



BRANDING PROPOSAL

Why do we need branding?

By establishing a brand for the foundation, we are creating a cohesive experience for your visitors that feels intentional and trustworthy. You pour yourselves into the foundation and you want that attention and care to be apparent from the moment people visit the website. A good brand does just that—it relays your message immediately and visually.

A brand is more than a logo, some colors and a couple of fonts. It's about defining the foundation's goals and message and establishing a path toward meeting those goals.

So how do we do this?

Over the next few pages, I've put together a proposal for your new branding. It will walk you through the different aspects of your brand that I believe are important and I've filled in the information to the best of my ability based on my discussions with you. Once you've reviewed the proposal and you understand what we are trying to accomplish, we can make adjustments to better fit your needs. Here are the different elements:

The Goals

First up is establishing specific goals that we want the website to accomplish. Once we know what we want to achieve, it will be much easier to narrow down and focus our efforts on the areas that will allow us to accomplish these goals.

The Personas

A common practice in user experience is to create imaginary people that represent the different users of the website. By creating people with a name and a face and a personality, it is easier to envision how they will approach and interact with the website. They also serve to better understand what is important our visitors rather than just important to us.

Brand Definition

Here is where we define your brand in your writing through a tagline, mission statement and brief story. These serve to keep us all focused on the essence of the foundation so we can make decisions based on these core elements and they also work for marketing purposes where applicable.

Brand Elements

Lastly we will go over the visual elements of the brand including the logo, colors, fonts and photography examples that create a mood for the brand.

1. TELL KRISTEN'S STORY

Introduce Kristen to the world and use her voice to make a difference in the fight against HPV cancers.

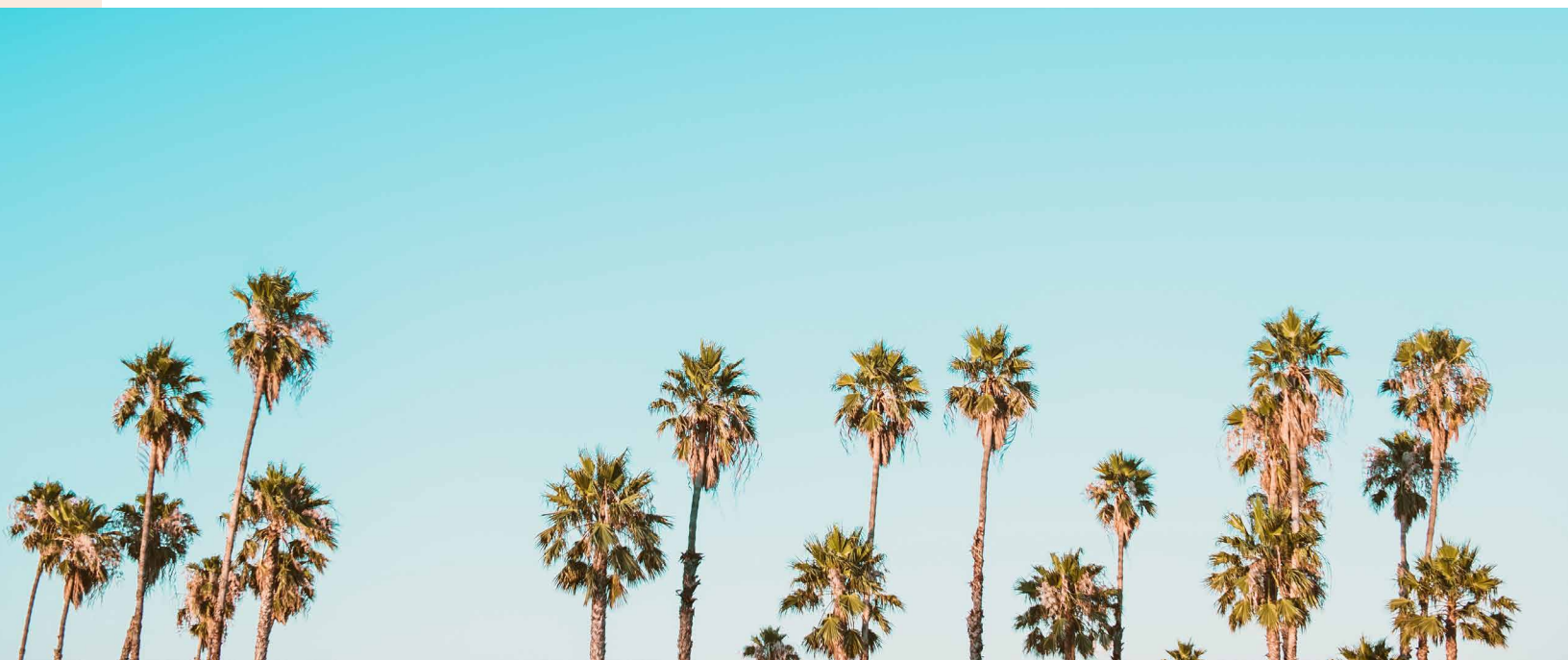
2. INFORM

Give our visitors accurate and easy-to-consume information about HPV and the related cancers.

