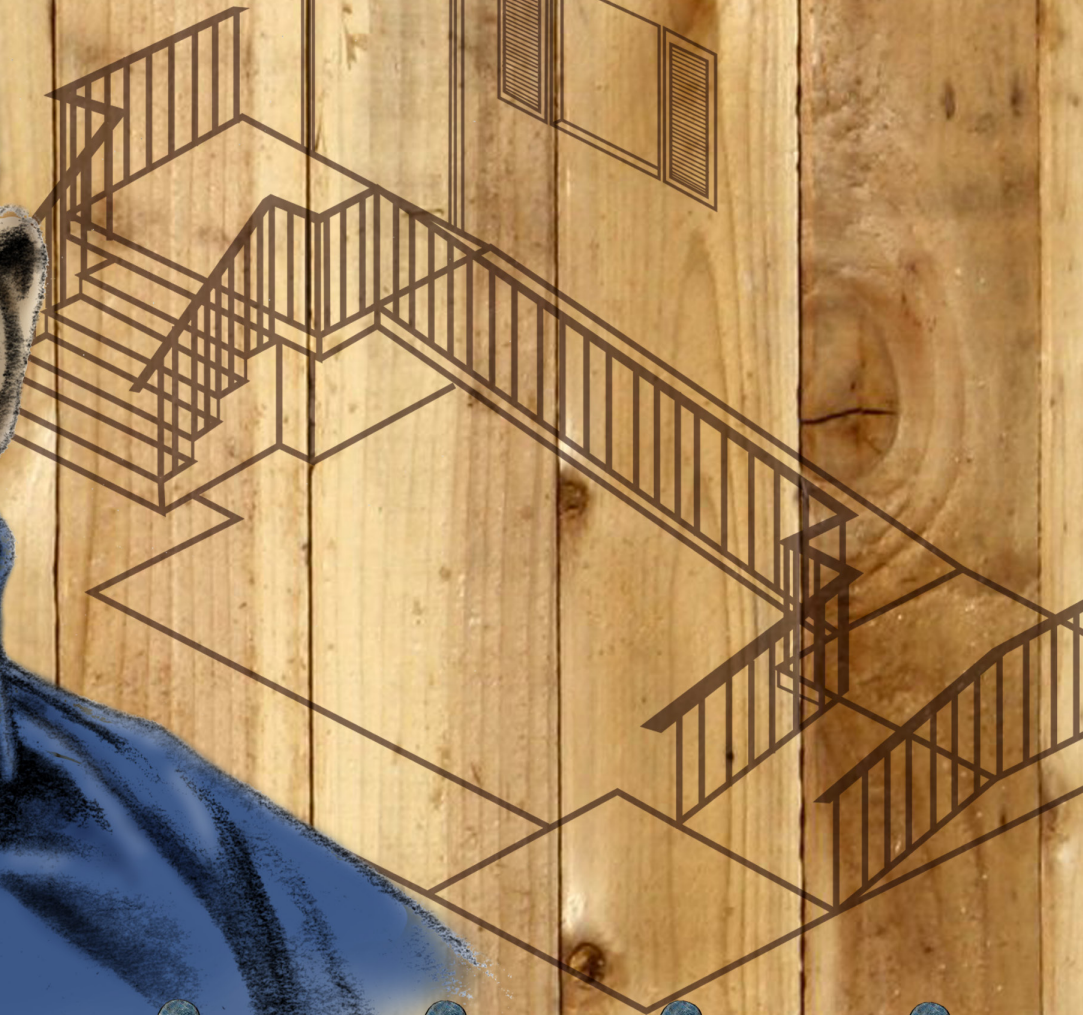
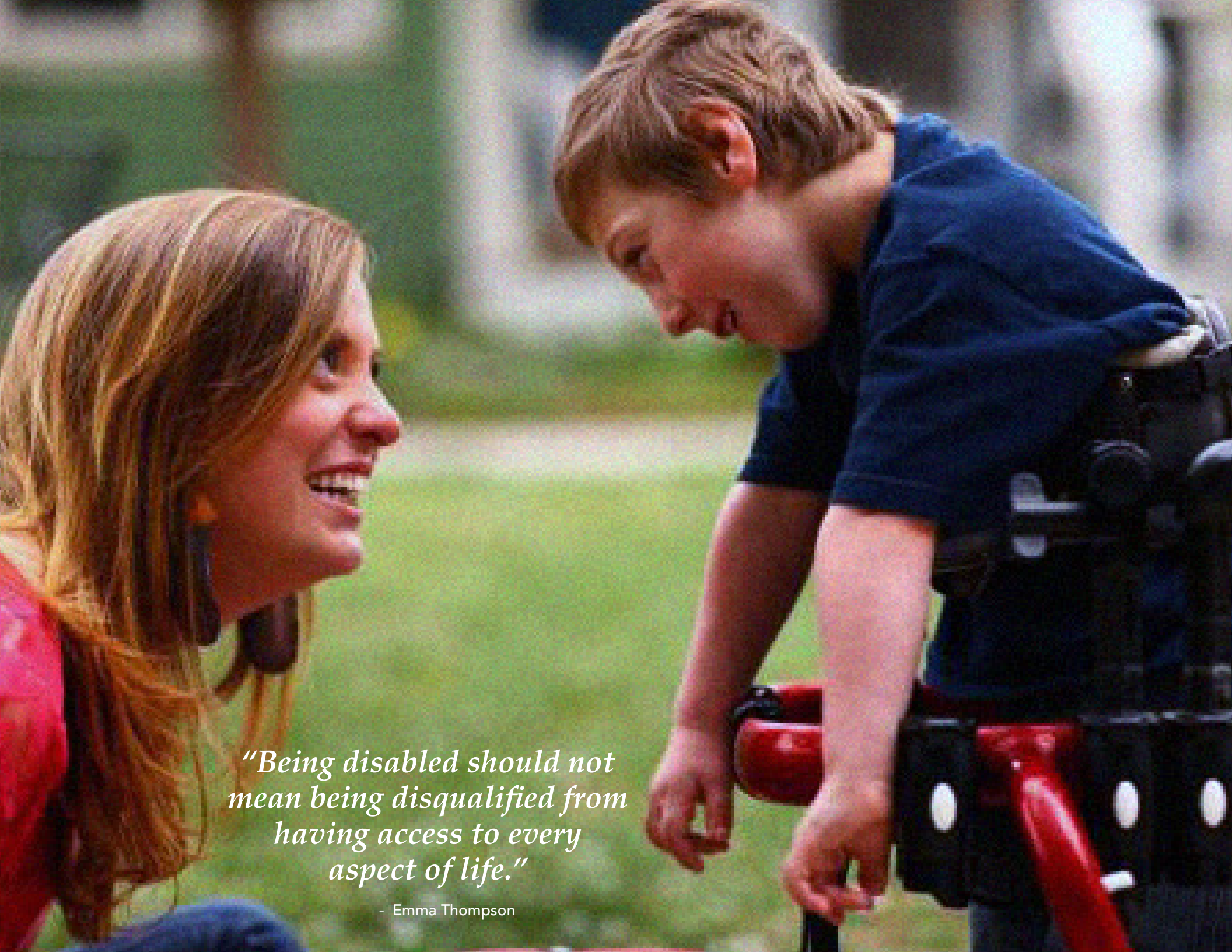


LOGAN'S

Heart & Smiles





*"Being disabled should not
mean being disqualified from
having access to every
aspect of life."*

- Emma Thompson

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RESEARCH

Research

Communications Audit

Competitive Audit

SWOT

Creative Brief

Personas



*"There is no exercise better
for the heart than reaching
down and lifting people up."*

- John Holmes

Abstract

Imagine you have a child that was born with special needs, money is tight, support from others is limited, and you do everything you can to make sure your child is safe and that every need is met. Every day has its challenges with worry on how to come up with the money to pay for the day to day needs of the family, you worry if the insurance will cover the many medications and procedures that are needed, and in the mean time you wonder if you can afford and have the time to modify your home to accommodate a growing special needs child. Next imagine that every time you need to take your child to the doctor you need to carry the child out of the home, disassemble the wheelchair, carry the wheelchair out of the home, assemble the wheelchair back together, place the child back into the wheelchair and wheel the child into the ADA equipped vehicle. In picturing all this can you imagine how it would be to care for a special needs child? Well Logan's Heart and Smiles does because Logan's helps such families with home modifications so that these families can focus more of the time on the loved one and not time worrying about how to build a wheel chair ramp, fencing, or other home modifications. With new campaign materials Logan's can attract donations, volunteers and get the increased community awareness it needs to continue giving construction services to the families of special needs children and young adults such as the one described above.

Logan's brand has been positioned the same for years without any movement of growth. In order to remedy that a new-refreshed campaign needs to be created to attract more community awareness, donations, and volunteers that are the core to the success of giving much needed help to families of special needs children and young adults.

Logan's History Past and Present



Logan James Herr was born on Sunday August 24, 1997 and before his birth both Joe and Stacy were given the news that their son would have Cerebral Palsy. The one memory everyone has is that Logan had an infectious smile. A smile that would brighten up everyone's day but in the spring of 2002 Logan passed away to soon at the age of 4-½ from complications of pneumonia. For Herr going from taking care of a special needs child who needs 24/7 care to not taking care of Logan at all really put a huge void in Herr's life. To help with his grieving process after Logan's death an idea came to Herr to start a foundation that would help families modify their homes to be assessable and safe. Herr's first thought was there had to be a

reason Logan was given to him and he wanted Logan's legacy to continue on by starting a foundation that would provide construction services by way of home modifications to help those that don't have the means or the time to do so. This foundation

would be a great way to utilizing his 20 years of experience in the construction industry and what better way than to put this knowledge to good use than by helping those who need it the most. In the summer of 2002 Logan's Heart & Smiles was founded by starting out with a small Golf Outing fundraiser consisting of a handful of close friends. That year Herr completed the first two projects and the 11 years since has helped over 50 families (Logan's and Joe Herr, personal communication, February 14, 2013).

*"It shouldn't be a luxury to
get your child in and
out of your home."*

- Joe Herr

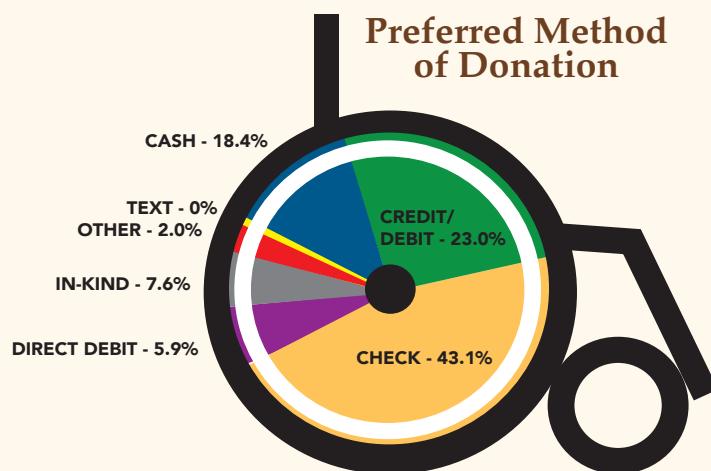




Donations and the Economy

Being a non-profit and in the hard economic times we are in, it has been hard to attract new donations and volunteers. All non-profits, small or large, are Logan's competitors and with most of the non-profits struggling with failing donations they have to look at either working together, create different ways to attract donors, or make do with less money coming in (FitzGerald, 2009).

With donations at an all time low nationwide from the economic downturn or what some like to call a recession, it has been especially hard for small non-profits to survive. During these times people tend to tighten spending because of work reduction, income reduction, job eliminations and so forth. With a shaky economy most are cautious where their money is being spent. Non-profits are facing limited resources to meet looming



increases in demand and are finding new strategies to attract donors (Cannon, 2011). Donations in the past few years have been consistent for Logan's, which is out of the norm for most small non-profits during this downed economy. However, with the consistency Logan's hasn't been able to expand past the 6-10 families it helps every year (Joe Herr, personal communication, February 14, 2013). If there isn't enough money to help the families that apply then the result will be that the family is put on waiting list for next year. To help Logan's quest to help more families of special needs children or young adults it is necessary that the campaign be focused on keeping the current, past, and potential donors engaged in how the foundation is doing. Doing so will continue the relationships and

when the economy turns around there will be opportunities for growth and the result will be additional donations to be made (Island, 2011). According to the Balckbaud survey that was conducted on "Donor Perspectives" in November 2012 it states that donors in the US are more likely to donate by the charities website. A website donation page would also benefit Logan's to accommodate those who would like to have an easier way to donate to the foundation.

Average Total Donations by Age Group



Website and Mobile Device Usage by Age

Over 70% of donors ages 18-24 reported using their mobile device to read emails and view websites, while Less than 40% of those over the age 55 reported doing so.



Logan's Annual Golf Outing and Silent Auction to Raise Money for the Foundation



Every year Logan's hosts a golf outing and silent auction, which raises about 90% of that years' funds for the foundation. There have been a few years during the recession that it looked like the numbers would be down for that year but to the surprise of Herr the number of golfers have stayed consistent. If it looked like the numbers would be low, Herr would call a few golfers to see if they knew of another golfer that would like to join at the outing. The silent auction portion of the golf outing is always a highlight of the event. Herr along with the committee has always been resourceful in getting great auction items. With a newly designed identity and campaign that could expand the awareness of the golf outing and silent auction to not only attract the pro to the semi pro golfer but also those who like quality items to bid on.

