

# **Atlanta Community Food Bank**

## Logo Redesign

Round 2  
Gregory Schuch

# Position

Distribute non-perishable food to surrounding partners & over 600,000 serviceable people

Educate those surrounding hunger & food insecurities and how to take action

# Design Brief

Approachable & inviting

Displays core purpose of the organization

Evoking a sense of togetherness

Establishes the organization as a non-profit

## Option A



Peach to tie back to Georgia roots

Peach acting as coin being inserted into coin slot to represent the “bank” aspect

Rounded elements to express the soft, people-focused mission

Bold type to showcase the consistent and dependable support the organization provides

Option A



## Option B



Peach to tie back to Georgia roots

Coin showcasing the element of “Food Bank” while conveying the impact of the small action of donating

Rounded and sharp elements combine to express community and resilience through hardships

Option B



# Option C

Refined



Peach to tie back to Georgia roots

Heart to show the caring nature of the organization

Rounded elements to express the soft, people-focused mission

Bold type to showcase the consistent and dependable support the organization provides



Option C

Refined



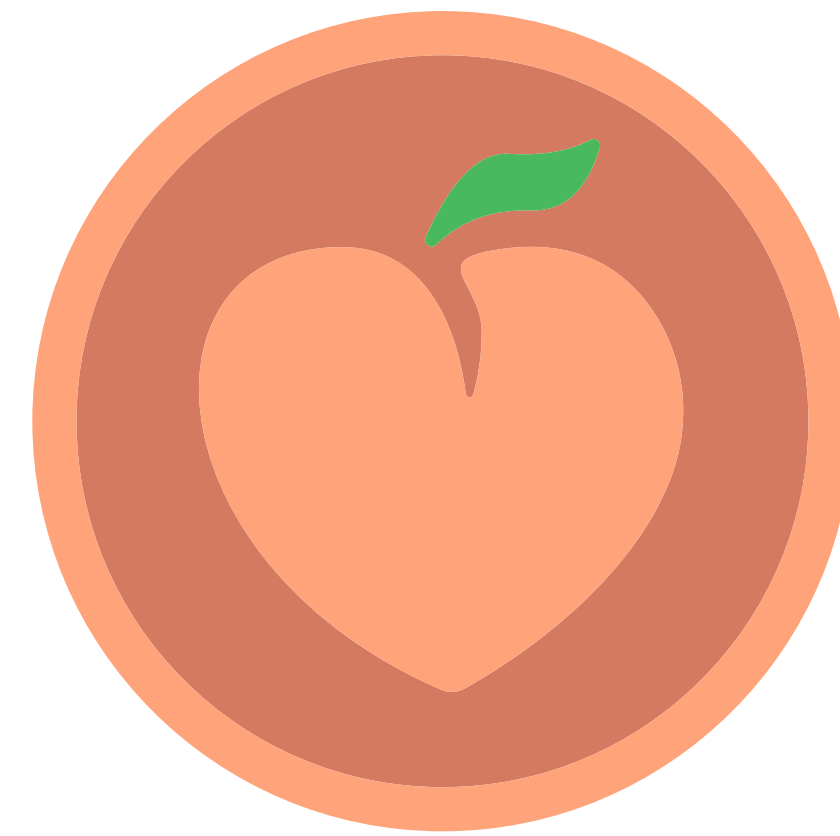
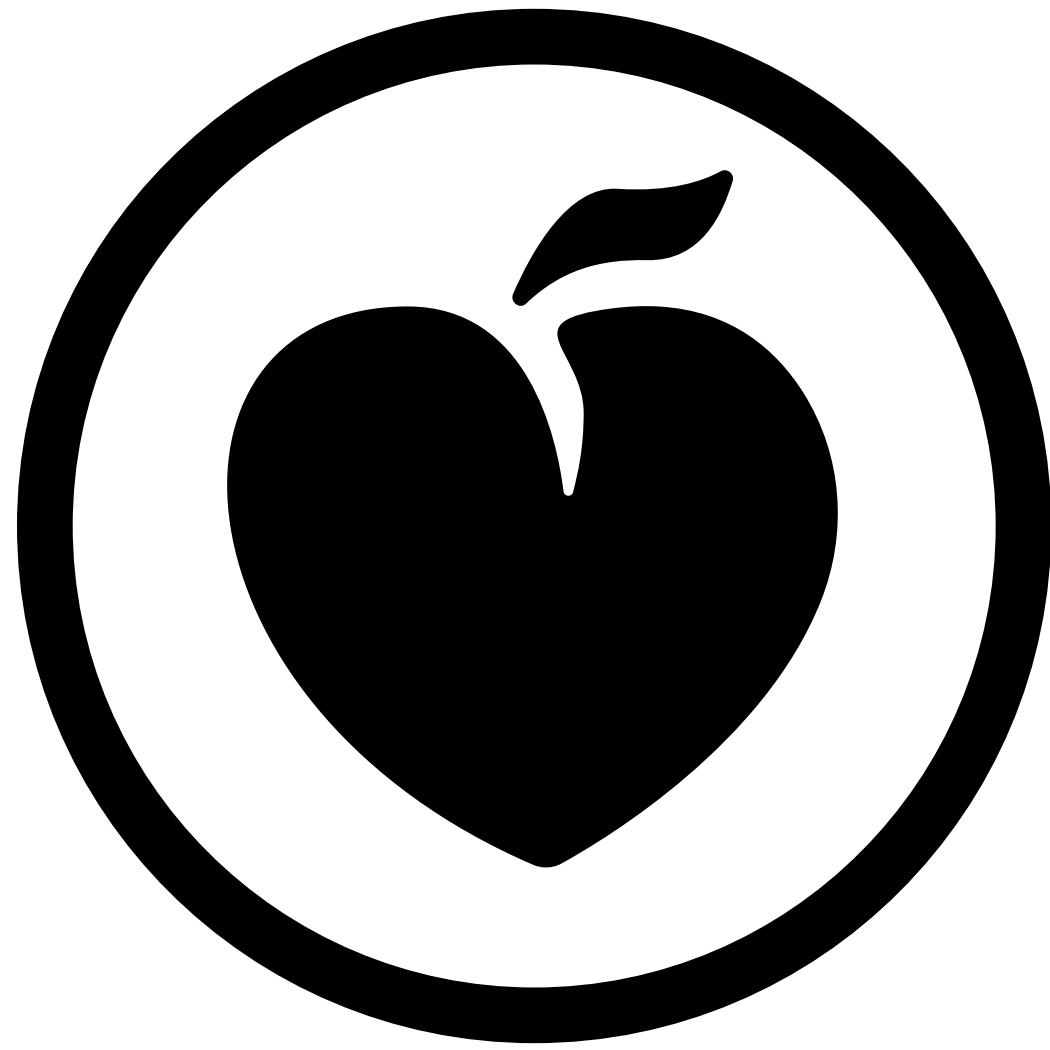
Option C

Refined



# Option C

Refined



# Poster Designs

