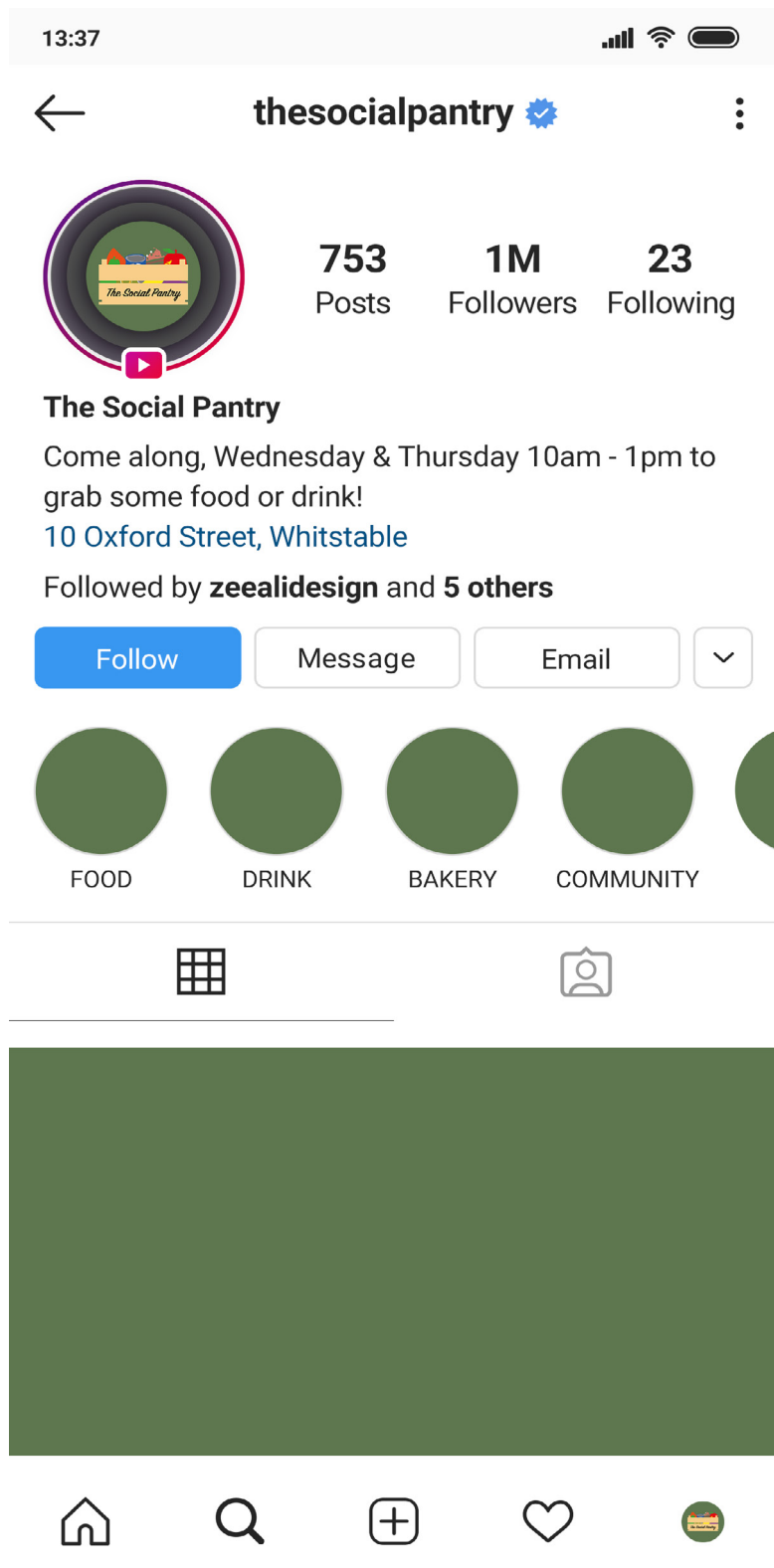
We save to support our community

Our Values

Reducing food
waste

Tackling food
poverty

Empowering
communities



Zee Ali

Any questions/feedback?



THANK YOU!