9th ANNUAL REGISTRATION FORM

The proceeds from this golf outing will help provide advice and support for Logan's Heart & Stroke, a non-profit organization that helps people who have heart disease and stroke. We are looking for people who are interested in helping us raise money for this cause.

Saturday, May 14, 2011, 12:00 PM shot gun start, dinner and dance to follow
Lake Wisconsin Country Club - N1070 Golf Road, Prairie du Sac, WI 53578

Don't miss the \$10,000 HOLE-IN-ONE contest!
 Sign-up as a single, a pair, or a group.

Golfer 1: _____ e-mail: _____
 Golfer 2: _____ e-mail: _____
 Golfer 3: _____ e-mail: _____
 Golfer 4: _____ e-mail: _____

Miss Contact for Group: _____ e-mail: _____

Company (if applicable): _____

☐ Duration of \$25 to attend the dinner and dance only after the golf outing
 (Dinner starts at 1:00 pm)

☐ Duration of \$100 per golfer (over \$100 donation includes 18 holes of golf with cart, lunch, dinner, drinks, beer, wine and gratuities to servers (hard to make donation))
 Please note: If you're like to golf with someone not listed above.

☐ LWCC Member Only \$65 (four \$65 donations includes 18 holes of golf with cart, lunch, dinner, drinks, beer, wine and a clubhouse to night (hard to make donation))

Want to volunteer or donate materials? Help us out and help up at the outing.

Lake Wisconsin Country Club
 www.lakewisconsincc.com

Hofel: Cindy
 Phone: 531.225.1111
 www.cindyhofel.com

Please return
 Make checks payable to:
 Logan's Heart
 Attn: Registration
 PO Box 55881
 60605-2811
 e-mail: hofel@lhwcc.com



Volunteers

There has been a number of long standing core volunteers for Logan's for the past 11 years. These volunteers mostly help with the annual golf outing and home modifications. Without these core volunteers Logan's wouldn't be where it is today. As the need for more home modifications are requested and needed by families of special needs children and young adults so is the need for additional volunteers. The home modifications projects could have a handful of volunteers to just one, being Herr himself. One plan would be to define the projects or tasks that are needed and to give the volunteer work that will be meaningful to them (Great, 2012). By creating a more defined need for the home modification projects some of the core volunteers might just switch what they volunteering for every once in awhile which will keep them interested in volunteering again and again plus it would avoid volunteer burn out at the same time (Great, 2012). The campaign materials must include a call to action plan so it can recruit and maintain the help needed for each project and the golf outing. It needs to help by promoting volunteerism to other businesses, church groups, other non-profits, and school volunteer programs to name a few.



Community Awareness

Logan's community awareness is relatively low and is solely dependent on the recognition of Joe Herr. If there weren't a Joe Herr there wouldn't be a Logan's. As of today Herr's brand is much bigger and stronger than Logan's in the community. One area Logan's has had trouble in is getting the recognition within the local school districts. These districts work with the families of special needs children in the local communities and Logan's needs to have the recognition in order to get the school districts to forward the information about the foundations services. Another area that Logan's needs help on is attracting more business that will want to not only donate money and encourage their employees to volunteer to Logan's, but also create a cause marketing effect. To start of with the brand identity has to be redesigned to be a strong representation of the foundation along with a catchy tag line. The marketing campaign needs to have engaging, visual pleasing, informative brochures, email blasts, flyers, ads, updated website, along with social media sites.



Why Logan's is Important to the Community

Logan's Heart and Smiles is very important to the families it helps. It is important that these families have safe and accessible home so they can be active in the day to day living so many of us take for granted. Without Logan's Heart & Smiles most of these families couldn't afford or have the time to make the necessary home modifications, wheelchair ramps, or fencing they so desperately need to keep their family member safe.

Design Strategy

Campaign's Goal

The main objective for Logan's campaign goals is to increase its brand awareness to the community and to families of special needs children and young adults that Logan's services are there to help them. By achieving increased brand awareness the families will get the much needed home modifications without worrying about how to pay for it or making time to build it themselves. The second goal is create a call to action for donations by creating visually attractive deliverables, which will increase donations which will in turn help additional families more than the 6-10 families it currently helps in a given year. And finally the third campaign goal is to increase the number of volunteers by creating a visually pleasing call to action and informative deliverables geared to attracting volunteers to help the foundation. With the increased brand awareness it should increase donations, volunteers, and community awareness by 2% in the first year.

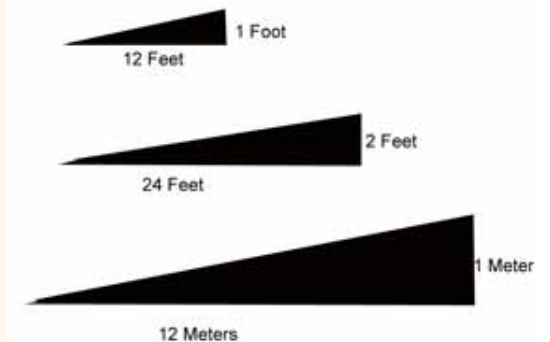
Brand Strategy

The core message that Logan's has to portray is what services it provides to the families of special needs children and young adults. It has to speak to the heart of the individual/s by convincing the individual to donate money and volunteer time to the foundation. The voice and tone of the campaign needs to have a personality and an emotional appeal, along with targeted tone and consistency. A personality tone of voice will give an individual a personal connection to Logan's. When a personality tone is used individuals are more apt to be receptive to what message is being delivered. An emotional appeal, used with the personality tone, can compel an individual to donate or volunteer to Logan's. A targeted tone would depict a foundation that cares and wants to help these families. All deliverables need to have these tones consistent whether it is from print materials, website, or social media (Time). Creating a new logo, print materials, and updating the website will provide information and attention the foundation needs to attract companies/corporations, schools, volunteers, individuals, and families of special needs children and young adults. Logan's needs to send the message that it is here to help those families with special needs children and young adults that this foundations is there to help them when they don't have the means or the time to do so for themselves.

Marketing Campaign Elements

The marketing campaign elements that need to be focused on is creating a new logo image that depicts a strong stance in the non-profit world by using bold primary type colors, font types that will be powerful to draw attention, using textures that will enhance to campaign elements, and images that will be engaging and personable. Further analyzing of the competitors trademarks will need to be done during this process to make sure there is a differentiation between Logan's and its competitors.

Examples of 1:12 Ramps





"The central struggle of parenthood is to let our hopes for our children outweigh our fears."

-- Ellen Goodman

Logo Redesign

The current logo is not easily recognizable to the general public in the area it serves. As stated before the foundations founder Joe Herr has stronger brand, which is tied to Logan's. Not that this is a bad thing but if Logan's is to move in the direction of helping families nationally it needs to position itself separate from Herr as a strong brand. The current logo (trademark) is light blue and has a big graphic element and additional text to it. The graphic wheelchair and ramp graphic gets lost in the light blue color and is hard to make out what it is. The blue is cold and light and is hard to decipher the wheelchair and ramp graphic. When this logo was first designed, eleven years ago, the graphic elements were incorporated so it could depict what the foundation was about and the color was the preference of the founder. To help increase recognition of the logo it has to be changed to a simple trademark that can stand on its own by making it simple and suggestive with Logan's in san serif type font and some sort of acronym that encompasses the heart and smiles into one graphic element. The color choices for the logo will be bold colors that stand out, are catchy, and depict a strong non-profit in the eyes of those that see it. By changing the trademark this will enable Logan's to become

a strong brand and will help it move it forward to compete with its competitors locally and nationally because it is noted that a strong logo can become even more powerful when it gets put to use as a larger visual identity (Schmidt, 2012).



Tag line

Logan's has had a number of tag lines or phrases in recent years which where "It shouldn't be a luxury to get your child in and out of your home" and "Helping Make Life Easier, One Child at a Time". A new tag line needs to be created that is short and identifiable to the foundation that will capture three elements – its mission, promise, and brand (Chartrand). By shortening the tag line and incorporating it with the logo it will shorten the verbiage and define what Logan's is really about.

Color and Textures

A color scheme throughout the proposed campaign is to use of green, brown, lighter side of yellow, and rusted orange. Green is to be used because it symbolizes nature and the natural world (Color). It also is the trending color right now for construction by involving "building solutions" and "environmental solutions" to construction (Green's). Logan's provides a building solution to families that need home modifications. By using brown it will bring a natural color that evokes a sense of strength and reliability to the campaign. Plus it is the color of wood. Using rusted orange in the mix will bring energy to the color scheme by bringing feelings of excitement, enthusiasm and warmth and last but not least to add a lighter side of yellow that will bring warm and lighter feel to the much stronger colors of green, brown and the rustic orange (Color). For the logo the vision is use a combination of either 2 or 3 of these colors. To play off of the color scheme, the visions for the textures are the use wood grain, nature, and construction elements.

Type Fonts

When you start the design phase of a campaign the type font is a very big part in making or breaking the design. For this campaign the fonts that are to be used are Palatino, Avenir, and Imago. The first type font is Palatino which was designed by a German calligrapher named Hermann Zapf . Zapf was known to be one of the 20th century's most influential people who had designed some of the most important fonts that included Palatino and Optima (Hermann). Palatino will be mainly used for sidebars, highlights, and quotes throughout the Logan's campaign. Palatino was chosen because it will give a different element of elegance when using the san serif type fonts that are used throughout the campaign. Adrian Frutiger designed Avenir in 1988 and Avenir will be the





RESEARCH



second type font used for the campaign. There is no geometry to the font but it does have vertical strokes that are thicker than the horizontals, an "O" that is not a perfect circle, and shortened ascenders (MyFonts). This type font will be used throughout the campaign for the body copy. Avenir was chosen merely for the simplicity and readability. By doing this it will make the documents easier to read for the audience of the campaign materials. The last type font that will be used is Imago. Gunter Gerhard Lange designed this type font in 1982 as part of the H. Berthold AG family who are noted for many highly crafted typefaces (Berthold). Imago is clean narrower proportioned font and when it is bold it commands attention. Imago will be used for headers and the main part of Logan's logo. The boldness of the font will draw attention towards the logo, which will give it a crisp strong feel.



Images

Images used for Logan's campaign will be engaging, colorful, and informative by telling a story. The campaign photos will focus on volunteers, the children and families that it helps, and the home modification projects. By using these images it will engage the reader of these are real life stories of children in the hopes to pull them in to learn more.



"I have not been handicapped by my condition. I am physically challenged and differently able."

- Janet Barnes



“Enable the Disabled; Translate Disability into Ability; Capability, a winning Opportunity-Indeed a Reality”

- Dr Veena Kumari

Deliverables

Print

The print campaign goal is to get information out to families of special needs children and young adults, school districts, communities, volunteers, and potential donors. Each print deliverable such as brochures, flyers, and ads will be designed to reflect certain targeted groups in order to bring awareness of the foundation. The letterhead, business cards, envelopes and such will reflect the new logo, tag line, and colors. Print ads will be designed toward specific targeted groups for example to donors, by creating a call to action ad that would be placed in construction magazines, local newspapers, school newspapers, and local magazines. Each ad will be designed specifically to each call to action need. The brochure and flyers will involve a design that encompasses information about the foundation, asking for donations and volunteers, and how to contact the foundation.



Website and Social Media

Logan's website needs to be overhauled so it is more user friendly because right now it is clunky and it needs to be more visually pleasing. By incorporating the new logo, colors and photos it will accomplish just that. The photos will be vibrant photos of special needs children, which will be featured on most pages of the web site. Logan's photo or a portrait drawing of Logan will be included as well on it's own web page, as it is right now. Expanding the Logan's story a bit more to incorporate the history of Logan's Heart and Smiles will also be added to that page. An added web page needs to be dedicated for soliciting and collecting donations by letting the donor donate on-line instead of mailing it in. This will help Logan's in making it easier to donate and sign up for the annual golf outing. The annual golf outing page should also have a form that is filled on-line to make it easier to sign up and pay for the event. A volunteering page needs to be set up where the potential volunteer signs up for an event or project. Logan's then will be able to collect

information efficiently for projects and the golf outing. Updating the website with information, photos, forms, and visually pleasing graphics will give Logan's an even playing field with its competitors.

Videos

Create a project video start to finish depicting what it takes to build a ramp, fence, or home modifications and highlight the volunteers that help in the process. This would be distributed by Logan's website and highlighted in the Volunteers website page. This will give the potential volunteer, donor, and family more a view on what it takes to make these home modifications and the people who help to achieve it.

Marketing Collateral

The additional marketing deliverables that includes the foundations' newly restored Mayflower Truck, t-shirts, giveaways, and etc. will be created using the new logo, colors and fonts. The truck will be painted either white or one of the colors suggested earlier.





Conclusion

Logan's Heart and Smiles is a small non-profit that helps families of special needs children and young adults in the Dane county area and was founded by Joe Herr after his son past away at the age of 4 ½ from complications related to pneumonia. After Logan's death, Joe decided to start a foundation in Logan's memory as a way to help families make the much needed home modifications so the focus would be more on the child rather than how to build or pay for such home modifications. For the past 11 years Logan's has helped over 50 families and is striving to continue by expanding services to the state and eventually to the nation.



