



FOODHERO

BRANDING PRESENTATION

lana™



The first in the Middle East to
fight food waste by inspiring and
empowering everyone to
combat food waste together.



LOGO ELEMENTS

The icon is seen in three solid color
making it simple, friendly and iconic.

فوود هیرو
FOODHERO



LOCKUP OF OUR LOGO

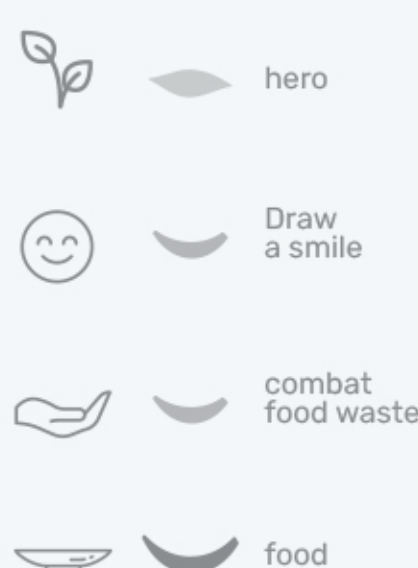
The lockup of our logo consists of the icon and
the wordmark. The icon is placed to the right of
the wordmark, keeping their relative sizes into
consideration.



فوود هیرو
FOODHERO



LOGO CONCEPT



USE ON DIFFERENT BACKGROUNDS





FOODHERO

TO BE PART OF THIS CHANGE
TO REDUCE FOOD WASTE



ADVERTISING
POSTERS



PRIMARY & SECONDARY
COLOR PALETTE

COLOR PALETTE
PRIMARY



COLOR PALETTE
SECONDARY

ADVERTISING
POSTERS



CREATING REAL CHANGE
WE'RE BUILDING SOMETHING BIG

FOODHERO

STATIONERY LOOKUP
BUSINESS CARD



STATIONERY
FOLDER



WEB ELEMENTS
ICONS STYLE



to be an integral
part of the journey
of change to
reduce food
waste



Food waste
gases are a
greenhouse



Threatens food
security, which
reduces the
standard of life

ICONS STYLES

LOGO LOCKUP
ROUNDED STAMP



ADVERTISING
POSTERS

Increasing poverty
in families who
need wasted food



FOODHERO



SAVED
MEALS
FOODHERO



ADS STRATEGY
EVENT POSTER



BRAND STRATEGY
BOX AND RIBBON



ADVERTISING
POSTERS



WORK WITH
YOUR VALUES

FOODHERO

LOGO LOCKUP
MINI DELIVERY VAN



Lana Services is your creative partner

THANKS

FOODHERO