



Helene Foundation

branding guide

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A brand is more than a logo, some colors and a couple of fonts. It's about defining the foundation's goals and creating a voice that carries across all mediums. It establishes a personality for the foundation that is trustworthy and relatable.

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1. HELP MOTHERS AND THEIR FAMILIES NOW.

Get mothers who are diagnosed with cancer and receiving treatment at a Triangle area cancer facility the individualized help that they need right now.

2. GET THE WORD OUT

We want to share the lives of the incredible and brave women in our own community who are struggling with cancer and give them relief in a real and immediate way.

3. INSPIRE ACTION

Give our visitors concrete ways that they can do something to make a difference in the lives of these families, whether through donations or volunteering their time

Cancer research is essential and we strongly encourage anyone working toward a cure; but, until that happens, these families need relief now. We are here to solve the problems that make a difference in their lives immediately.



meet the PERSONAS

THE DONOR



AMELIA POND

"My little sister, the mother of three beautiful children, died of cancer last year and I've been looking for a local organization where my contributions can have a meaningful impact on the lives of women going through what my sister experienced."

AGE: 42

STATUS: Married with 2 children

FOUND US: Internet Search

PROFESSION: Stay at Home Mom

HOBBIES: Kids, PTO, Church

WANTS

- to feel like she's making an impact locally and directly in the lives of mothers with cancer
- an organization that she trusts and she feels good about what they are doing with the money

FRUSTRATIONS

- Everything feels like it is too big and national and she isn't sure that her contribution is making a significant impact
- Can't find something local, authentic and personal

PERSONALITY

SOCIAL
ENTHUSIASTIC
CARING
EASILY DISTRACTED

FAVORITE BRANDS

ANTHROPOLOGIE
POTTERY BARN
DECO IN RALEIGH
LULULEMON

meet the PERSONAS

THE VOLUNTEER



APRIL WHITCOMB

"I'm looking for an organization to donate my time and make a difference in the community"

AGE: 24

STATUS: Single

FOUND US: Internet Search

PROFESSION: Graduate Student

HOBBIES: Hiking, Tacos, Netflix

WANTS

- somewhere I can volunteer regularly and feel like I'm making a difference in my community
- I want to help people and possibly work with kids

FRUSTRATIONS

- It's hard to find places where you don't just show up once for half a day with 20 other people and then walk out feeling like you just stood around for 3 hours.
- I want something local and authentic, with personality and meaning for the community.

PERSONALITY

INTELLIGENT
ORGANIZED
PERFECTIONIST
ENTHUSIASTIC

FAVORITE BRANDS

THRIFT SHOPS
FARMERS MARKET
TARGET
APPLE

meet the PERSONAS

THE CLIENT



ANGIE EVANS

"I was recently diagnosed with cancer and my nurse mentioned this foundation as some place that might be able to help, but I want to make sure they are the real deal."

AGE: 32

STATUS: Recently single with 2 children

FOUND US: Healthcare provider

PROFESSION: Human Resources

HOBBIES: Family, cooking, sewing

WANTS

- help while she undergoes treatment for cancer
- to make sure that the organization is the kind of place she wants to expose her children to and be sure she won't be taken advantage of

FRUSTRATIONS

- Feels alone and like there is too much information and she's not sure where to turn
- Everything with cancer feels so clinical and cold, she wants something that feels like it has heart and personality