3. INSPIRE ACTION

The goal is for people to take concrete steps after visiting the site including:

- Get themselves or their children vaccinated
- Get themselves or their children screened for HPV and cancers
- Donate money to the foundation
- Purchase Love, Kristen and then give it to a friend when they are finished
- Be knowledgeable enough to talk to others about the risks and inspire action in others



meet the PERSONAS

THE RECENTLY DIAGNOSED



APRIL WITCOMB

"I'm a little scared of the future and I'm looking for a community where I can ask questions and find out what to expect as I go through treatment."

AGE: 24

STATUS: Single

FOUND EVE: internet search

PROFESSION: last year of law school

HOBBIES: Hiking, tacos, Netflix, Puzzles

LOCATION: Seattle, WA

WANTS

- information I can understand and use
- Hope
- Next Steps
- Community

FRUSTRATIONS

- All the information I can find feels too clinical
- I don't understand how all of this really applies to my situation
- I need to talk to a real person who has been here before

PERSONALITY

INTELLIGENT
ORGANIZED
PERFECTIONIST
ENTHUSIASTIC

FAVORITE BRANDS

ANTHROPOLOGIE
WEST ELM
AMAZON
APPLE

meet the PERSONAS

THE SURVIVOR



MARY LOU EVANS

"I'm blessed to have survived this battle but now I feel the need to reach out to others just starting their journey and do something more"

AGE: 34

STATUS: Married with 2 children

FOUND EVE: Healthcare provider

PROFESSION: Marketing Manager

HOBBIES: Kids, reading historical fiction, yoga

LOCATION: Cleveland, OH

WANTS

- a community
- a place to exchange experiences
- to provide hope to others
- to give back

FRUSTRATIONS

- Everything feels so clinical and geared toward healthcare
- Can't find a way to share her voice
- Easily stay abreast of new information
- Can't find an outlet to make a difference

PERSONALITY

OUTGOING

CAUTIOUS

PASSIONATE

ARTISTIC

FAVORITE BRANDS

TARGET

IKEA

ETSY

FARMER'S MARKET

meet the PERSONAS

THE HEALTHCARE PROVIDER



WILLIAM SAND

"I need a place to send patients and co-workers that inspires them to take action"

AGE: 52

STATUS: Married with 3 children

FOUND EVE: At a conference

PROFESSION: OBGYN

HOBBIES: Cards, fly-fishing, cooking

LOCATION: Boston

WANTS

- Hope for the newly diagnosed
- information for those unsure of vaccination
- to get other drs in his practice on board with encouraging vaccination

FRUSTRATIONS

- Can't find an easily accessible and professional story he can point to
- Most websites feel like an extention of a dr.'s office

PERSONALITY

CHEERFUL
ANALYTICAL
LIKES TO LEARN
PATIENT

FAVORITE BRANDS

BROOKS BROTHERS
MUSEUM GIFT SHOPS
LOCAL BUTCHER
ORVIS

meet the PERSONAS

THE MOM



AMELIA POND

"I hear so much contradicting evidence about the HPV vaccine and I'm not sure if it's right for my kids."

AGE: 36

STATUS: Married with 2 children

FOUND EVE: Internet Search

PROFESSION: Stay at Home Mom

HOBBIES: Kids, painting, PTO, church

LOCATION: Minnesota

WANTS

- a reason to believe that the vaccination is right
- something to show friends and family explaining her reason for vaccination

FRUSTRATIONS

- Everything feels like it is funded by pharmaceutical companies and not honest stories
- Can't find something authentic and personal

PERSONALITY

EASILY FRUSTRATED
 ENTHUSIASTIC
 AGREEABLE
 SOCIAL

FAVORITE BRANDS

POTTERY BARN
 JCREW
 HOBBY LOBBY
 LULULEMON

THE PERSONA ANALYSIS

After taking a closer look at the people who are likely to find the website and benefit from it, there are a few key attributes that they have in common. By addressing these, we will be able to design the website to attract this general audience.

