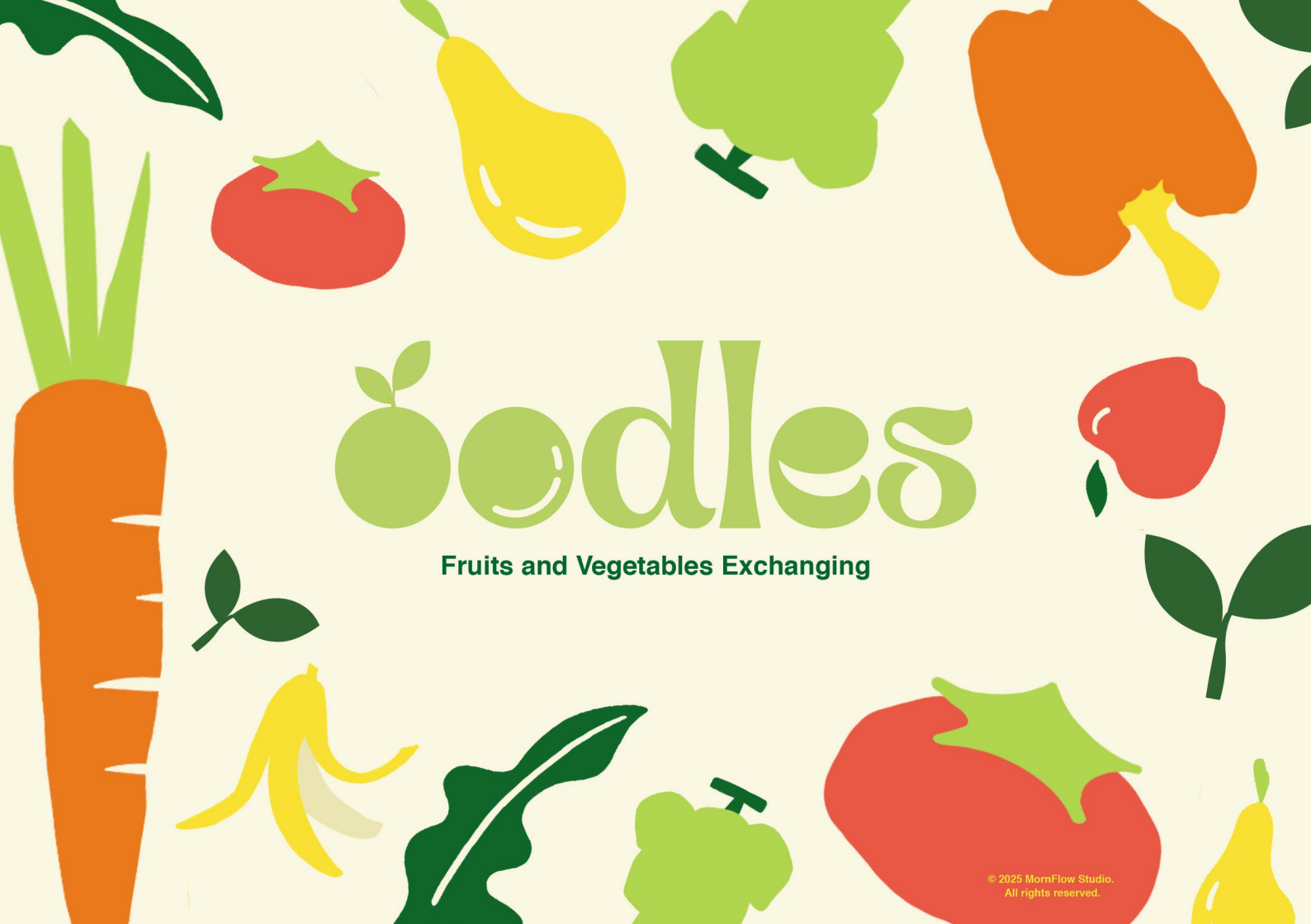


The background of the entire page is decorated with various stylized illustrations of fruits and vegetables. On the left, a large orange carrot with green leaves extends vertically. Scattered around are other items: a red tomato with a green stem, a yellow pear, a green leafy vegetable, an orange bell pepper, a red apple, a yellow banana, and another red tomato. The illustrations are simple and colorful, using a palette of orange, red, yellow, green, and dark green against a light cream background.

oodles

Fruits and Vegetables Exchanging



About OODLES

Welcome to OODLES, we are a brand committed to addressing the issue of fruit and vegetable waste. OODLES assists urban residents in managing their fruit and vegetable resources more intelligently and sustainably in their daily lives, covering aspects such as purchasing, storage, and food handling. In the creative and caring community of OODLES, we encourage everyone to join hands in reducing food waste and contributing to the protection of the Earth's environment.

