

Cassie Muskett

Elliot Hockett

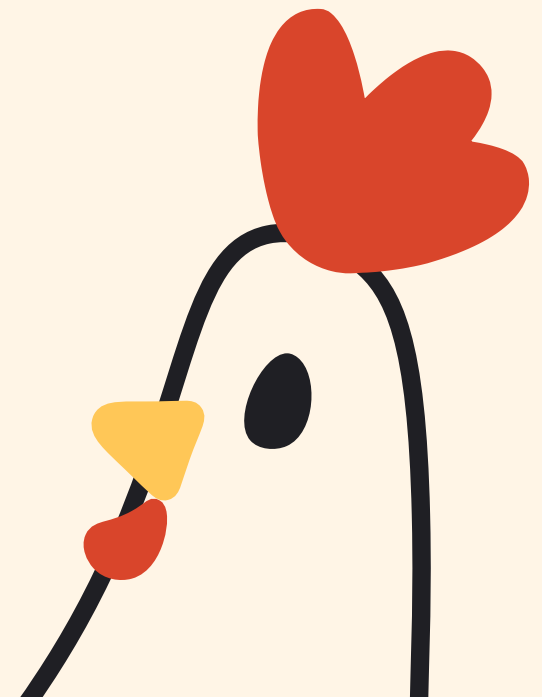
Jacob Bryant

Reiss Badhasha

Plucked

Public London's Rent a Chicken brief

Plucked is an unapologetically **bold** and **friendly** chicken rental service **plucking** chickens from captivity, liberating them from their 'life sentence' in the poultry industry.



Brand Logo and Icons



See motion folder
1_plucked_logo.mp4
2_plucked_logo_variations.mp4

Social Media Stories

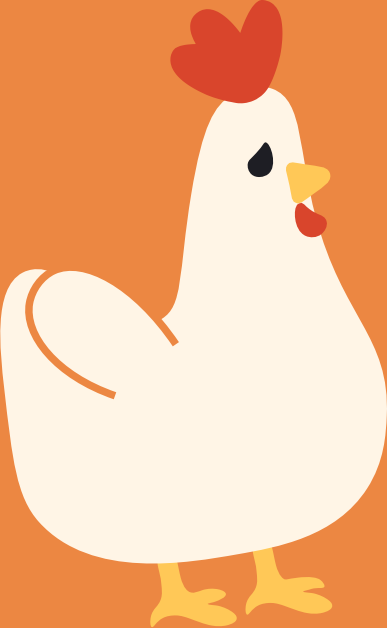
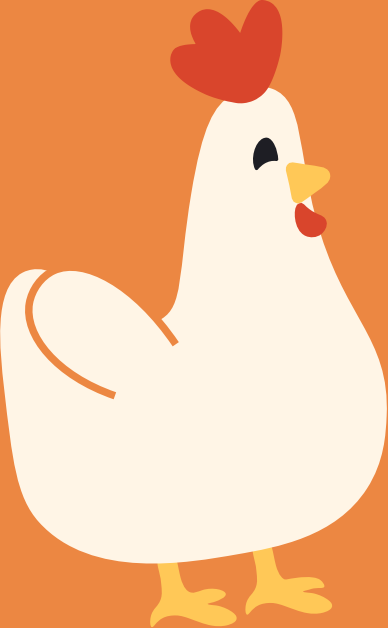
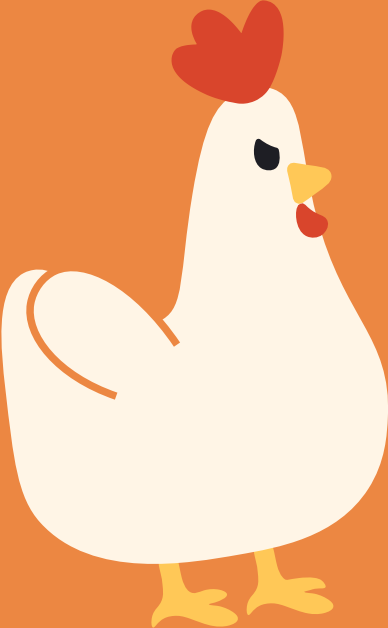