- ages mid-twenties to late-thirties
- primarily female
- want something authentic and personal
- want it to feel like a person's story rather than a doctor's office
- they can find the clinical information elsewhere, but they need a place where they can feel part of a community and feel like they are heard



TAGLINE

Fighting to eradicate HPV related cancers through education.

MISSION

To share Kristen's story with the world and inspire concrete action to eradicate HPV-related cancers. Through education and outreach, we aim to see young adults choosing to vaccinate themselves, mothers choosing to vaccinate their children and healthcare providers successfully encouraging vaccination of their patients. We have a cancer that is preventable, and we will do everything we can to ensure no one suffers the same fate as our beloved Kristen.

THE STORY

In 2007, Kristen Forbes was poised to conquer the world. At 22, she had just graduated from IU with a degree in business and had embarked on a promising career. She was filled with life and energy and love. She went in to the doctor due to a pain in her leg. They sent her home. A week later she learned she had a tumor the size of a softball and was diagnosed with Stage 3C Cervical Cancer.

She battled the disease for a year, during which she journaled extensively. Her faith, sense of humor and will to live never faltered. We lost Kristen in June of 2008. She was 23 years old.

After Kristen's death, we had a difficult finding closure largely because cervical cancer is preventable. If we had known about the vaccination, how different would our lives be now? This haunting knowledge drove us to action. We felt we needed to get the word out and encourage others to get vaccinated.

We started the foundation in 2009 with a mission to educate and eradicate all HPV-related cancers. Then later, as we were going through her things, we found her journals and decided she could tell her journey better than anyone else. ***Love, Kristen*** was published in 2011.

If we have saved just one or two lives, our efforts will have been worth it; but, we believe our work is achieving much more than that and we will continue moving forward one vaccination at a time.

PALM TREE

The palm tree is pulled from the cover of Love, Kristen and your current website to build on the branding you have currently established. However, it is simplified to become more of a symbol which works much better for logos so they can be sized large or small and are easily recognizable, etc.

THE COLORS

The turquoise is again pulled from your current branding and have the feel of the azure waters of Key West. Paired with the heavily contrasting dark blue which lends emphasis to the text.

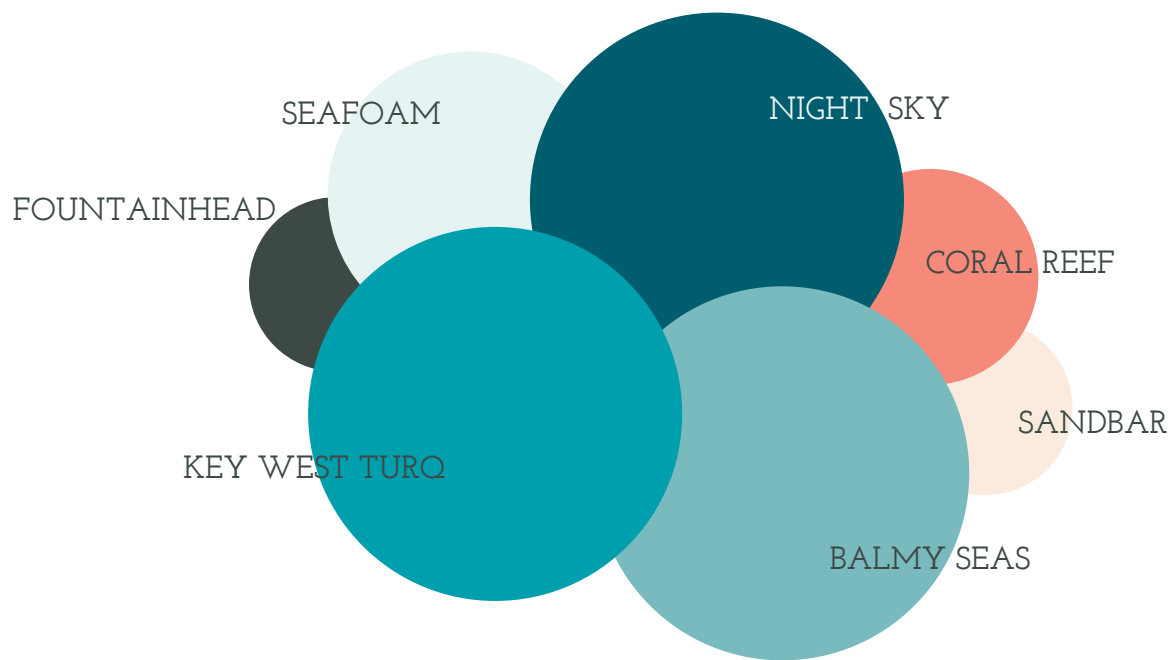


THE SHIELD

In the background behind the tree and the text is a graphic element in the shape of a shield which represents the foundation's mission to protect all of humanity against contracting a preventable cancer.

