Identity and Promotional Campaign:
Delaware County Children’s Advocacy Center

An Honors Thesis (Honors 499)

by

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Abstract

A Children’s Advocacy Center is a facility where abused and neglected children can be interviewed and counseled in a warm, non-threatening environment. This non-profit organization was founded on the belief that child abuse is a community problem that no single agency can effectively handle by itself; therefore, trained professionals from different fields work together under one roof to respond to cases. These multi-disciplinary teams include trained interviewers, prosecutors, law enforcement officials, social service workers, mental health professionals, and forensic nurses.

In counties where advocacy centers have already been implemented, investigations have proven to be more efficient because efforts to gather evidence are not repeated. As a result, children are less traumatized because they are not subjected to multiple interviews. In addition to investigating and prosecuting existing cases, the advocacy centers play an active role in educating the community about how to prevent future cases of victimization.

Currently, Delaware County is developing a Children’s Advocacy Center based on successful models across the country. Local community leaders are in the process of putting together an effective multi-disciplinary team to enhance their existing SMART team (Sexual Molest & Abuse Response Team). They have successfully purchased a facility to house the new advocacy center in the spring of 2006.

When new organizations like the Children’s Advocacy Center take shape, visual communicators can play an instrumental role in creating their personality. With a major in graphic design and a minor in marketing, I saw an opportunity to utilize my skills to create a memorable identity and promotional campaign for the non-profit center. In addition to designing a corporate logo, stationery, and website for the center, I wanted to increase community awareness and understanding about child abuse through the development of brochures, posters, and sample outdoor advertisements. In addition, I projected the center’s new image onto promotional elements like bookmarks and T-shirts.
Combining principles of both graphic design and marketing allowed me to produce a strong brand personality for the Children’s Advocacy Center. After seeing the materials that I designed for the center, the Deputy Prosecutor and Child Abuse Awareness Committee in Delaware County were ecstatic. Though some of the pieces will likely undergo changes in content before being produced and distributed in the spring of 2006, a cohesive “look and feel” for the center was successfully established for the future campaign.

This creative project taught me how to effectively integrate marketing and advertising tactics into visual design. Today, the worlds of advertising and design have grown so close that it has become dangerous to ignore one or the other; I cannot stress the importance of using them hand-in-hand to create effective solutions for clients.
Acknowledgements

I would like to thank my advisor, Christine Satory, for her artistic eye and intuitive suggestions throughout the semester. I would also like to thank her for introducing me to the Children’s Advocacy Center as well as several key community leaders in Muncie, making this creative project possible.

I would like to thank Mark McKinney and other member of the Child Abuse Awareness Committee who gave me the opportunity to design and present an original identity and campaign for the developing Children’s Advocacy Center in Delaware County.

I would also like to thank my artistic roommates and friends for their advice and inspiration.

Finally, I would like to thank my family for their continued support throughout my college career.
Identity Campaign

LOGO DESIGN

MINIMUM SIZE
1.5" x 0.7"

COLOR SPECIFICATIONS
2 color: PMS 111C, Black
1 color: Grayscale

FONTS
Catisch Script, Century Gothic

Before designing a logo for the Children’s Advocacy Center, I researched identity marks of several existing advocacy groups across the county. The most successful ones were warm and inviting, and could quickly convey the feel of the organization in just one glance.

After many sketches and drafts, I was able to effectively integrate text and image to create a new identity for the advocacy center. To keep costs to a minimum, color was limited, and a grayscale version of the logo was produced for versatility. The amber color palette conveys hope and warmth, while support and friendship are communicated through the posture of the coupled figures. Finally, the fonts chosen for the name of the facility complement the gestural spirit of the illustration.

