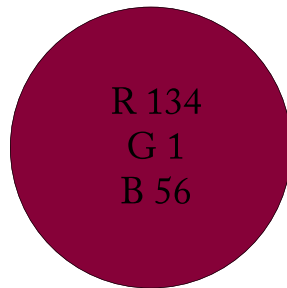
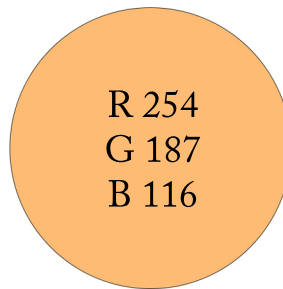
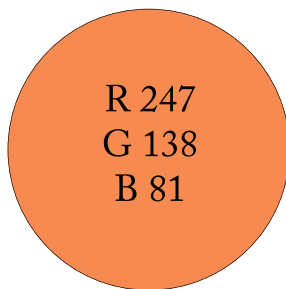


Logo



Color Scheme



Letter Gothic STD

Adobe Caslon Pro

Letter Gothic Std as well as Adobe Caslon Pro are fonts that are readily available on most word processing programs like Photoshop, Microsoft Word, and Google Docs. Letter Gothic is most effective for titles and headers due to its large spacing, while Adobe Caslon is easier to read in bodies of texts due to its compact format. These two fonts perfectly contrast and compliment each other all at the same time, making it perfect to use in our business.



ANOMALOUS LETTERHEAD AND COMPANY DESCRIPTION

Anomalous is a company focused on combatting local food waste by utilizing imperfect produce to craft quality juices and healthy food snacks. The company supports local agricultural producers through the utilization of locally grown produce deemed “imperfect” or flawed based on aesthetic attributes (bruises, bumps, etc). Anomalous has one storefront located in downtown Bakersfield at 1723 18th Street where the company creates juices and unique health food snacks. In addition to the storefront, the company website, anomalousvei.com, allows consumers to browse our product line while educating the community on the mission and purpose of the company.

Anomalous filed as an S Corporation as of October 2017, with a loan of \$150,000 for 5 years at a variable interest rate of 5.2%. Anomalous officially launched on November 1, 2017 with a dedicated employee base of poised and passionate professionals ready to better the community while focused on the larger mission of eliminating local food waste. Anomalous created a Virtual Enterprise Organization in the fall of 2017 in order to participate in trade show events, public speaking engagements, and fundraising opportunities. The local market that Anomalous is entering is wholly unsaturated, as no juice producer in Kern County is functioning with the same unique goal as Anomalous.

Anomalous is passionate about diminishing the plague of food waste in Kern County, demonstrated through the company’s outreach program, Community Roots. Community Roots’ goal is to educate members of the community about food waste, and how they can do their part to help. Through this program, Anomalous has illustrated and published an informational storybook that outlines the dangers of food waste and how the youth can work towards breaking the cycle. Any profit accumulated by the company through this philanthropic outreach will be donated to charities focused on combatting food waste across the country, such as Amp Your Good.

Anomalous
1723 18th St//Bakersfield. CA
(661)-246-6175

Anomalous Business Card Front



Anomalous Business Card Back



Our Seasonal Products

A U T U M N J U I C E S



Cherry on Top

This unusual combination of cherry, lemons, and apricot will take you from partying at the Padre, to a chill night with friends.

Out of the Blue

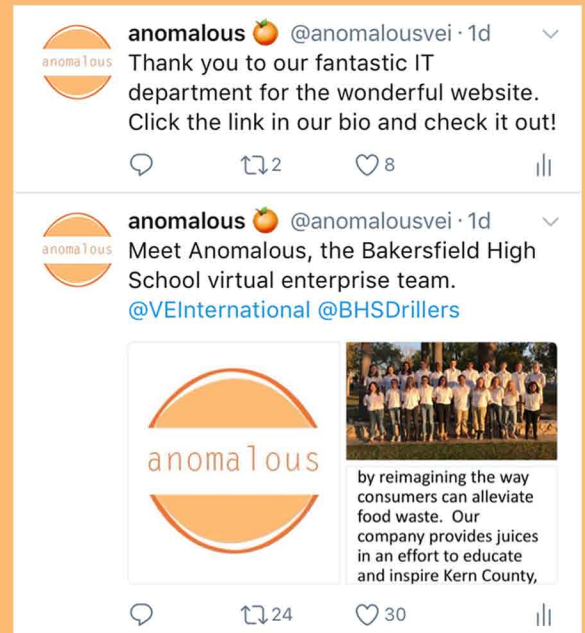
Though blueberries and lemons don't seem like buddies, once you get a taste of this delicious duo, your love for them will come out of the blue.



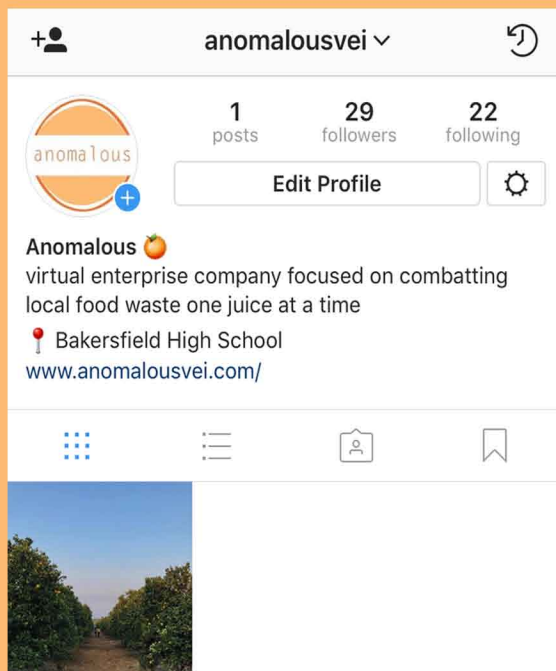
Apple of my Eye

After one drink of our cozy concoction of cinnamon and apple, you'll surely want to curl up with our very informative book, and a nice warm fire.

Twitter Page



Instagram Page



Pinterest Page