PERSONALITY

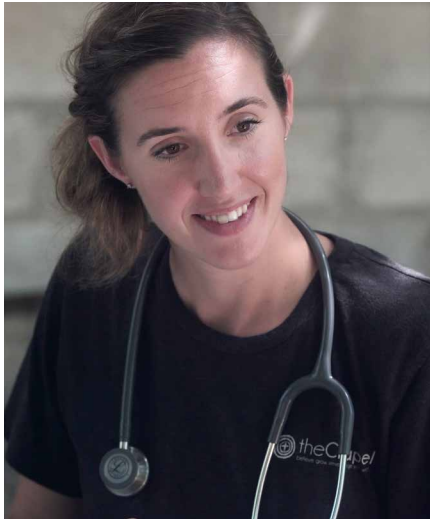
OUTGOING
CAUTIOUS
PASSIONATE
ARTISTIC

FAVORITE BRANDS

WALMART
IKEA
ETSY
AMAZON

meet the PERSONAS

THE HEALTHCARE PROVIDER



EVELYN SAND

"I need an organization that is going to help these moms who are fighting cancer. They need to help immediately with their every day life."

AGE: 26

STATUS: Married

FOUND US: From an event

PROFESSION: Oncology nurse

HOBBIES: Puzzles, Running, Old Movies

WANTS

- Concrete relief for her patients who are struggling with meeting everyday necessities
- To give patients some hope

FRUSTRATIONS

- Feels alone and like there is too much information and she's not sure where to turn
- Everything with cancer feels so clinical and cold, she wants something that feels like it has heart and personality

PERSONALITY

OUTGOING
CAUTIOUS
PASSIONATE
ARTISTIC

FAVORITE BRANDS

WALMART
IKEA
ETSY
AMAZON

THE PERSONA ANALYSIS

Now that we've met our Personas and we have an idea of who our target audience is, let's make a few generalizations so we have a broad focus of who we are targeting as well as the Personas who are a narrowed focus of who we are designing the site for.

They are Moms.

It is likely that a large majority of our target audience are moms themselves or are women who can visualize themselves becoming moms.

They are Millennials.

Because the clients must have children under 18, and the volunteers that we are targeting are younger, and because the millennials are now nurses and old enough to start having income that they want to use to make an impact, it is likely that our audience is largely made up of millennials. So what does that mean? They want a website that is visually compelling, feels authentic, and home-grown while still being polished and has huge amounts of personality.

They are Diverse.

Our target group runs the spectrum in terms of socio-economic groups and ethnicity. There are likely individuals who are looking to donate \$10 and those looking to donate \$1,000. There are likely women who are every ethnicity and women who don't speak English as a first language.



TAGLINE

The Helene Foundation provides immediate support to mothers fighting cancer to positively impact families.

MISSION

To build a network of donors and volunteers that provide assistance to families with mothers actively undergoing cancer treatments at Triangle area treatment facilities

OUR STORY

The Helene Foundation was established in 2009 in honor of Helene Davidian, a nurse and devoted mother who lost a courageous battle with cancer in May of that same year. Helene spent her life serving others; she found joy in giving of herself. That's why the Davidian family established a foundation in her name - to allow Helene's passion for serving others to continue for years to come.

WHAT WE DO

The Helene Foundation is a volunteer-driven non-profit organization dedicated to providing assistance to families with mothers actively undergoing cancer treatments at a Triangle area treatment facility. Families are referred by a hospital professional or a friend or family member. Upon acceptance, the mother and her family are sponsored for a six month period. Should the mother lose her fight with cancer, the family continues to receive assistance until their six months are complete. Many times we have even extended the length of time they receive support. During that time, we focus on providing immediate, practical support and services for mothers and families fighting cancer. This assistance includes, but is not limited to, family meals delivered to the home, housecleaning, child care, tutoring services for children, and assistance with transportation costs to treatments and medical appointments. While we don't physically provide the services, we work closely with trusted vendors who do.

We are not a cookie-cutter organization. Women are affected by all kinds of cancers, and we work with moms regardless of their specific type of cancer diagnosis. Also, because each family's story is different, the services we provide are different in each case. We evaluate each family's individual needs and respond with the appropriate services - for example, a family with younger children may need help with childcare, while a family with older children may need help with tutoring. Every dollar donated to the Helene Foundation goes directly to services that most help the families we serve.