There are three set goals for the campaign and it is to attract donations, volunteers, and community awareness. With the economy still in a recession all non-profits are competing for much needed donations to keep afloat, Logan's brand needs to be refreshed in order to start competing aggressively to attract additional donations which in turn Logan's will be able to help more families with special needs children and young adults each year. With a set of core volunteers in place a newly implemented campaign will bring more awareness of the need to volunteer for projects which in turn will bring volunteers knocking at the door eagerly ready to help. With the new campaign materials there will be an increase in community awareness for Logan's with the families of special needs children and young adults knowing that Logan's is there to help them.

The new campaign strategy will be to create a new refreshed brand identity that emphasizes a set of bold colors, bold fonts and a graphic element that gives a strong stance by being able to compete alongside the other nonprofits locally and nationally for the donors bottom dollar. After creating a new identity all of the new campaign materials will be created to bring unity to the brand.

By directing the campaign efforts towards the new concept it will bring awareness in the community and will help Logan's expand out to the state and then towards a more prominent national presence.

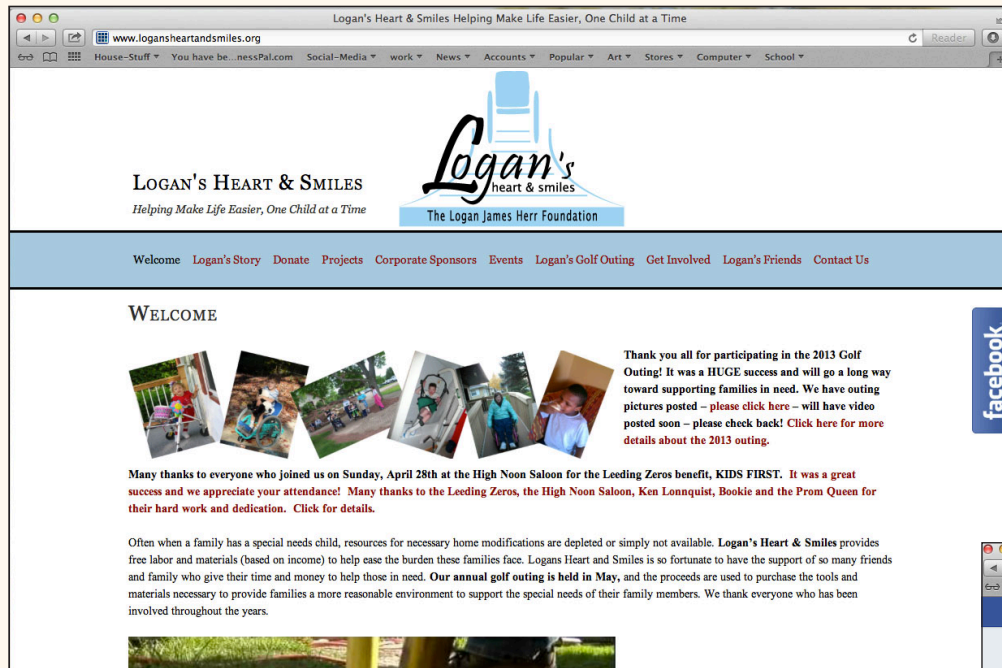
*"It's not how much we give but how
much love we put into giving."*

- Mother Teresa

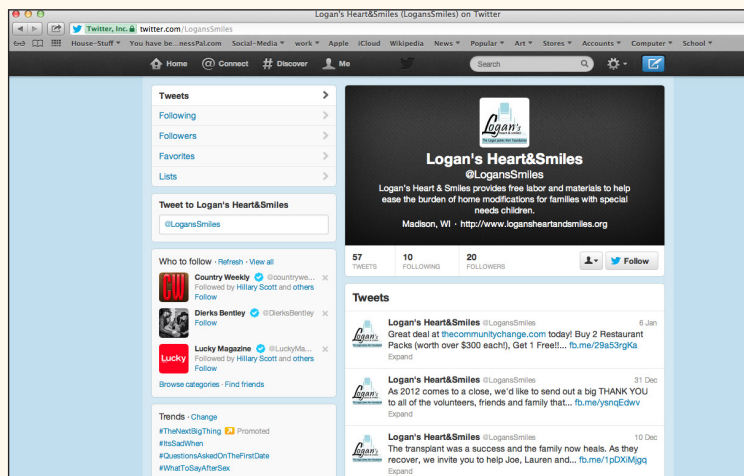


COMMUNICATIONS AUDIT

Logan's Present Communication Media



Website



Twitter



Newspaper Articles



Facebook



COMMUNICATIONS AUDIT



Logan's Heart & Smiles



Printed Banner

Some of the children Logan's Heart & Smiles has helped over the years.

How do we help?

Logan's Heart & Smiles supplies labor and materials (based on income) to help ease the burden of your child's special needs. The foundation builds:

- Ramps (indoor and outdoor)
- Fencing
- Minor ADA Home Modifications

Who qualifies for help?

Our goal is to help any family with a special needs child. To qualify for assistance, families fill out a short application. This is found on our Web site or by contacting the foundation. Assistance is based on a family's financial situation. Families pay a portion of the cost.

How can you help?

Logan's Heart & Smiles is funded solely by donations. Contributions collected at our annual golf outing and other events help build projects.

Logan's Heart & Smiles Golf Outing

Every year the foundation hosts a golf outing where you can participate or donate an auction item. The golf outing can be a fun day for the whole family.

To send donations or receive information, please contact:

PO Box 259881
Madison, WI 53725-9881
608.204-7215

Ramps

Before After

Indoor

Modifications

Helping children with exceptional needs.

Often when a family has a special needs child, resources for necessary home modifications are depleted or simply not available. Logan's Heart & Smiles provides free labor and materials (based on income) to help ease the burden these families face.

Trifold Double Sided Brochure



www.logansheartandsmiles.org



APPLICATION FOR SERVICES FORM

Age:	
Home #:	Cell #
E-Mail:	
Home #:	Cell #
E-Mail:	

Provide a benefit to your child/family.

Eligibility Requirements:

1. At least one child or young adult, must have permanent residence at the location of desired services.
2. Work done to residence must enhance the ability of recipient to move through, and/or in and out of the home. OR
Work done to residence will ensure the safety of the recipient, i.e.: fencing, gate, and guard rails.
3. Recipients to receive services on a first come, first serve basis.
4. You will be notified within 30 days of receipt of application for status of services.

Please attach with this form:

- Submit a copy of last year's tax return with this form.
- Submit a letter from your insurance carrier that states the services provided by Logan's Heart & Smiles will not be covered by insurance benefits.

Mail this form and attachments to:

Logan James Herr Foundation, Inc.
P.O. Box 259881
Madison, WI 53725-9881



Letterhead, Application Form, and Business Card



Joe Herr

This foundation provides ramps, fencing, enlargement of doorways, modified bathrooms, and therapy rooms for special needs children.

PO Box 259881
Madison, WI 53725-9881
608.204-7215 | 608.271.3354 fax

COMPETITIVE AUDIT

Competitive Company #1: Geo's Garden



Website



Banner

Geo's Garden is a local nonprofit organization that provides a respite care facility, therapy, client advocacy, and social work/support services for families in the Dane County Area of Wisconsin.

Competition Because:

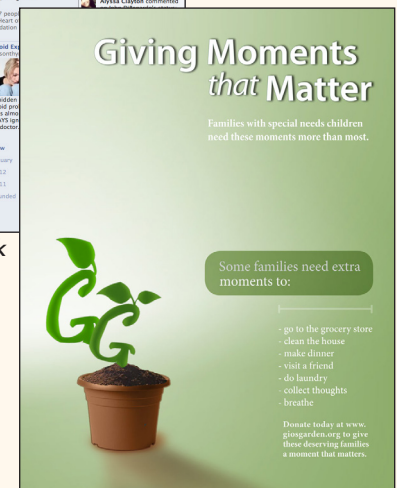
- Vying for local donations.
- Competing for corporate and individual sponsors for fundraising events. (Examples: golf outings, silent auctions, and etc.)
- Solicit within the same locations to attract volunteers to help with organization.

Positioning

Geo's Garden is relatively new in the area, having only been an organization for the past 4 years but has been a force to be reckoned with because of all the publicity it has received for their fundraising efforts. It has a lot of TV airtime because the founder is also a local newscaster. When compared to Logan's, Geo's is a young organization but has more recognition within the community.

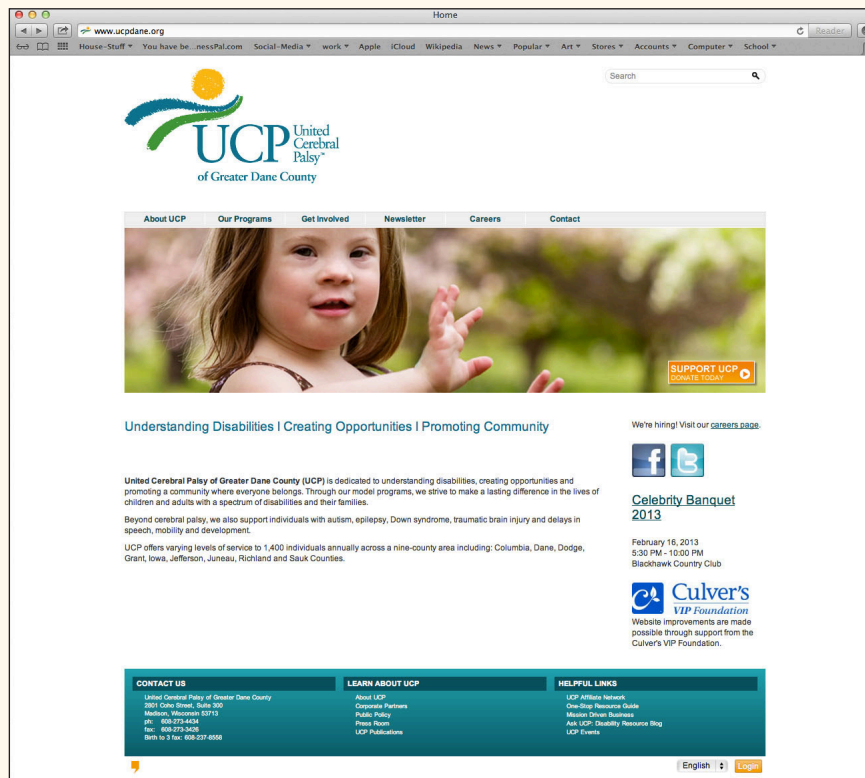
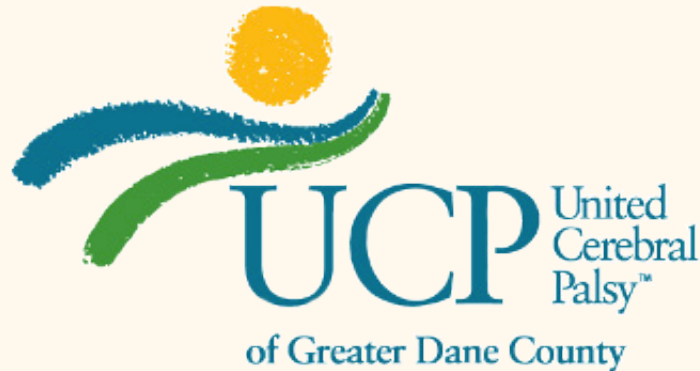


Facebook



Ad

Competitive Company #2: United Cerebral Palsy



Website

United Cerebral Palsy (UCP) is a national organization that provides support and services to people with spectrum disabilities beyond just cerebral palsy (autism, epilepsy, down syndrome, traumatic brain injury, and delays in slurred speech, mobility and development) (UCP)

Competition Because:

- Vying for local and national donations.
- Competing for corporate and individual sponsors for fundraising events. (Examples: golf outings, silent auctions, and etc.)
- Soliciting within the same locations to attract volunteers to help with organization.

Positioning

Having been an organization since 1959, UCP's positioning in the Dane County market is strong because if you ask someone if they have heard of UCP most likely they will say yes. UCP also has a strong list of supports and volunteers that give year after year. UCP marketplace is both locally and nationally whereas Logan's marketplace is locally and is relatively small.



Twitter

United Cerebral Palsy's 26th Annual Celebrity Banquet & Auction

DATE/TIME	Feb 16, 2013 5:30 pm until 10:00 pm
DESCRIPTION	Join local celebrity servers as they support United Cerebral Palsy of Greater Dane County (UCP) at UCP's 26th Annual Celebrity Banquet & Auction on Saturday, February 16, 2013 at Blackhawk Country Club. The evening will kickoff with a

Online Article



SWOT ANALYSIS

STRENGTHS

- Strong foundation of core supporters
- Strong foundation of core volunteers
- Durable and lasting products
- Founder has a strong presence in community
- Ranked in high regards as a great organization among other non-profits
- Supported by some national retail and commercial corporations
- Founder has received numerous awards for his work from this organization

WEAKNESSES

- No brand or name recognition within the community and schools
- Can only build wheelchair ramps and fences seasonally
- Lack of marketing budget
- Not enough funds to help all the families that are in need for a particular year
- Volunteers are sparse on some projects
- Founder covers organizations expenses out of his own pocket

OPPORTUNITIES

- Expand services into other communities
- Market to companies by creating "Cause Marketing" effect (eHow, 2012)
- Add additional home improvement services
- To increase donations by opening up the website to accept payments
- Align with other non-profits

THREATS

- Competition for donations
- New start-ups of new non-profits
- Bad Economy
- Other fundraisers being held the same time Logan's Golf Outing is held
- Lack of the community wanting to get involved
- Perception of impropriety

Industry: Construction

Category: Non-Profit

Primary Products or Services:

Products: Wheelchair ramps, fencing, and home modifications

Services: Construction

Campaign Project Objective

To re-brand Logan's Heart and Smiles in order to promote and expand Logan's Heart and Smiles services through donations, volunteers, and raising awareness that the organization is here to help special needs families.