The Essence

A sustainable lifestyle to reduce vegetable and fruit waste.

Target Audience

18-35 years old, environmentally conscious young individuals.



Brand Values and Mission

OODLES considers social responsibility as a core value, actively engaging and promoting environmental initiatives to ensure the brand plays a positive role within the entire ecosystem.

OODLES is dedicated to advancing sustainable development, recognizing the inherent value in each fruit and vegetable. Therefore, we strive to create a sustainable food ecosystem.

The mission of OODLES extends beyond merely reducing food waste, we advocates for an environmentally friendly lifestyle, which is promote sustainable consumption habits to individuals with ecological awareness to minimize food waste.

OODLES also is not just an app, it is a community that connects people, sparks creativity, and shares warmth. By sharing surplus food with those in need, fostering collaboration and sharing among individuals. While creating a supportive and friendly social environment, we collectively contribute to sustainable development and environmental conservation.

Our Promise

OODLES provides comprehensive and reliable services, eliminating concerns about loss and waste. Fruits and vegetables are precious assets to humanity, and OODLES values each one, ensuring they fulfill their maximum potential. We categorize them based on their varying freshness levels and offer optimal usage recommendations.





INSPIRING



UNITED



FRIENDLY



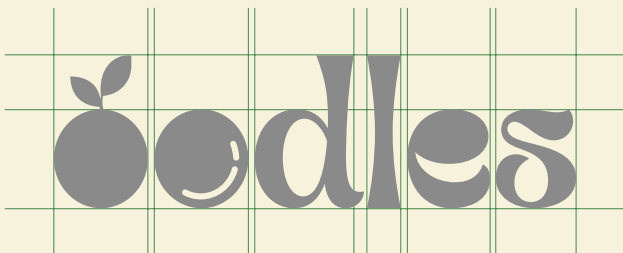
SINCERE



About Logo

The design of the logo combines the two letters 'O' from the brand name with elements of fruits and vegetables, showcasing the brand's category.

The font choice for the logo is youthful and vibrant, creating a dynamic and positive brand style to inspire more people to engage in waste reduction actions.



Typography

Logo Font

Guyon Gazebo Regular

Headline and Text Fonts

HELVETICA BOLD

HELVETICA REGULAR

HELVETICA LIGHT



Colour Platte

In choosing the brand colour scheme, I extracted hues from various fruits and vegetables. The green tones portray an eco-friendly image, while warm tones convey a sense of warmth. This colour selection aims to highlight the brand's commitment to the environment while creating a warm and friendly atmosphere.





Join Oodles
and let's
together
create a
better, more
sustainable
future!

Exchanging
Vegetables and Fruits



oodles

//.2023
Jan.26

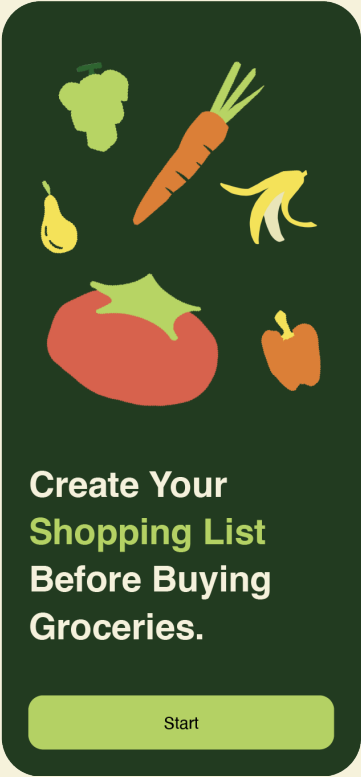
Vegetables
& Fruits
Exchanging

oodles



pear
tomato
banana
carrot
bell pepper
apple
grapes
etc.









oodles Consumption Methods: Fruit suitable for direct consumption, making fruit or vegetable crisps, making jams or jellies, making ice cream or frozen drinks, preparing fruit juice or beverages and feeding animals.	 Stale	oodles Consumption Methods: Not suitable for direct consumption, making jams or jellies, making ice cream or frozen drinks, preparing fruit juice or beverages and feeding animals.	 Perishable	oodles Handling Methods: Not suitable for eating, suitable for composting, fertilizer production, biogas fermentation, animal manure, and environmentally friendly waste.	 Overripe	oodles Handling Methods: Not suitable for eating, only suitable for composting, fertilizer production, biogas fermentation, animal manure, and environmentally friendly waste.	 Rotten
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oodles



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