

Annex 3. Branding and Selected Ads for the Waste-free Committee.

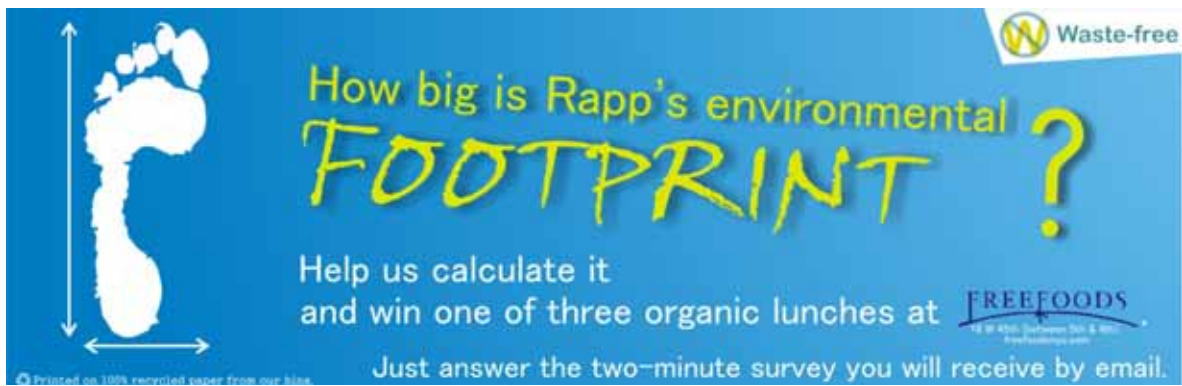
Logo.



Email Survey Ad.

The advertisement is a vertical rectangle with a teal background. At the top, the text 'HOW MUCH DO WE WASTE?' is written in large, white, bold, sans-serif capital letters. A large white question mark is positioned to the right of 'WASTE?'. Below this, the text 'HELP US FIND OUT.' is written in smaller white, bold, sans-serif capital letters. Further down, 'FILL OUT THE ONE-MINUTE SURVEY' and 'YOU WILL RECEIVE BY E-MAIL.' are written in white, bold, sans-serif capital letters. At the bottom left, there is a white rectangular box containing the text 'WIN A \$20 FREEFOODS CERTIFICATE.' in orange and brown fonts. The 'FREEFOODS' logo includes a small graphic of a fork and knife. Below the logo, the text '18 W45th (between 8th & 6th)' is written in a small font. In the bottom right corner, the 'Waste-free' logo is repeated in a smaller size.

Printed Survey Ad.



Waste-free

How big is Rapp's environmental **FOOTPRINT** ?

Help us calculate it
and win one of three organic lunches at **FREEFOODS**

Just answer the two-minute survey you will receive by email.

Printed on 100% recycled paper from our bins

12 W 42nd Street, New York, NY 10018
www.freefoods.com

Double-sided copies please.



2-sided copies please.



Recycling Bin Tags.