Big Goal (BHAG)

To increase brand awareness toward a new target group along with increased donations, volunteers, and community awareness by 2% vs a years ago. ROI is more donations.

Primary Deliverables Draft

- Re-branding strategy
- Redesign or update the logo
- New website
- New marketing collateral by way of print and electronic documents
- Creating a project video depicting a ramp being constructed from start to finish
- Create a design for the organizations work truck.

Key Tenets

GOOD

A feeling you get when you support this organization.

HELPFUL

To assist all families with special needs children/young adults.

DEDICATED

Everyone that is involved is dedicated to helping this organization.

Primary Target Audience

- Families with special needs children and young adults
- All age groups Ages
- All Income Levels
- All Education Levels
- State of Wisconsin and onto all states in the US
- Social workers in schools
- General public

Target Clubs and Tribes

- Volunteer Organizations
- Church Groups
- Other Non-profits
- Medical community
- Medical device consumers
- Website surfers
- Community Centers
- Local Trades and Unions

Two (2) Primary Competitors & How

Both non-profits that are in competition for donations

2 Key Strengths and 2 Key Weaknesses

- S** Strong foundation of core supporters and volunteers
- S** Durable and lasting products
- W** No brand or name recognition within the community and schools
- W** Can only build wheelchair ramps and fences seasonally

Positioning Statement

Logan's Heart and Smiles is relatively a small local non-profit in the market place. It is ranked towards the bottom compared to the larger non-profits but is ranked towards the top with comparable small non-profits in the area.

Unique Selling Proposition (USP)

The only non-profit in the area that builds wheelchair ramps, fencing, home modifications in the area.

Sustainable Competitive Advantage (SCA)

Services to only those that need wheelchairs, fencing, and home modifications. Where other non-profits don't have these services.

2 Key Features & 2 Corresponding Benefits

Feature: Durability

Benefit: products made with quality and lasting materials so families don't have to worry about repairs later

Feature: Custom Design

Benefit: Uniquely designed and constructed to match your home.

The creative Call to Action

Increase donations, volunteers, increase website views, and bring community awareness

Current Logo

Need Logan's Current Logo

Tag Lines Draft Ideas

Ramping up Smiles Every time
Building smiles with a heart
Changing lives with a smile
Exchanging Hearts for Smiles



PERSONAS



John Richardson

Geographic Location: Cross Plains, WI
Age: 30
Gender: Male
Education: High School
Income: \$55,000
Occupation: Carpenter
Marital Status: Married
Social Life: Fishing, hunting, bowling, going to movies, playing poker with the guys, cookouts
Social Media: Facebook and YouTube
Cultural: Loves music
Political: Republican
Ethnicity: White
Personal Values: Live life to the fullest
Clubs/Tribes: Local hunting club, Fitness club
Faith/Religious Beliefs: Methodist

John Richardson is a 30 year old who lives with his wife Amanda in Cross Plains Wisconsin. John has been married to Amanda for 5 years and they have 2 children, Noah age 4 and Hailey age 2. John is a master carpenter by trade and his profession takes him to all the residential and commercial construction sites around the Southern half of Wisconsin. John's has been part of the local union for about 10 years as a master carpenter and some of the projects he has worked on range from office buildings, high end residential homes, retail stores, movie theatres, and so on. In John's spare time he is an avid hunter and fisherman who enjoys the great outdoors every chance he gets. In his last hunting trip he bagged a buck and a doe and is hoping to do the same this coming year. Besides spending time with his wife and kids he enjoys cooking out with family and friends. He is a pro when it comes to flipping burgers and is challenged when it comes to baking. John likes to go to movies, working out everyday at the local fitness club and hosting the monthly poker night with the guys. In the near future he hopes he can someday help others either by volunteering his craft or by monetary means.

Sally Martin

Sally is a 35 year old stay at home mother of 4 that lives in Verona, WI with her loving husband Stan. Sally has been a stay at home mother for about 9 years and is very active with the local non-profits that help special needs children. Before having children Sally received her Bachelors Degree in Psychology at the University of Wisconsin and worked in this field for about 6 years until she had children. Sally's children are 9-year-old John, 7-year-old Nathan, 6-year-old Jennifer, and 4-year-old Jessica. In 2006 before her daughter Jennifer was born, Sally learned that Jennifer would have Cerebral Palsy. Because of Sally's deep religious beliefs she felt that every life is a life that is worth living and continued with the pregnancy. Since Jennifer's birth she has been active in the United Cerebral Palsy of Dane County non-profit by volunteering and helping raise money when time allows it from her busy schedule. The major amount of Sally's time is spent caring for Jennifer to make sure Jennifer is getting all her needs met each and every day which entails feeding, therapy, dressing, and bathing. In addition to caring for Jennifer, Sally's time is spent by carpooling her other children to their sporting events and additional activities they are involved in. Every year Sally and her family take a vacation and mostly travel to upper Wisconsin or Michigan in the summer by spending time in a wheelchair accessible cabin. When time allows Sally also enjoys having dinner with friends and neighbors, taking long walks, and gardening.



- Geographic Location:** Verona, WI
- Age:** 35
- Gender:** Female
- Education:** Bachelors
- Income:** \$0.00
- Occupation:** Stay at home mom
- Marital Status:** Married
- Social Life:** Likes to travel, dinners with friends, walking, gardening
- Social Media:** Facebook and Twitter
- Cultural:** Loves Country music
- Political:** Democrat
- Ethnicity:** White
- Personal Values:** Everyone should be treated the same regardless of handicap
- Clubs/Tribes:** Fitness, school parent teacher organization, non-profits
- Faith/Religious Beliefs:** Catholic



CREATIVE DEVELOPMENT

Competitive Logo Survey

Competitive Color Survey

Mood Board

Current Logo

Logo Sketches

One Color Logo Development

Full Color Logo Development

Adding a Portrait of Logan

Final Logo

Media Mix

Asset Sketches

Infographic

COMPETITIVE LOGO SURVEY

COMPETITIVE LOGOTEXT SURVEY



As Bonneville indicated about the aspects of appropriateness of a logo is that "Your typeface should conform to the aesthetics expected by the audience for which the design is intended." This will be taken in consideration when designing the logo for Logan's Heart & Smiles and as seen from the samples above that most of these non-profit competitor logotexts do just that. Case in point the Multiple Sclerosis Society is a simple sans serif type font with the one of the appendages of the M eschewed. Having a few friends with this disease I can relate to this logo and why they chose to design it this way. The Pancreatic Cancer Action Network logo is very recognizable not only for the font but mostly for the color. Purple has evolved over the years to be the color choice for pancreatic cancer organizations just like pink is for breast cancer awareness. Another example is St. Vincent De Paul's logo. This logo is another example on what a typical logotext would also look like because this logo was designed to be in the circle shape and the type font is within the circles for a specific effect. St. Vincent De Paul is also recognized by their blue PMS color as well.

COMPETITIVE LOGOMARKS SURVEY



Each of these non-profit competitor's logos are considered to be logomarks. These could be used with just the logomark (symbol) by itself if the organization would get bigger. As stated by Farley "This type of logo is generally reserved for the really big boys and often results after a redesign when the company is so large that it can be recognized by the symbol alone. The "NIKE "swoosh" would be an example of this.

One thing I did observe with these logos is that a few of these logos are very simple and a few are very complexed. The Wisconsin Children & Families symbol is very simple and would translate well when used over multiple formats. This logo would be very memorable with the viewer. On the other hand the "Nations Together" logo is to complex which will make it harder to translate over multiple formats which will make it harder for the viewer to process what the logomark/symbol is and in turn will make it harder for them to make it memorable (Hardy, 2009).

COMPETITIVE LOGO SURVEY

COMPETITIVE COMBINATION SURVEY



Each of these non-profit logos are considered to be a combination of both the logomark and logotext. These can be used for both their logomark/symbol or to be used as just their text. Paul Rand states "a logo is a flag, a signature, an escutcheon, a street sign." A logo should be more about what it represents than what it looks like (Cass, 2010). American Red Cross can be identified by the red cross but can also be identified for its type font as well. The same goes for the Susan G. Komen for the Cure, which is mostly recognized by the pink ribbon but also, can be recognized by the type font.



For Logan's
Heart & Smiles
I will explore
using both the
logomark and the
logotext. I want to
see what type of
elements I can come
up with for the heart
and smiles.

COMPETITIVE COLOR SURVEY

Picking Color for Your Logo

When you are in the process of choosing a color for a logo you should start by designing it in black and white first. After doing so you can start the process of choosing the color for it (Hardy, 2009). At this time a designer must understand the psychology of color. Everyone responds to color differently and when designing a logo so you need to consider how the viewer will respond to the any particular color you choose. According to studies color affects more than your mood it also has the ability to change how we buy products and

services ("Color). According to the Psychology of Color, 80% of the people think color increase brand recognition, comprehension improves by 73%, it improves learning by 55-68%, and improves reading by 40% ("The Psychology). Additional research indicates that people sub-consciously judge a product within 90 seconds upon viewing it for the first time and between 62% and 90% of that assessment is based on color alone ("The Psychology). By knowing this information it will help you when choosing the correct color/s for a logo.

RED

Primary Color



The color red is a strong aggressive color that can give a person the emotions of love, passion, and intensity. When a designer decides to use red in their logo they are trying to command attention to the brand. It also has been known to raise blood pressure and create hunger in others (Color). Some of the additional brands that use red in their logo are McDonalds, Target, Texaco, H&M, Coca Cola, CNN and etc. Above are some non-profit competitor logos who designed their logo in red.

BLUE

Primary Color



Blue is considered a calming, associated with water, serenity, and is considered a cold color. It is considered to be a color people like and most like at least on shade of blue. Blue is one of the most popular color that is used in logos. It is used a lot in government agencies, medical, and Fortune 500 companies (Color). Some of the additional brands that use blue in their logo are Facebook, Oral-B, Dell, GE, Ford, Pepsi, Wal-Mart, and etc. To the left are some non-profit competitor logos who designed their logo in blue.

Logan's Heart & Smiles logo is light blue right now and more research will need to be done to see if it will be the right choice to keep the color blue for the new branding or change it.

ORANGE

Secondary Color



Orange is considered to reflect excitement, playfulness, and to stimulate a person's appetite. Designers use it to draw attention to the logo (Color). Some of the additional brands that use orange in their logo are Starz, Crush, Payless, Amazon, Fanta, Discover, and etc. Above are some non-profit competitor logos who designed their logo in orange.

YELLOW

Primary Color



Yellow is bright and very visible depending on the hue and how it is used. When a designer decides to use yellow in their logo they are trying to attention, create happiness, and warmth.(Color). Some of the additional brands that use yellow in their logo are McDonalds, Hertz, CAT, Best Buy, IKEA, Nikon and etc. To the left are some non-profit competitor logos who designed their logo in yellow.

COMPETITIVE COLOR SURVEY

PURPLE

Secondary Color



Purple shows royalty, mystery, spirituality, and sophistication. The color purple is found in many education related and luxury product logos (Color). Some of the additional brands that use purple in their logo are Yahoo, Welches, Hallmark, Wonka, Crown Royal, and etc. Above are some non-profit competitor logos who designed their logo in purple.

PINK

Secondary Color



Pink is considered a feminine color that conjures feelings of innocence and delicateness. When pink is used in logos it is to add a feminine flare to the brand (Color). Some of the additional brands that use pink in their logo are Susan G. Komen for the Cure, Barbie, and etc. To the left are some non-profit competitor logos who designed their logo in pink.

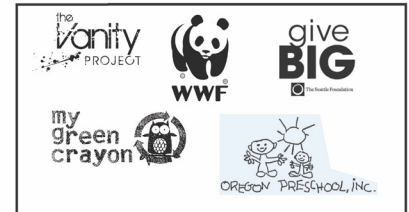
GREEN

Secondary Color



The color green represents life, renewal, restful health, tranquility, and symbolizes money or wealth. Green is used mostly to represent Eco-friendly or new growth (Color). Some of the additional brands that use green in their logo are BP, John Deere, Animal Planet, Holiday Inn, Starbucks Coffee, and etc. To the left are some non-profit competitor logos who designed their logo in green.

BLACK



Black sometimes symbolizes menace or evil, and is popular as an indicator of power. Black is found in many logos because it is bold, simple, and sophisticated (Color). Some of the additional brands that use black in their logo are World Wildlife Federation, 007, Swarovski, and etc. Above are some non-profit competitor logos who designed their logo in black.

BROWN

Secondary Color



When using Brown it indicates nature, woodiness, and unity. Brown is used in logos that are related to construction and legal. It is used because of the simplicity, warmth, and neutrality (Color). Some of the additional brands that use brown in their logo are UPS, Boston Bruins, National Park Foundation, and etc. To the left are some non-profit competitor logos who designed their logo in brown.