Social Media Stories



See motion folder
3_plucked_stories.mp4

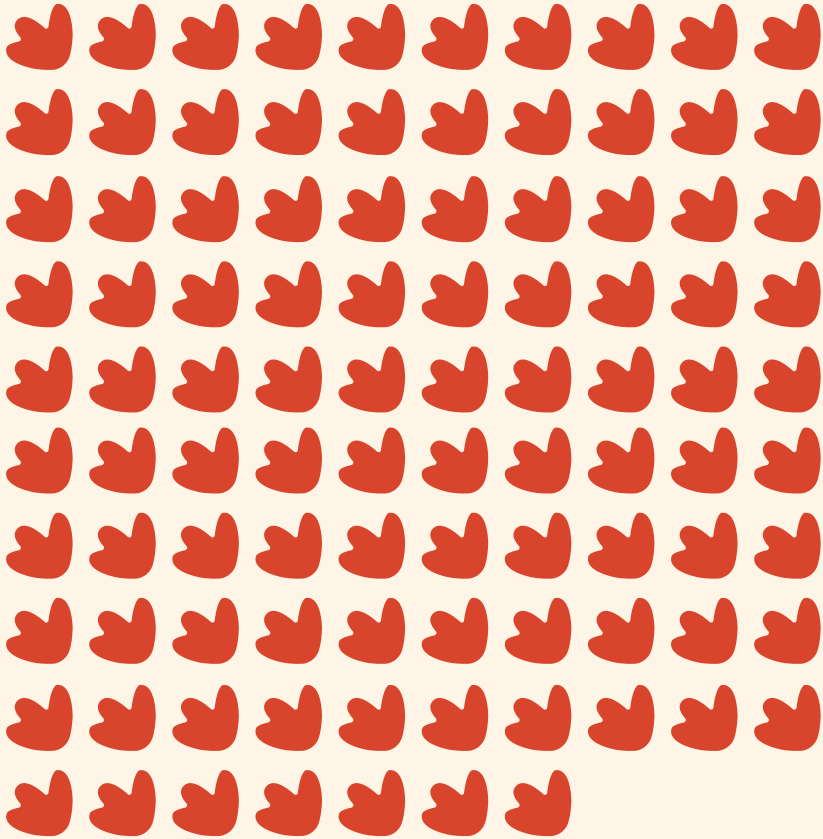
Brand Mascot "Pluck"



Infographic

each comb
represents a
chicken
KILLED
every **0.05**
seconds

(That's 97 chickens in total)



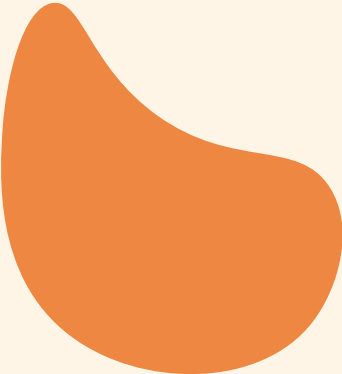
See motion folder
4_plucked_infographic.mp4

3D Version of Pluck

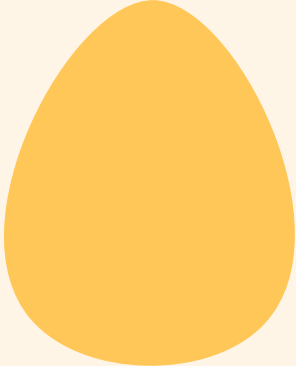


See motion folder
5_pluck_falling.mp4
6_pluck_walking.mp4

Brand Colours and Patterns



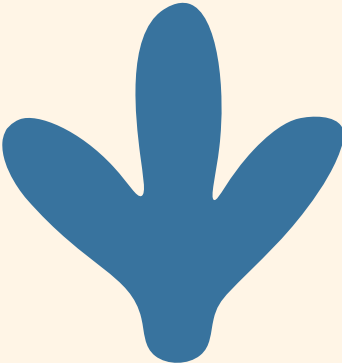
Happy Yolk Orange
#EC8742



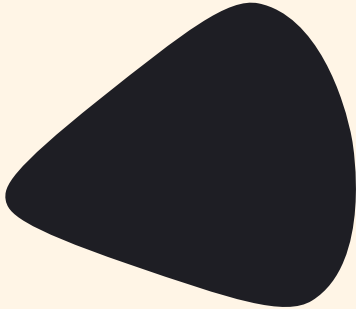
Sunshine Yellow
#FFC857



Comb Red
#D9452C



Freedom Blue
#39729E



Beady-Eyed Black
#1E1E24

Eggshell White
#FFF5E6

Custom Typeface

Egged Bold

Supported by Supreme Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0 1 2 3 4 5 6 7 8 9

Numbers

@ . , ; ! ? £ # % & * + - ()