The logo was central to developing other elements of the identity campaign, such as business cards, letterhead, and envelopes (pages 6-8) for the organization. Together, the logo and stationery project a clean and unified image for the new Children’s Advocacy Center.
BUSINESS CARD

SIZE
3.5" x 2"

COLOR SPECIFICATIONS
2 color: PMS 111 C, Black

FONTS
Century Gothic Bold
Century Gothic Regular

LETTERHEAD (page 8)

SIZE
8.5" x 11"

COLOR SPECIFICATIONS
2 color: PMS 111 C, Black

FONTS
Century Gothic Bold
Century Gothic Regular
Times Roman
December 8, 2006

John Doe
9041 Autumn Woods Dr
Muncie, IN 47303

Dear John,


Sincerely,

Mark McKinney
ENVELOPE

SIZE
9.375" x 4.25"

COLOR SPECIFICATIONS
2 color: PMS 111C, Black

FONT
Century Gothic Regular
Awareness Campaign

BROCHURE

SIZE
3.66" x 8.5" (folded)
8.5" x 11" (open)

COLOR SPECIFICATIONS
2 color: PMS 111C, Black

FONTS
Century Gothic Bold
Century Gothic Regular
Century Gothic Italic
Hilde Sharpie

One of the first challenges of this project was to develop an awareness campaign to educate the community about child abuse. An informative brochure was developed, along with posters (page 11) and outdoor advertisements (page 14) to fulfill that objective.

In researching child abuse and neglect, I was shocked by current statistics in Delaware County. I decided to base the theme of the campaign on these numbers, incorporating tallies to illustrate the statistics. The inside of the brochure includes relevant information on how to identify and report child abuse or neglect in our community.
POSTERS

SIZE
11" x 25.5"

COLOR SPECIFICATIONS
2 color, PMS 111C, Black

FONTS
Century Gothic Bold
Century Gothic Regular
Hilde Sharpie

Following a similar format to the brochure, a series of three posters were developed to further communicate the message of the awareness campaign.

They are intended to be hung in a series in the order they appear here. The third and final poster has been designed with an attachment in the lower right-hand corner to store and display brochures.
262 cases of child abuse.

One will likely be abused today.

Abuse: mental/physical harm inflicted by verbal harassment, threats, physical or sexual injury, or systematic destruction of a child's self esteem.
1,141 reasons to change.

support their future.

call: 765.751.9565 for Delaware County Dept. of Child Services.

849 cases of child neglect.
OUTDOOR ADVERTISING

MEDIUM
Premium panel posters with extension

SIZE
24'6" x 12'3"
Maximum extension: 3'6"

COLOR SPECIFICATIONS
2 color: PMS 111C, Black

FONTS
Century Gothic Bold
Hilde Sharpie
Promotional Concepts

BOOKMARKS

SIZE
1.5" x 4.5"

COLOR SPECIFICATIONS
2 color: PMS 111C, Black

FONTS
Century Gothic Bold
Century Gothic Regular

Bookmarks and T-shirts were designed to show the client how they may expand the awareness campaign into a promotional campaign for their facility. These items would promote the name of the Delaware County Children’s Advocacy Center website and would enlist support for the facility using the tag line “support their future.”
T-SHIRT DESIGN

COLOR SPECIFICATIONS
2 color: PMS 111C, Black

FONTS
Century Gothic Bold
Website Design

FLASH WEBSITE

POTENTIAL DOMAIN NAME
www.delawarecac.org

SIZE
800 px. x 600 px.

FONTS
Caflisch Script
Century Gothic Bold
Century Gothic Regular

After the Children’s Advocacy Center opens, it may utilize this interactive website to communicate with local and national supporters 24 hours a day, 7 days a week. The site integrates strong design elements with user-friendly navigation. Currently, the site consists of a home page and seven auxiliary pages, which will expand to include 32 pages when the remaining content becomes available. Once completed, the website will be one of the strongest ingredients of the promotional campaign.

Above is a screen shot of the home page. To navigate through the actual interactive site, please refer to the .swf or .html files found on the CD located on page 18. Macromedia Flash Player must be installed on your computer to view the site. To download Flash Player, visit www.macromedia.com/downloads/#players.
CD WITH INTERACTIVE FILES

FOLDERS ON CD
Screen shots (jpeg images of website)

FILES ON CD
DelawareCAC.swf (opens with Macromedia Flash Player)
DelawareCAC.html (opens with Internet Explorer)
Bibliography and Inspirational Resources

"AMA Diagnostic and Treatment Guidelines Concerning Child Abuse and Neglect." Journal of the American Medical Association 254.6 (1985): 796-800.


"The Four Types of Child Abuse." No date.

Interview with Mark McKinney, Deputy Prosecutor. Delaware County Prosecutor's Office. Muncie, IN. 05 October 2005.