Color Survey Results

From the competitor color surveys I found that blue was the color choice of most of the non-profits in both locally or nationally. According to Color Psychology, the color blue is used a lot in government agencies, medical, and Fortune 500 companies. Red and green came in a close second in my findings.

Logan's Heart & Smiles current logo has a light blue wheel chair and ramp with black lettering. From my analysis of the competitors I will have to create a logo that stands out from the rest and will have to continue to analyze which will be best in helping expand Logan's brand.



MOOD BOARDS



Directive Word: Volunteerism

This mood board is Volunteerism for Logan's Heart and Smiles. This board gives the feeling of the people who like to engage in volunteering to build no matter what their age, it depicts their kindness, wanting to be helpful, and their empathy for others. People who like to volunteer to this organization do so to help satisfy their inner sense of responsibility and duty to help others that are in need (Noravian, 2008). After volunteering

most people redirect their values and perspective in their existing lives. It is almost like a rebirth of humanity to give to others that can't help themselves (LaBier, Ph.D., 2010).

The type fonts chosen for this board are Imago, Palatino, and Avenir. Imago. The colors choices are blue, brown, pale yellow, and rusted orange. The added textures are wood grain.

MOOD BOARDS



Directive Word: Compassion/Connection

The mood board to the left reflects Compassion and Connection. This board represents the support these children get from others, their value in this world, receiving empathy and kindness, the humanity that others give, and the love they give and receive. Those who volunteer or donate to Logan's do so because they feel good about themselves when they give their time or money to helping others. Most who like to help others do so because they are compassionate and empathetic. They help with immediate needs because most can't bear to see anyone suffer (Noravian, 2008).

The type fonts chosen where Lucinda Calligraphy and Universe and the colors chosen for this mood board are green, brown, pale yellow, and rusted orange.

Directive Word: Family/Community

The mood board to the right reflects Family and Community. When people come together they do so most times to help those in need or for the greater good of others. The rationale for this mood board was to have communities, businesses, and people come together to care for those who need help. I wanted to depict a family that was helped with Logan's and show the joy they have after having a ramp built for them. The additional photos depicted a community of people coming together to build a ramp and also to have photos of the volunteers photographed with the children it has helped. I wanted to touch on how the community comes together to help these special needs children and young adults.

The type font chosen are Banshee Bold and Helvetica. The colors chosen for this mood board are green, brown, pale yellow, and red.



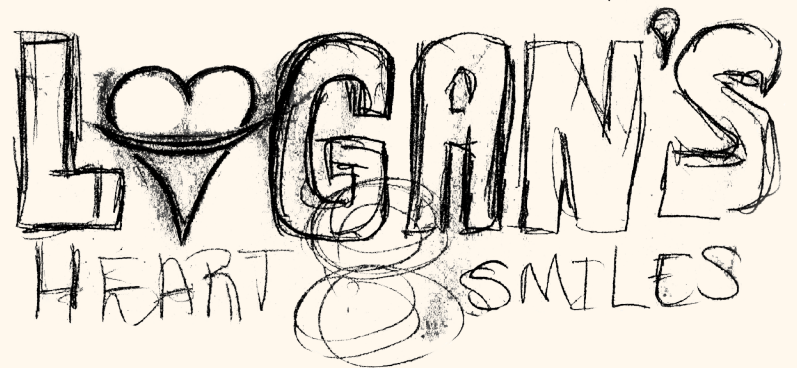
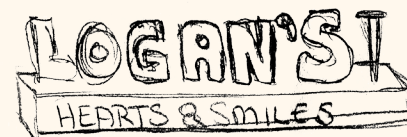
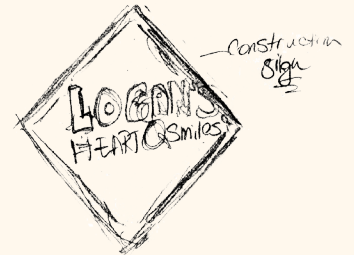
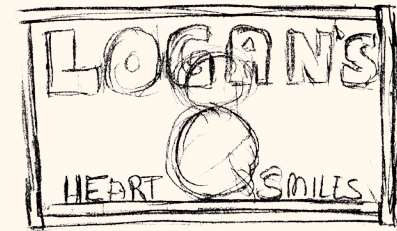
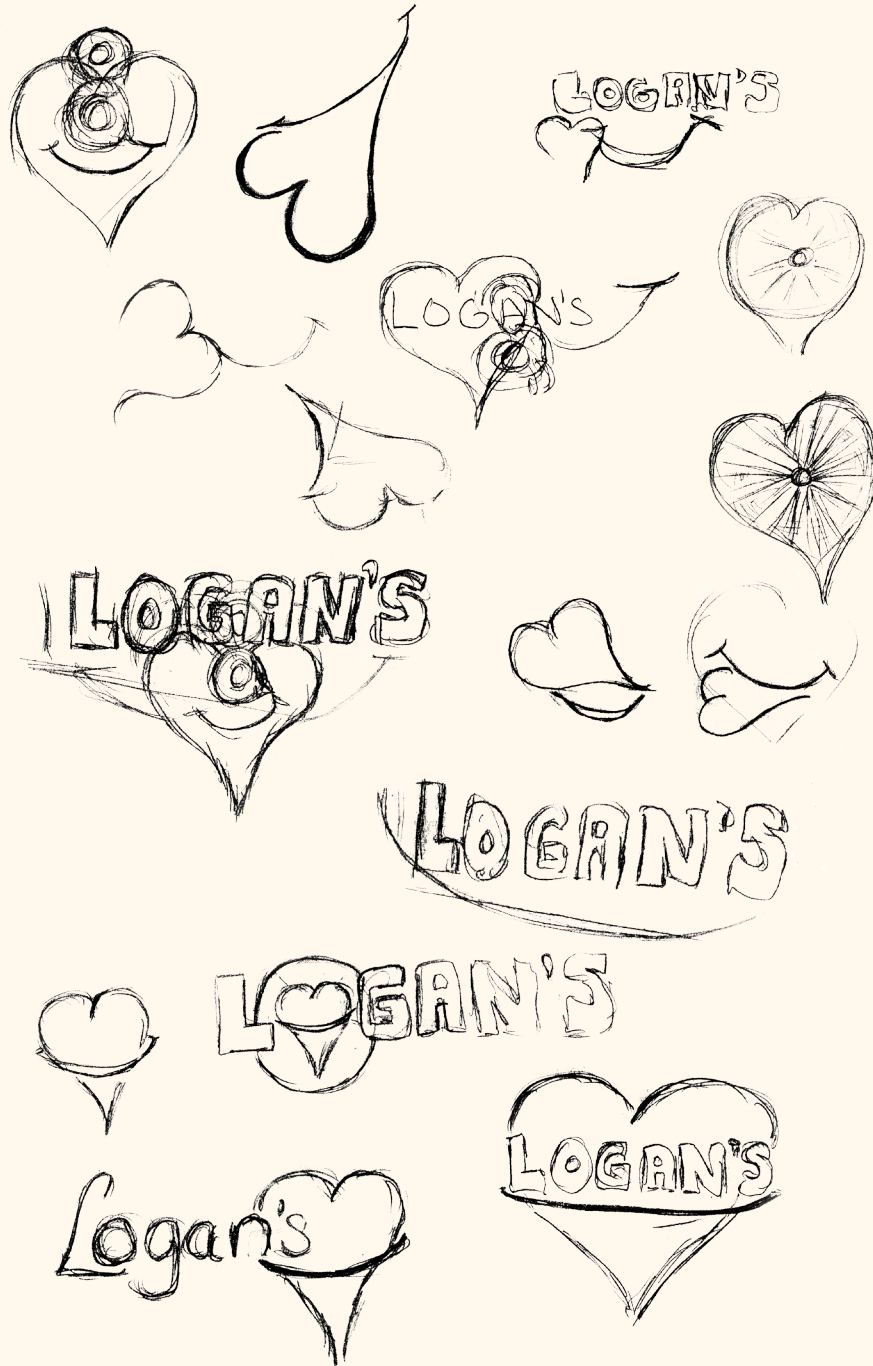
CURRENT LOGO



Logan's Heart & Smiles current logo has a light blue wheel chair and ramp with black lettering.



LOGO SKETCHES



During the sketching process a heart and smiles that intertwined where drawn to see if it work for the direction of the brand. Next a construction/road sign, using a wooden board, and finally just a strong bold font type font.

ONE COLOR LOGO DEVELOPMENT

The logo to the right was designed based on the mood board volunteerism. It emphasizes a strong bold sans serif type font (Berthold Imago) with an overlay of the & on the Logan's that would unify the Logan's and the Heart /Smile below. This was eventually chosen for Logan's Logo.



The logos to the left use the basic design from above but with the addition of a heart with a smile through it. It was created to see how the logo would look with another graphic element added to it.

To the right the logos were created with a wood block with Logan's type sitting on the top, a nail to the right, and Heart & Smiles engraved on the board.



The logos to the left reflect a heart and smile icon. These logos were done to test out what it would look like to have a icon of a heart and a smile as the primary focal point.

The two logos to the right were taken from the sketched drawings by using a diamond shaped box to depict a construction/road sign. Taking a bit further with stylizing the lines to pop the Logan's Heart & Smiles in the middle.



FULL COLOR LOGO DEVELOPMENT

The full color logo development started by using two versions created from the one color logo development and also using two mood board color samples. This was done to make sure what where the best colors and logo for the brand.

LOGAN'S Heart & Smiles **LOGAN'S** Heart & Smiles **LOGAN'S** Heart & Smiles



LOGAN'S Heart & Smiles **LOGAN'S** Heart & Smiles

LOGAN'S
Heart & Smiles

Volunteerism Colors

RGB: 134 70 42
CMYK: 27 80 98 23

RGB: 254 243 215
CMYK: 0 3 16 0

RGB: 220 150 91
CMYK: 2 48 73 0

RGB: 69 97 147
CMYK: 87 64 17 2

LOGAN'S Heart & Smiles **LOGAN'S** Heart & Smiles **LOGAN'S** Heart & Smiles



Compassion/Connection Colors

RGB: 75 45 19
CMYK: 43 75 92 59

RGB: 244 221 171
CMYK: 1 13 37 0

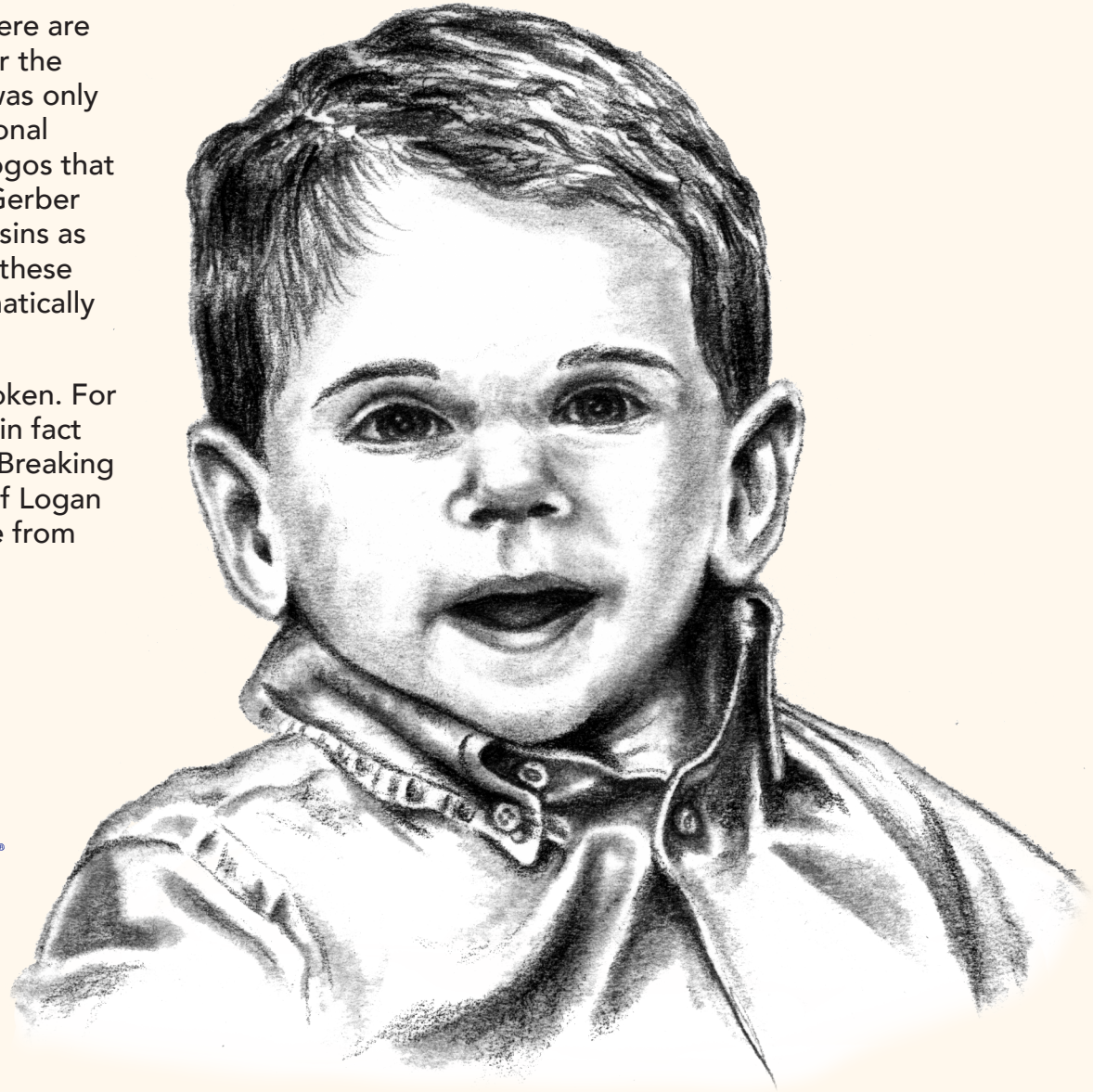
RGB: 190 92 53
CMYK: 10 78 93 1

RGB: 112 126 67
CMYK: 60 33 94 15

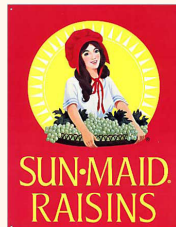
● ADDING A PORTRAIT OF LOGAN

After drawing a portrait of Logan the thought was that there are a bunch of great logos that incorporate a portrait of either the founder or a fictitious person. During the research there was only one non-profit logo that was found with a portrait. Additional research was conducted and the results below highlight logos that have portraits like Wendy's, Aunt Jemima, Quaker Oats, Gerber Foods, Mr. Clean, Jewish Family Services, or Sun Maid Raisins as brands that have portraits. The great thing about each of these logos are that these portraits and the type font are automatically identified either together or separately.