LOGOS + ALT LOGOS + ICONS



LOGO

This is your logo and should be your go-to logo for anything online or print. Unless the background makes the logo hard to see or it is too small to be legible, this is the logo that should be used.



ICONS

Used in situations where you need to symbolize the foundation without using the logo or when the logo is already in play. Can be playful or creative.



REVERSE LOGO

Used in situations where the logo is placed over a background that makes it difficult to differentiate the circular background.



LONG LOGO

When the logo must fit a more horizontal space, this logo is more appropriate.



XS LOGO / FAVICON

Primarily for the icon used on the website, but also whenever the logo must be used in situations that the text is too small to read.



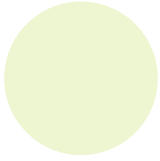
OLIVE BRANCH #8f9611 | CMYK: 48/28/100/6 | RGB: 143/150/17

Used for Titles and Headers. A core color, used as your go-to color.



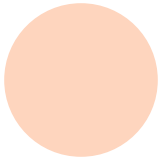
RICH SOIL #6a5c36 | CMYK: 50/51/84/32 | RGB: 106/92/54

Used for Titles and Headers. A core color paired with Olive Branch



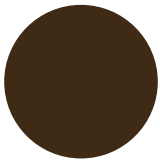
SPRING BUDS #edf6d0 | CMYK: 7/0/22/0 | RGB: 237/246/208

A tertiary color as needed that keeps Olive Branch center stage. Also for backgrounds.



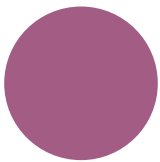
HOPEFUL PEACH #fed5be | CMYK: 0/19/22/0 | RGB: 254/213/190

Complimentary Color: pairs with Olive Branch and gives a sense of femininity. Use for titles or headers and when another color is necessary to contrast with Olive Branch



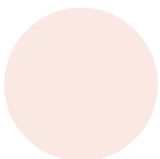
FRENCH ROAST #3f2a15 | CMYK: 52/67/84/66 | RGB: 63/42/21

Used for text or an extreme background.



VIBRANT ORCHID #a35c84 | CMYK: 35/73/23/6 | RGB: 163/92/132

Color Pop: Used sparingly to emphasize dramatically



MORNING LIGHT #fae8e3 | CMYK: 0/8/6/1 | RGB: 250/232/227

Background Color: Perfect for backgrounds or as a titles on dark backgrounds.

WILDCAT

Helene Foundation

WAITING FOR THE SUNSHINE

abcdefghijklmn
opqrstuvwxyz

JOSEFIN SLAB

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

JOSEFIN SANS

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOGO FONT

Used only for your logo.

HERO FONT

Your hero font is used sparingly for information that could use a little emphasis.

TITLE FONT

This is your main font used for headers and titles.

TEXT FONT

Used for all text.

WILDCAT

Helene Foundation

GARAMOND ITALIC

*abcdefghijklmnop
opqrstuvwxyz*

GARAMOND REGULAR

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

CALIBRI LIGHT

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOGO FONT

Used only for your logo.

HERO FONT

Your hero font is used sparingly for information that could use a little emphasis.

TITLE FONT

This is your main font used for headers and titles when sharing documents with others who do not own the same fonts.

TEXT FONT

This is your main text font, and is also used when sharing documents with others who do not own the branded fonts.

THE LOOK AND FEEL

The Helene Foundation is first and foremost a force for improving the lives of mothers diagnosed with cancer. The website and brand accomplishes that by telling the stories of our clients. Our audience is primarily made up of a very diverse group of millennial moms. The brand's logo feels personal and intimate, organic and comforting. It feels like a good friend who stops by at just the right moment with a chocolate cake and good book. Images of mothers and their children with overtones of natural colors and calming, everyday life contrast with the upheaval of the mothers undergoing cancer. This contradiction pulls at the heartstrings of our viewers and inspires them to take action.

WORDS TO DESCRIBE OUR BRAND

personal

comforting

flexible

unique

resourceful