THE FONTS

The hand-drawn "eve" font was developed to invoke a sense of waves which plays into the tropical theme of the brand. The rest of the fonts are a minimalist sans-serif which feel much less playful and lend a sense of austerity and trust.



SEAFOAM

Suitable for backgrounds, this extremely light turquoise color gives a soft feeling of the sea while still staying calm and soothing.

FOUNTAINHEAD

Every brand needs an extreme dark and yours is fountainhead. This deep blue-gray is best suited for text or whenever an extreme background is necessary.

KEY WEST TURQ

The core color of your branding is a vivid and bright turquoise that is reminiscent of tropical waters. The color is cheerful without being brazen and still retains a soothing and serene quality.

NIGHT SKY

This dark teal is essential for colors that need to stand apart from your main turquoise. This color is used for sub headers and as a contrasting color.

CORAL REEF

This is your color pop for whenever you have something important you need to emphasize dramatically.

SANDBAR

Another background color that is helpful for distinguishing sections and breaking up information.

BALMY SEAS

When a third color is necessary to maintain balance, balmy seas is your choice. It allows the turquoise to take center stage and feels peaceful.

MONTSEERRAT

KRISTEN FORBES

REENIE BEANIE

abcdefghijklmnop
 nopqrstuvwxyz

JOSEFIN SLAB

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ

BICYCLETTE LIGHT

ABCDEFGHIJKLM
 NOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

LOGO FONT

Used only for your logo.

The font is wide and minimal and the space between letters has been exaggerated to give it a sense of respectability and austerity to the playfulness of the logo.

HERO FONT

Your hero font is used sparingly for information that could use a little emphasis. The font is playful and feels handwritten which lends itself to a feeling of authenticity and personality rather than the coldness of the doctors office.

TITLE FONT

This is your main font used for headers and titles. It is a playful font but still minimalistic and clean. It is a modern take on the more traditional serif fonts and feels cheerful while retaining respectability.

TEXT FONT

Your text font is a light-weight, wide sans-serif which makes it feel lightweight and approachable while still being legible and minimal.

THE LOOK AND FEEL

The Kristen Forbes Eve Foundation is first and foremost a force for education and actionable results toward vaccination rates. The website and our brand accomplishes that by becoming the voice of the patients and the survivors. It appeals to the older millenials and feels like whatever the opposite of a doctors office would be. Imagery of paradise and serenity draw people in and allows us to rationally convince them of the need for vaccination.

WORDS TO DESCRIBE YOUR BRAND

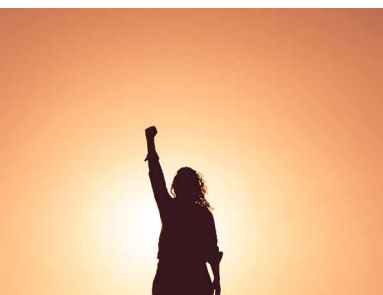
serene

optimistic

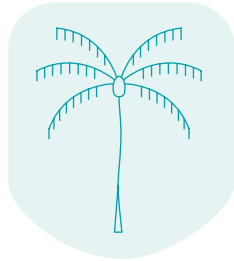
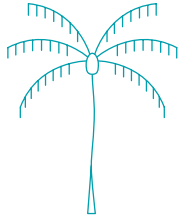
personal

authentic

knowledgeable

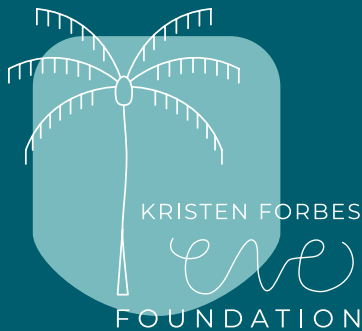


ALTERNATE LOGOS + ICONS



ICON

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



DARK LOGO

Used in situations where the logo is placed over a dark background



SMALL LOGO

When the logo must be used small, this option should be used



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.