As stated in "Logo Design Love" rules are made to be broken. For Logan's logo by using Logan's portrait and the text could in fact represent Logan's Heart & Smiles together or separately. Breaking the rules and being different that by adding the portrait of Logan it will give a face to the organization and also differentiate from the rest of the nonprofits out there.



Jewish Family
Service



FINAL LOGO RESULT

LOGAN'S
Heart & Smiles



LOGAN'S
Heart & Smiles



LOGAN'S
Heart & Smiles

WORKING OUT THE FINAL COLOR SELECTION



LOGAN'S
Heart & Smiles



LOGAN'S
Heart & Smiles

MEDIA MIX

Each mixed media chosen for Logan's Heart & Smiles is to help attract donations, volunteers, and increase community awareness. Logan's founder would like to take this foundation statewide and eventually nationally. In order to achieve this a new branding campaign will need to be introduced along with a well thought out Media Mix that will compete with the local and national non-profits.





Facebook and Twitter

Logan's will need to update its Facebook and Twitter pages by adding the newly created logo, icon, and colors. Logan's will need to take full advantage of Social Media to expand the non-profit further for fundraising events and promoting the services it provides to families. Social media can work with the Video & Music media, electronic media and the website. The result will be attracting additional followers to the organization, providing awareness of the present and past projects, and a call out to raising funds.

Video

Create a video that tells the story of Logan's Heart & Smiles and all the volunteers that make the home modifications happen. Using specially selected music to create a mood for the video will also be used. The Video and music will primarily work by its self but would be promoted and posted on Facebook and Twitter. The result of creating a video is for others to see first hand how a ramp is built and highlight some of the families Logan's has touched with the services it provides. The result would be an increase viewing on Logan's website, Twitter, and Facebook.



Joe Herr (Logan's Heart & Smiles founder)

This is Joe Herr, Founder Logan's Heart & Smiles



MEDIA MIX



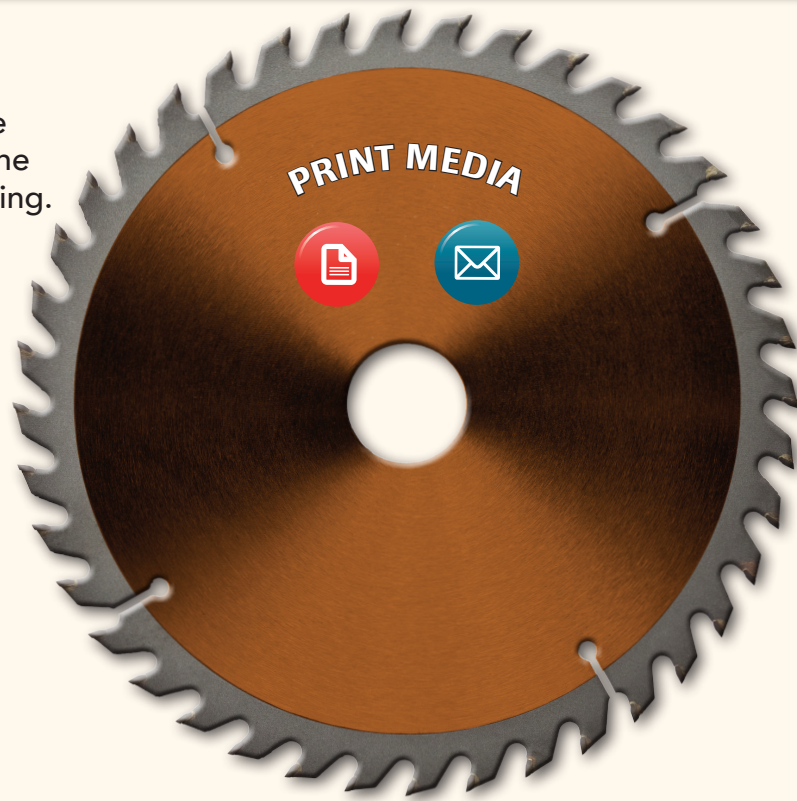
PO Box 259881, Madison, WI 53725-9881 | 608.204.7215 | 608.271.3354 fax | www.logansheartandsmiles.org

Letterhead

Logan's will need to update their letterhead to reflect the new changes in their branding.

Business Cards

Logan's will need new business cards. Business cards a very useful to non-profits or business as a way to promote and provide information to others.



Newsletter

Logan's needs to create a newsletter by way of print and electronic media to help keep the volunteers, families and donors informed about the nonprofits activities.



Signage

Signage needs to be utilized for Logan's in order to promote the annual golf outing and lawn signs placed in front of each project Logan's works on.





Marketing Collateral

Additional marketing collateral will be created as in brochures, flyers, and any type of informational sheets or promotional items to provide information about Logan's to others.



Uniforms

A t-shirt will be designed to create unity for the volunteers that come to help construct projects or fundraising events.

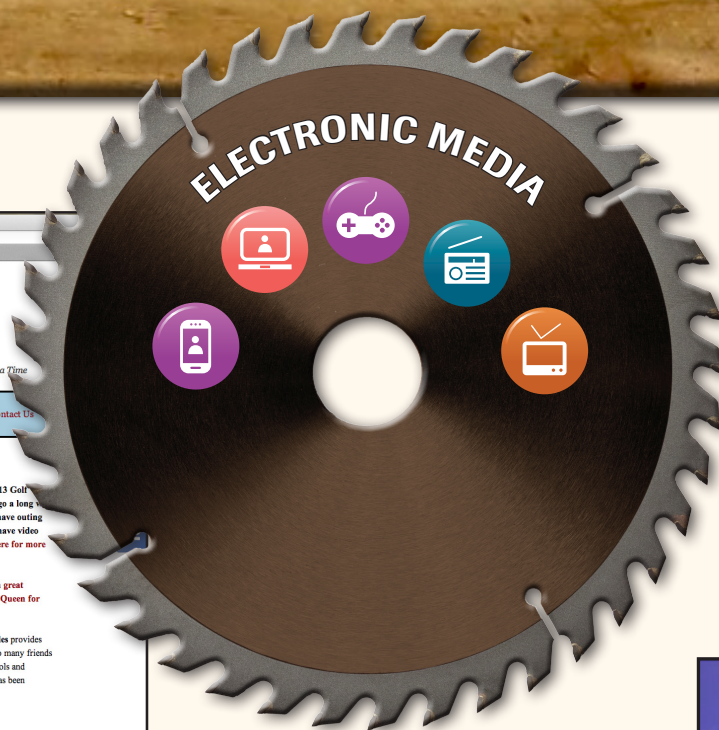
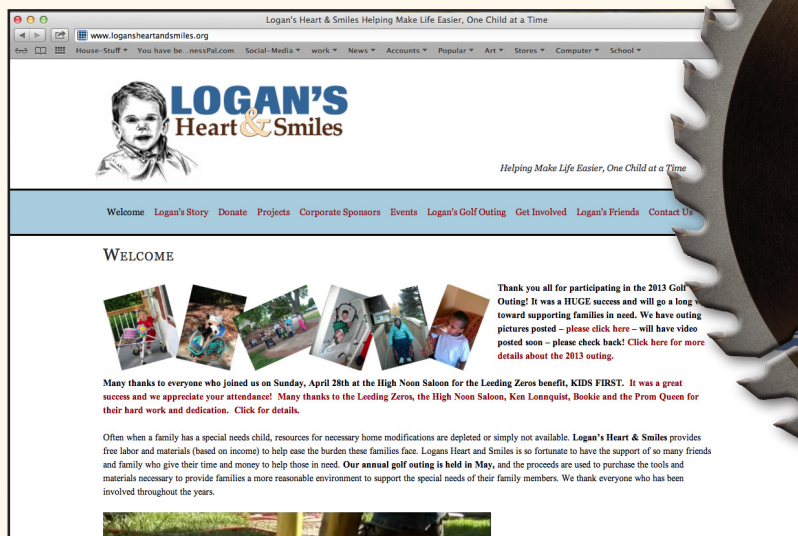


Vinyl Wrap - Foundation Truck

The foundation has converted an old delivery truck into a construction truck for the foundation. This truck has had a lot of work to it and would recommend a yellow paint job and then a custom vehicle wrap for it.



MEDIA MIX



Website

Logan's current website is outdated and clunky to say the least. In designing a new website it will give the customer/viewer engaging content that will bring Logan's brand to life. A website is the next best thing to reality for the customer that is in charge of where they click next. Websites are increasingly used as portals for media tools. From logos to message points, downloading from a site enables employees to jump start marketing and communications from anywhere in the world" (Wheeler, 2009 pg152). If Logan's wants to expand through the state of Wisconsin and national it has to be able to compete with other non-profits that have designed their websites geared towards servicing those people they help, attracting money from donors, and attracting additional volunteers.

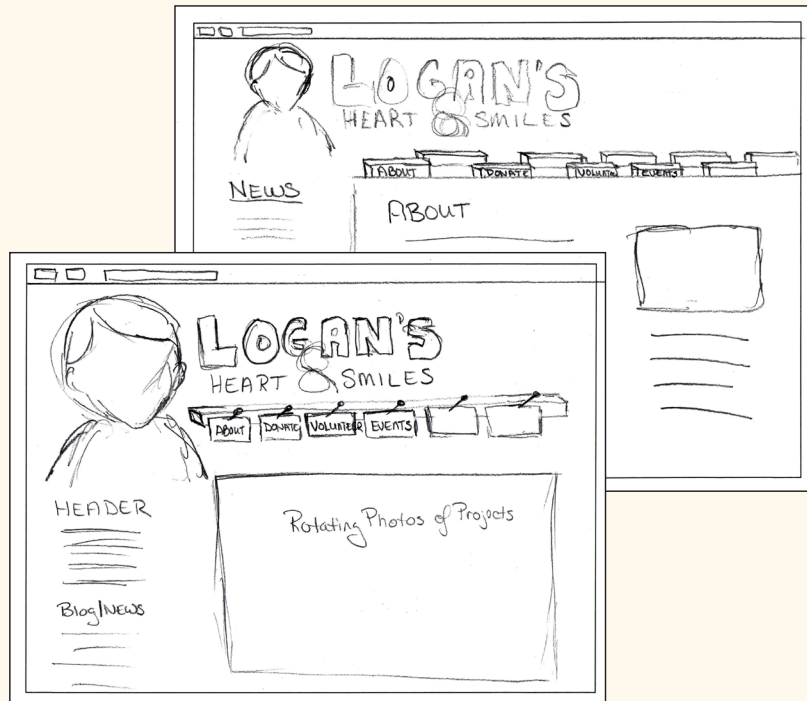


Television and Mobile Applications

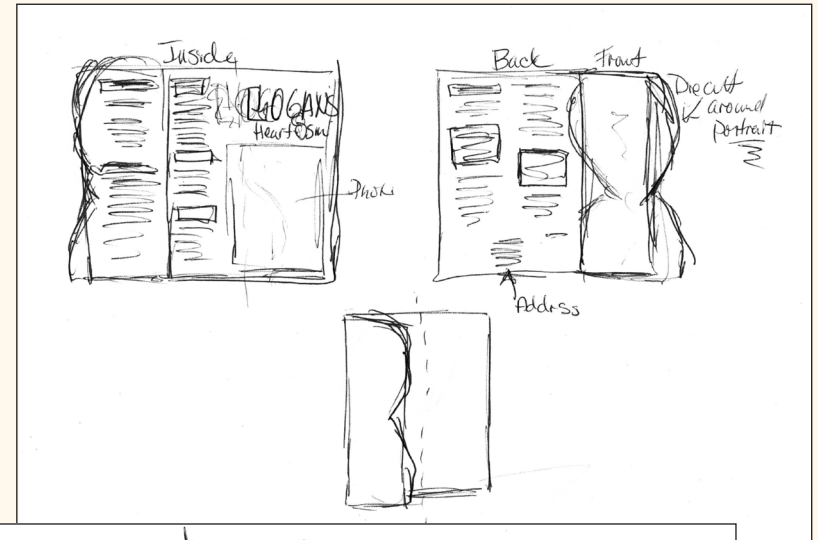
Utilizing electronic media like television, mobile applications, and radio will deliver Logan's message about the foundation. Everyone likes a feel good story and by telling the stories of the families Logan's helps, a segmented news stories will give Logan's the free advertising it needs. These stories not only will be broad casted during the local news but would be uploaded onto the station's website, Logan's website, Facebook and Twitter pages.

