

About the client



Waupun Area Food Pantry

- Serves ~225 families per month
- Aims to be a place families can develop relationships and emotional support
- Provides a ready food resource to those who are good challenged by virtue of their personal, health and/or socioeconomic circumstance
- Services:
 - Provides food assistance once per month per family
 - Community closet
 - Provides individuals in need with contact and referral information on other resources individuals may utilize
 - Organize community garden
- Welcomes donations and volunteers

Contact

920-324-4000
waupunfoodpantry@gmail.com
<https://www.waupunfoodpantry.org>

The brand



**I traced the original logo and just gave it a modern update*

Brand personality

- Welcoming
- Understanding
- Supportive
- Caring
- Empathetic

#728FA7

Bermuda Gray

#D5E0DE

Nebula

#667E76

Viridian Green

#E6DBCB

Pearl Bush

Omnes Light

waupun food
pantry

```
<link rel="stylesheet"
href="https://use.typekit.net/pel3web.css">

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font-weight: 400;

font-style: normal;
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Magister Regular

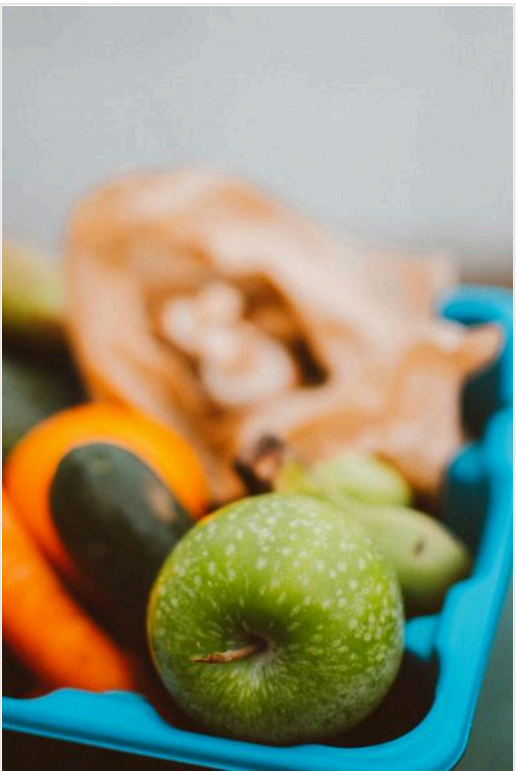
The Waupun Area Food Pantry provides a ready food resource to those who are good challenged by virtue of their personal, health and/or socioeconomic circumstance. The Waupun Area Food Pantry provides nutritional food sustenance

```
font-family: "magister", sans-serif;

font-weight: 400;

font-style: normal;
```

Key Images



Current Website:

<https://www.waupunfoodpantry.org>



Home Waupun
Food Pantry.pdf
7.0 MB

Goals

Target Audience:

- Clients:
 - Local families/persons of Waupun trying to make ends meet
 - Those in need of help, compassion, and understanding
 - Those experiencing hardships and insecurities
- Volunteers
 - Local persons looking to help
 - Those that value community and mutual aid

Objective:

- Re-vamp the Waupun Food Pantry website to be more visually appealing
- Create a website that is more relevant to the needs of owners and clients (not just a website for the sake of a website)
- Make the following additions:
 - Blog for daily announcements and conversation with local families about what is needed at the moment
 - event calendar and registration for events