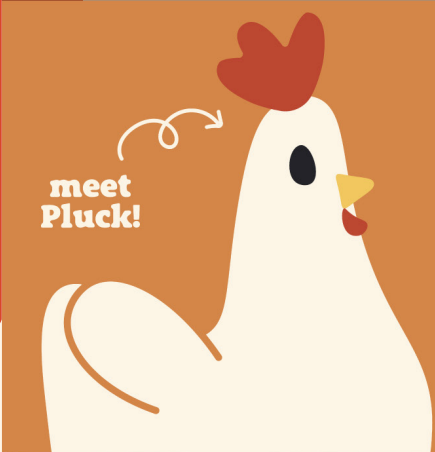
Symbols

bb dd oo pp qq

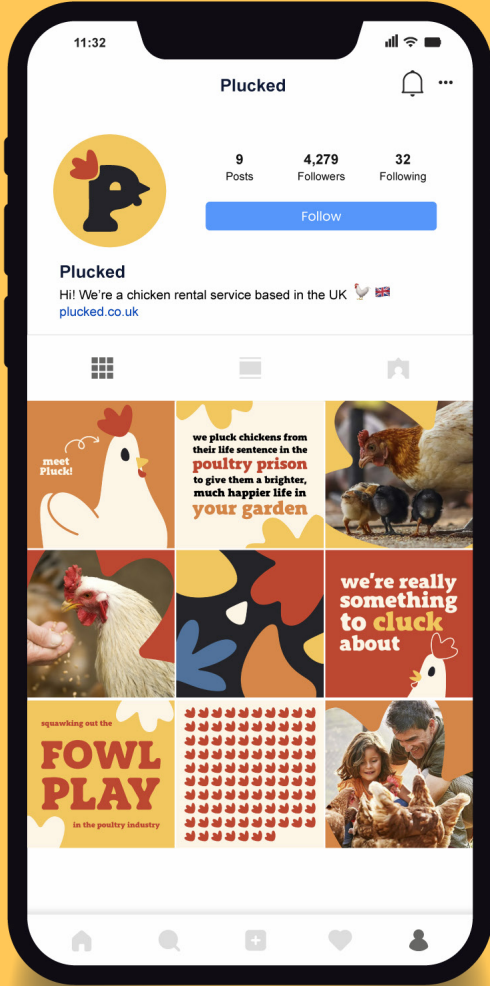
Custom glyphs

See motion folder
7_egged_typeface.mp4

Social Media Posts



Social Media Posts



Business Cards



**JOIN
FLO**

Plucked

**Rent a chicken
gain a friend**

plucked.co.uk
hello@plucked.co.uk
+44-8651-732559

Thank You Cards

Thank you!

we're **trilled** to meet you

we hope you enjoy our fresh eggs and our clucking company.
Care and further information on the back!

Trill definition - chick's expression of utter contentment



Join the flock!

Follow the qr code for more information

Plucked aims to liberate chickens from poultry farms to a better life. Pluck them from their life sentence straight to your garden for better chickens and fresher eggs.



OOH — Delivery Van



OOH — Bus Advertising



[About](#)

Plucked

[Hen-quire](#)

THE FLOCK NEEDS YOU!

[Hen-quire](#)

[About](#)



About

Plucked

Hen-quire

We are the GOOD EGGS

We are an unapologetically bold and friendly chicken rental service, fighting the injustice for our feathered friends!

We offer the full chicken rental service, providing delivery, hospitality, feed and instructions to ensure you hens have a comfortable stay in your garden.

Find out how you can get involved and help us pluck out the mistreatment of chickens.



Hen-quire

Billboard

Plucked

**from the poultry prison,
to a happy home.**



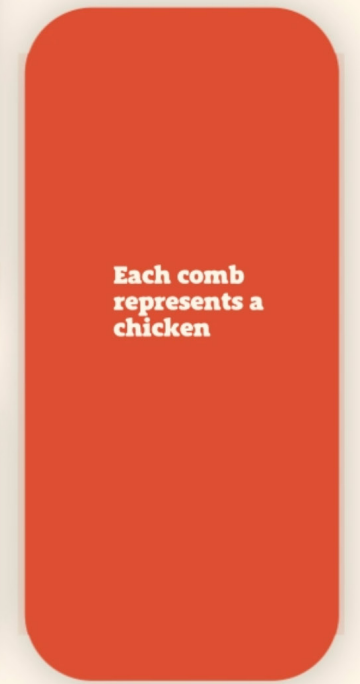
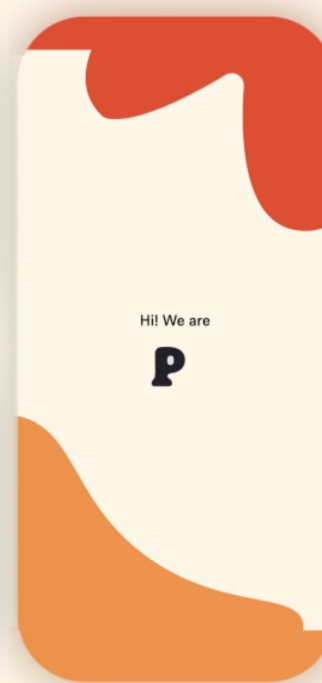
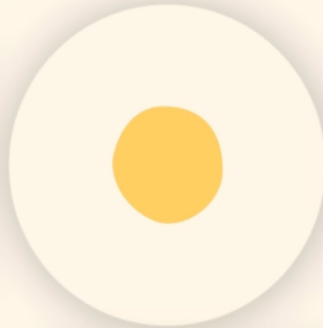
See motion folder
8_plucked_billboard.mp4

Brand Apparel

PRIMAR



Animated Brand Board



See motion folder
9_brand_board.mp4

Custom Chickens