ASSET SKETCHES

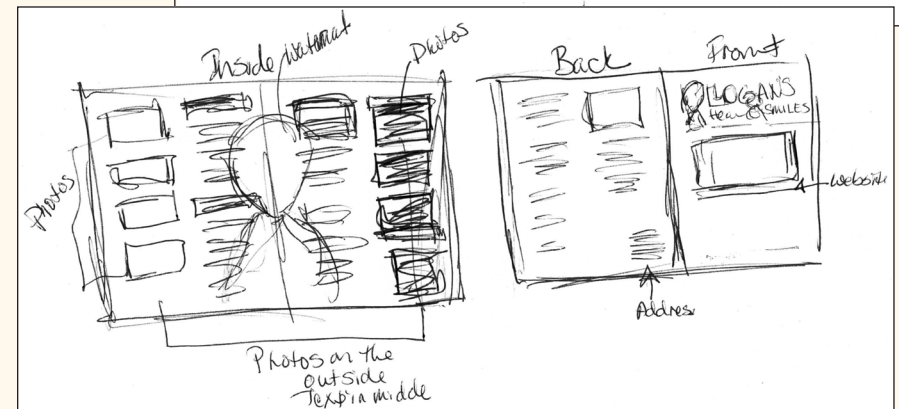
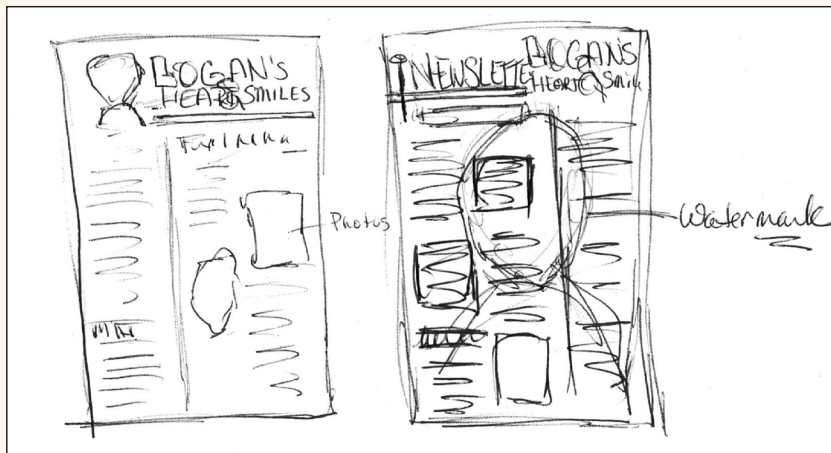
Website



Brochure



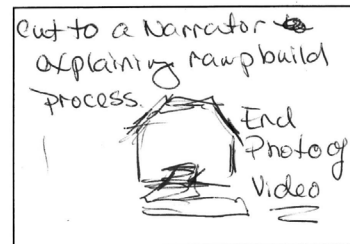
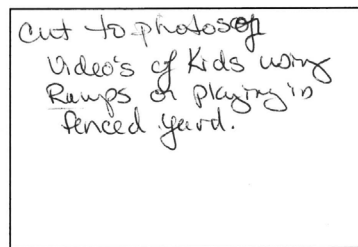
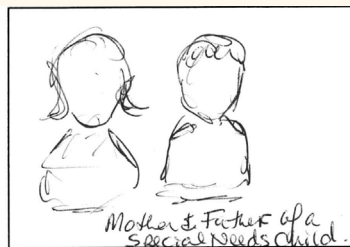
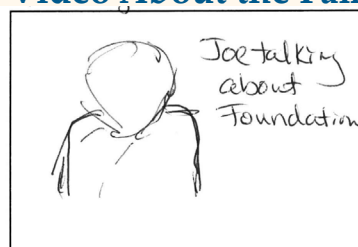
Newsletter



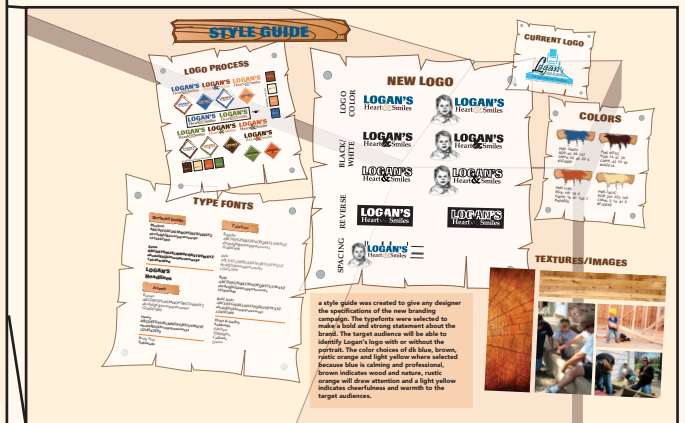
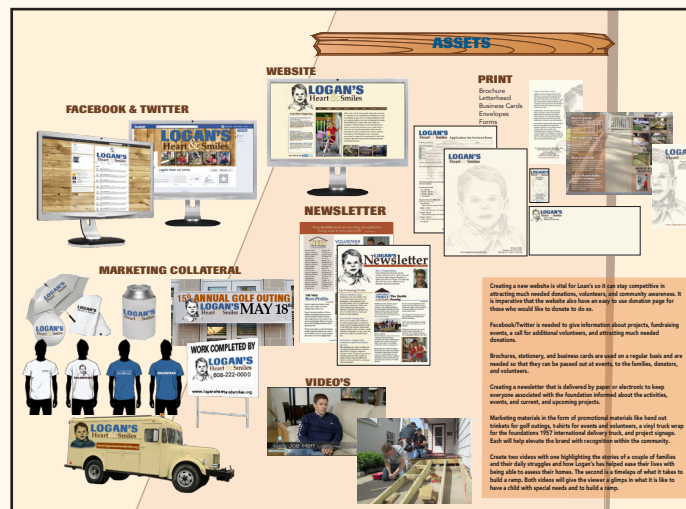
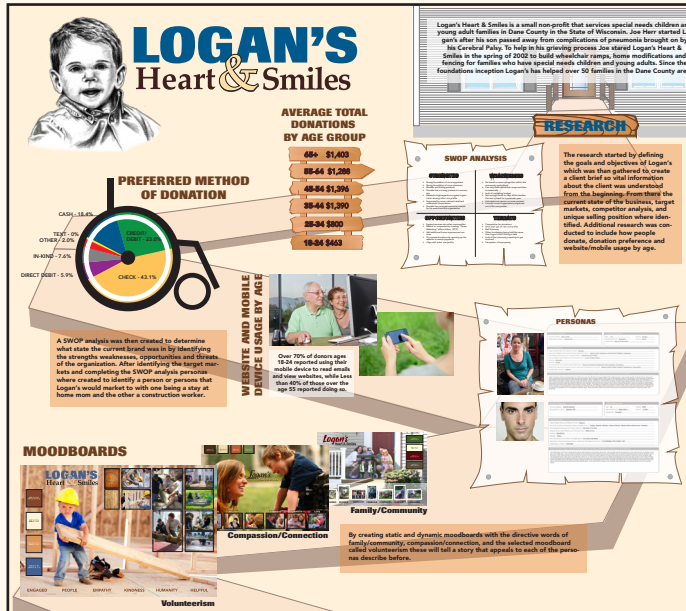


ASSET SKETCHES

Video About the Families



Video About Building a Ramp





STYLE GUIDE

Brand Identity

Unacceptable Logo uses

Type fonts

Color Palette

Images and Textures



BRAND IDENTITY



LOGAN'S
Heart & Smiles



LOGAN'S
Heart & Smiles



LOGAN'S
Heart & Smiles

There are two elements that can be used for Logan's Heart and Smiles Brand Identity. First is the portrait of Logan can be used with the text or separately as long as each maintains it's shape and proportions. Logan's type font is Berthold Imago with the color of blue (PMS 2945U). Heart & Smiles is created in Palatino. The Heart-Smiles is the color of brown (PMS 4975C) The & symbol is placed between the G and A by over lapping a portion of each and has a color of yellow (PMS 7401C) with the opacity at 100%.

Full Color Logo

LOGAN'S
Heart & Smiles



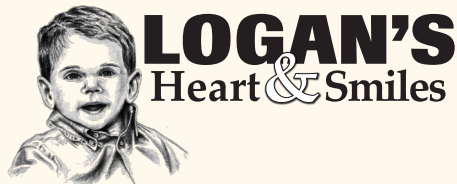
When using the full color version the portrait can be used with or without the text. It is imperative that the portrait be used at all times but in the cases that warrant the use of either, the text and the portrait can be used independently depending on the media it is to be used for. If any chosen media cannot support the portrait icon then just the text portion of the brand identity is to be used. When Logan's is to produce high quality printed materials it will be determined ahead of time which colored identity will be more cost effective for that particular delivery of media. The colored portrait should be used on all electronic media such as their website, Facebook, Twitter, video, and mobile applications.

Black & White Logo

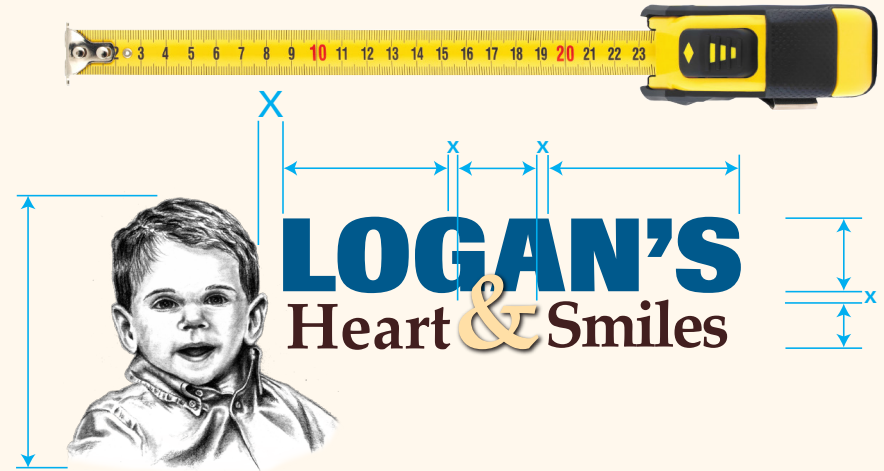
There are two ways Logan's Heart & Smiles logo black and white can be used. Logan's can either be solid black and the "&" sign outlined or Logan's outlined and the "&" sign solid black. Each can be used with a portrait of Logan or without. By providing black and white you elevate bias when presenting logos to a client (Airey)

LOGAN'S
Heart & Smiles

LOGAN'S
Heart & Smiles



Spacing and Sizing



To ensure that Logan's logo is legible it must not be reduced any smaller than 1.5" with the portrait and text. With just the text it should not be any smaller than .25". There also should be between .25 to .75 white space around the logo for easy legibility.

Transparent/Reverse Logo

When using the reverse or transparent brand identity, Logan's can either be solid and the "&" sign outlined or Logan's outlined and the "&" sign solid. The portrait is not recommended to be used for these versions.

LOGAN'S
Heart & Smiles

LOGAN'S
Heart & Smiles

CAUTION



Logan's logo should be the PMS blue color 2945U, Heart/Smiles should be PMS brown color 4975C, and the & in should be in PMS yellow color 7401C only. The logo should line up with the icon/symbol according to the spacing and sizing specs. The icon/symbol should not be above, underneath, or nudged in a different spot. Any other colors should not be filled into the logo.

BERTHOLD IMAGO

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Extra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

LOGAN'S Headlines

PALANTINO

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Heart & Smiles Subheads Sidebars Highlights Callouts Quotes

AVENIR

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Book Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Medium Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Text Subheads

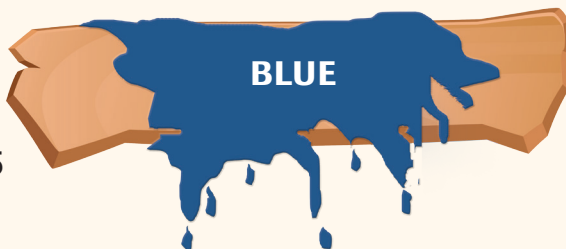
The type fonts chosen for Logan's Heart & Smiles were Berthod Imago, Palatino, and Avenir. Imago is from the H. Berthod AG Family ("H. Berthold") because it was a strong bold type font that would command attention to the logo and headlines. A serif type font

Palatino was picked to compliment Imago from the designer Hermann Zapf ("Hermann"). Palatino is to be used for subheads, sidebars, highlights, callouts, and quotes. A sans-serif font Avenir, designed by Adrian Frutiger ("Avenir"), was chosen for its simplicity and readability. Avenir will be used for the body text.

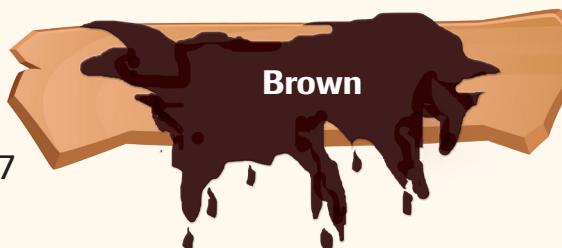


COLOR PALETTE

PMS 2945U
RGB: 60 88 137
CMYK: 92 69 20 5
#3C5889



PMS 4975C
RGB: 60 36 36
CMYK: 49 77 69 67
#3C2424



PMS 718C
RGB: 169 78 0
CMYK: 18 81 100 7
#A94E00



PMS 7401C
RGB: 241 223 165
CMYK: 2 10 41 0
#F1DFAS



A color scheme for this branding campaign is to use of a dark blue, brown, light yellow, and rusted orange. Blue is to be used because it symbolizes peace and increases productivity (Color). Logan's provides a building solution to families that need home modifications. By using brown it will bring a natural color that evokes a sense of strength and reliability to the campaign. Plus it is the color of wood. Using rusted orange in the mix will bring energy to the color scheme by bringing feelings of excitement, enthusiasm and warmth and adding a lighter side of yellow that will bring warm and lighter feel to the much stronger colors of green, brown and the rustic orange (Color).

IMAGES AND TEXTURES



Images used for Logan's campaign will be engaging, colorful, and informative by telling a story. The campaign photos will focus on volunteers, the children and families that it helps, and the services it provides for home modification projects. By using these images it will engage the reader of these are real life stories of children in the hopes to pull them in to learn more.





CAMPAIGN SOLUTIONS

Website

Facebook/Twitter

Print Media

Newsletter

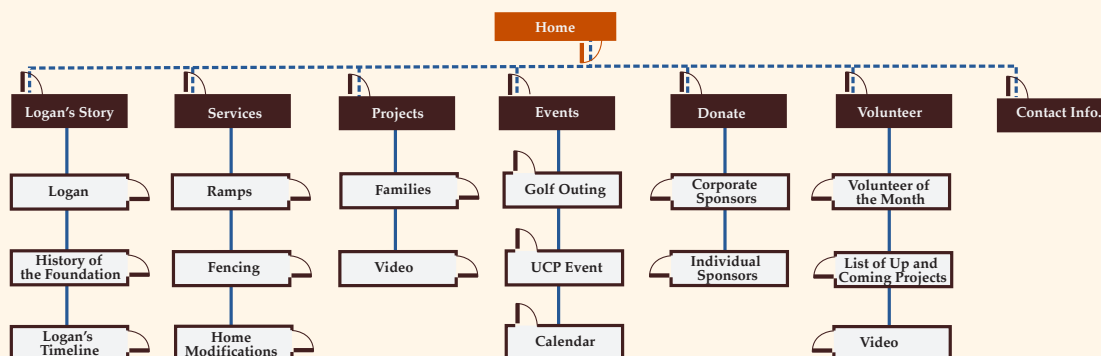
Marketing Collateral

Videos

Logan's needs to have a fully functioning website to give families with special needs children information on how Logan's can help them with home modifications, building a wheelchair ramp, or fencing. It will also provide information on how to volunteer and have a donation page that is much easier for anyone to donate to. Having a functional website is vital for Logan's so it can stay competitive in attracting much needed donations and volunteers. The website will attract its target audience of families with special needs children, volunteers, and donators.



Website Map



FACEBOOK/TWITTER



Twitter



Facebook

Logan's needs to keep up with technology and will need to update these pages with the new logo and colors to unify the brands overall new look. One thing that will need to be done is more postings to give information about projects, fundraising events, a call for additional volunteers for projects, and attracting much needed donations.



PRINT MEDIA

Brochure



Back Cover



Front Cover



Inside Spread

Logan's uses the brochures, stationery, and business cards on a regular basis. These documents are continually passed out at local events, to families, donors, and volunteers. Newly updated brochures, stationery, and business cards need to incorporate a new format design, logo, and colors. The non-profit industry trends are that corporate giving mimics the economy, public confidence and transparency, and purchasing fundraising lists ("Non Profit). Stationery and business cards will help to clarify to others that this non-profit is legit.

How do we help?

Logan's Heart & Smiles supplies labor and materials (based on income) to help ease the burden of your child's special needs. The foundation builds:

- Ramps (indoor and outdoor)
- Fencing
- Minor ADA Home Modifications

Who qualifies for help?

Our goal is to help any family with a special needs child. To qualify for assistance, families fill out a short application. This is found on our Web site or by contacting the foundation to have it sent to you. Help is based on a family's income. We may ask that families pay a portion of the cost of materials.

How can you help?

Logan's Heart & Smiles is a non-profit foundation funded solely by donations from the community. Contributions collected during the year and from the annual golf outing are used to purchase materials and equipment. Volunteering your time and labor to help build projects.

Logan's Heart & Smiles Annual Golf Outing

Every year the foundation hosts an annual golf outing where you can participate by golfing, sponsoring a hole, or donating an auction item. Additional information on the golf outing can be found on our Web site.

Letterhead, Envelopes, Forms, and Business Cards

LOGAN'S
Heart & Smiles

LOGAN'S

Application for Services Form

Age:	
Home #:	Cell #
E-Mail:	
Home #:	Cell #
E-Mail:	

les services provide a benefit to your child/family.

responsibility

Eligibility Requirements:

1. At least one child or young adult, must have permanent residence at the location of desired services.
2. Work done to residence must enhance the ability of recipient to move through, and/or in and out of the home.
OR
Work done to residence will ensure the safety of the recipient, i.e.: fencing, gate, and guard rails.
3. Recipients to receive services on a first come, first serve basis.

LOGAN'S
Heart & Smiles

Joe Herr
Founder

PO Box 259881
Madison, WI 53725-9881
608.204-7215
608.271.3354 fax
logansheartandsmiles.org



LOGAN'S
Heart & Smiles

PO Box 259881
Madison, WI 53725-9881

www.logansheartandsmiles.org

PO Box 259881
Madison, WI 53725-9881
608.204-7215 | 608.271.3354 fax



LOGAN'S Newsletter

October 2013, Issue 3

Joe's Inspiration

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Up Comming Events

Women's Business Expo

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Live Auction Coming Soon

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Great News....Logan's Was Awarded for Best Non-Profit of the Year.

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The Smith Family

by Serena Bates

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Hanna's Story
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Aximi, venis rem audaes con esse- que nosam asita ditem etur, et as delliquo

Puditesse inusani que am re sam volenia quatus discipulae. Ut rempost ra aut odipiet doluptate non natiandigent destiam que resto



A newsletter will be created that will be distributed in paper and electronic to the families, schools, events, donators, and volunteers. By creating a newsletter it will keep everyone associated with the foundation informed about the activities, events, and current and upcoming projects. The newsletter will be engaging and informative so it can attract either a monthly or quarterly readership.

"Being disabled should not mean being disqualified from having access to every aspect of life." - Emma Thompson



Cerrum quodi
blaccum quasero
Blaborero Blanime
Abor Auditem
Fugitaspeles
Cerrum quodi
blaccum quasero
Blaborero Blanime
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blaccum quasero
Blaborero Blanime
Abor Auditem
Fugitaspeles

Oregon, WI
Milwaukee, WI
Cottage Grove
Fitchburg, WI
Peoria, IL
Oregon, WI
Milwaukee, WI
Cottage Grove
Fitchburg, WI
Peoria, IL
Oregon, WI
Milwaukee, WI
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Peoria, IL

VOLUNTEER of the Month Doug Richardson

An Inspiration to Those Around Him

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THE NEW Non-Profits

by Serena Bates

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Financial UPDATE

Current State of the Foundation

Eicietur\$4,876
Sequaestrum.....\$567
ReptamHarcil.....\$3,245

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www.logansheartandmsiles.org

MARKETING COLLATERAL

Because Logan's holds an annual fundraising event and also participates in other local events yearly it needs to incorporate the new logo and colors to promotional materials to be handed out at such events. T-shirts will be designed mainly for unifying volunteers on projects and events. These t-shirts will also serve as a form of advertisement and can be handed out also. The vinyl truck wrap will be designed on a 1957 International deliver truck, which the founder is currently restoring, with the new colors and logo. I am in the process of retrieving photos of this truck to incorporate a design. Signage will be designed into banners or yard signs to advertise at the job site or an event.



LOGAN'S
Heart & Smiles

GOLF OUTING

May 18, 2013

www.logansheartandsmiles.org



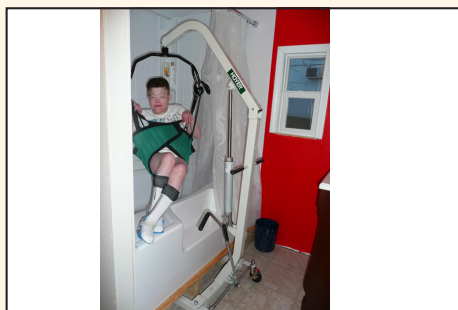
VIDEO ABOUT FAMILIES



Shot 1: Logan's Heart & Smiles Logo - Animated Logo in the opening scene.



Shot 4: Video of a special needs children's family talking about their story.



Shot 7: Home Modification Bathroom and child using lift



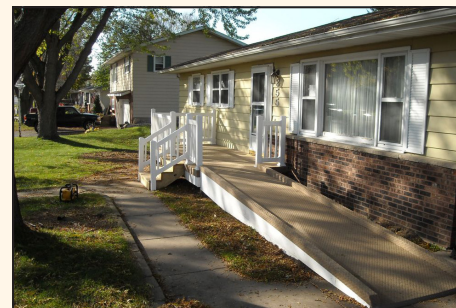
Shot 2: Joe Herr - Introduction about Logan's and the story behind the foundation.



Shot 5: Show a before and after of a ramp.



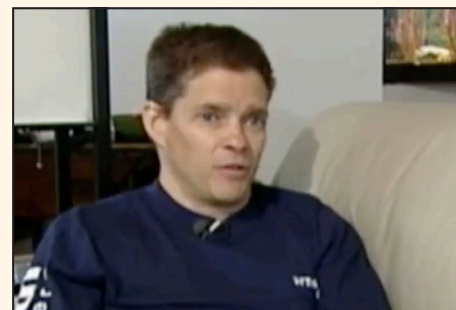
Shot 8: Photos and videos of kids using the ramps and playing inside a fenced yard.



Shot 3: 3-4 Photos of Ramps and Joe talking in the background.



Shot 6: 2nd family of a special needs child and them talking about their story.



Shot 9: Joe talking about the needs of the foundation and the ending credits.

Logan's would benefit greatly in producing two videos to be uploaded onto YouTube, website, Facebook, and Twitter. These videos will highlight a couple of families and how Logan's has helped them live as close to normal of a life as possible.

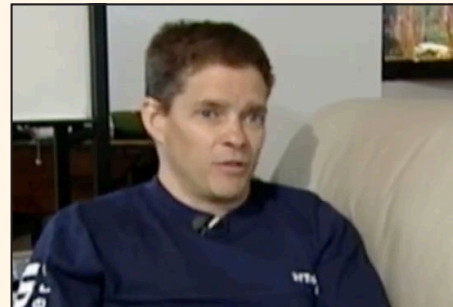
The first video will be marketed towards volunteers, donators and families. It will highlight two families with each telling their stories and telling the viewer how Logan's has helped them. The end of the video will cut to a few special needs children using a ramp, playing in a fenced yard and home modification. The end will provide a conclusion from Joe.

VIDEO ABOUT BUILDING A RAMP

The second video would be marketed towards volunteers and donators to show what it takes to build a ramp. It will also highlight a family who will be receiving a ramp and a video will be created to show what it takes to build one. The end of the video will cut to a happy family and a conclusion from Joe.



Shot 1: Logan's Heart & Smiles Logo - Animated Logo in the opening scene.



Shot 2: Joe Herr - Introduction about Logan's and the story behind the foundation.



Shot 3: Cut to a narrative explaining the ramp building process. Show completed ramp.



Shot 4: Video of a special needs children's family talking about their story.



Shot 5: The volunteers and why they volunteer.



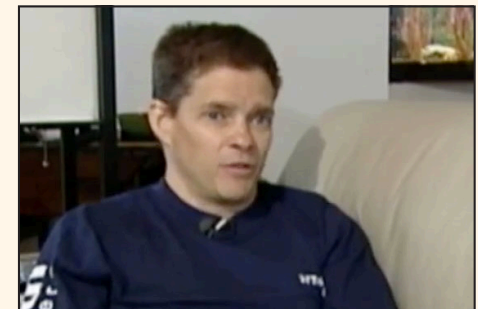
Shot 6: Start of the project and what the process is.



Shot 7: Video of volunteers working on home.



Shot 8: Photo of a happy family.



Shot 9: Joe talking about the needs of the foundation and the ending credits.



REFERENCES

The background of the slide is a detailed architectural floor plan. It features various rooms and structural elements. Labels include 'STUDY' with a 'CARTON' note, 'CHARGE', 'FOYER', 'PORCH', and 'LINE OF SECOND FLOOR ABOVE'. Dimensions are provided throughout, such as '10'-7 1/2"', '9'-8 1/4"', '2'-6"', and '3'-7 1/2"'. There are also notes about materials like '(2) 3060 S4 MULLED' and structural details like 'COSS BRACKS AT MID SPAN'.



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