

NGO BRANDING

BRANDING - ART280
FALL 2023
SISTER KWON

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WORD LIST

First Expanded

3

Original words: "Opportunity for Inmates"

Opportunity

- Chance
- Achieve
- Work
- Priveledge
- Open doors
- Another round
- Bringing up
- Goals
- Joy
- Happiness
- Hopeful
- Gained

Courageous

- Brave
- Confidence
- Beliefs
- Trust
- Knowledge
- Power
- Stand
- Testimony
- Open
- Forward
- Willingness
- Motivation

Rise

- Sun
- Uphill
- Mountain
- Aware
- Get up
- Wake up
- Feelings
- Uphill
- Downhill
- Never give up
- Surrender
- Arise

WORD LIST

Expanded by my Partner

4

Opportunity

Mine

- Chance
- Achieve
- Work
- Priveledge
- Open doors
- Another round
- Bringing up
- Goals
- Joy
- Happiness
- Hopeful
- Gained

Partner

- Decision
- Happening
- Innovation
- Progress
- Choice
- Get Option
- Dream
- Energy
- Anxiety
- Vision
- Future
- Blessings

Courageous

Mine

- Brave
- Confidence
- Beliefs
- Trust
- Knowledge
- Power
- Stand
- Testimony
- Open
- Forward
- Willingness
- Motivation

Partner

- Spirit
- Heroism
- Adventure
- Risk
- Active
- Challenge
- Hope
- Devoted
- Leaderships
- Honesty
- Heroic
- Fearless

Rise

Mine

- Sun
- Uphill
- Mountain
- Aware
- Get up
- Wake up
- Feelings
- Uphill
- Downhill
- Never give up
- Surrender
- Arise

Partner

- Develope
- Increase
- Rocket
- Bubble
- Travel
- Advance
- Soar
- Positive
- Upbeat
- Hopeful
- Moon
- Education

WORD LIST

Final Expanded Words: Opportunity

5

Mine

- Chance
- Achieve
- Work
- Priveledge
- Open doors
- Another round
- Bringing up
- Goals
- Joy
- Happiness
- Hopeful
- Gained

Mine Partner

- Decision
- Happening
- Innovation
- Progress
- Choice
- Get Option
- Dream
- Energy
- Anxiety
- Vision
- Future
- Blessings

Mine

- Take
- Advantage
- Blessings

Mine + Partner

- Light
- Pathway
- Road
- Career
- Moment
- Lucky
- Occasion

Mine

- Darkness
- Path
- Sidewalk
- Steps
- Line
- Signs
- Together
- Other way
- Highway
- Skyway
- Dreams
- Come

WORD LIST

Final Expanded Words: Courageous

6

Mine

- Brave
- Confidence
- Beliefs
- Trust
- Knowledge
- Power
- Stand
- Testimony
- Open
- Forward
- Willingness
- Motivation

Mine Partner

- Spirit
- Heroism
- Adventure
- Risk
- Active
- Challenge
- Hope
- Devoted
- Leaderships
- Honesty
- Heroic
- Fearless

Mine

- Dependable
- Greatness
- Coward

Mine + Partner

- Awesome
- Attitude
- Readiness
- Unafraid
- Resolve
- Strong
- Wild
- Gusty
- Audacious

Mine

- Cool
- Breeze
- Positivity
- Optimistic
- Point of View
- Perspective
- Expectation
- Reality
- World
- Earth

WORD LIST

Final Expanded Words: Rise

7

Mine

- Sun
- Uphill
- Mountain
- Aware
- Get up
- Wake up
- Feelings
- Uphill
- Downhill
- Never give up
- Surrender
- Arise

Mine Partner

- Develop
- Increase
- Rocket
- Bubble
- Travel
- Advance
- Soar
- Positive
- Upbeat
- Hopeful
- Moon
- Education

Mine

- Enlightenment
- Beginnings
- Upward

Mine + Partner

- Star
- Above
- Up
- Progress
- Boost
- Grow
- Escalation
- Thrive
- Succeed

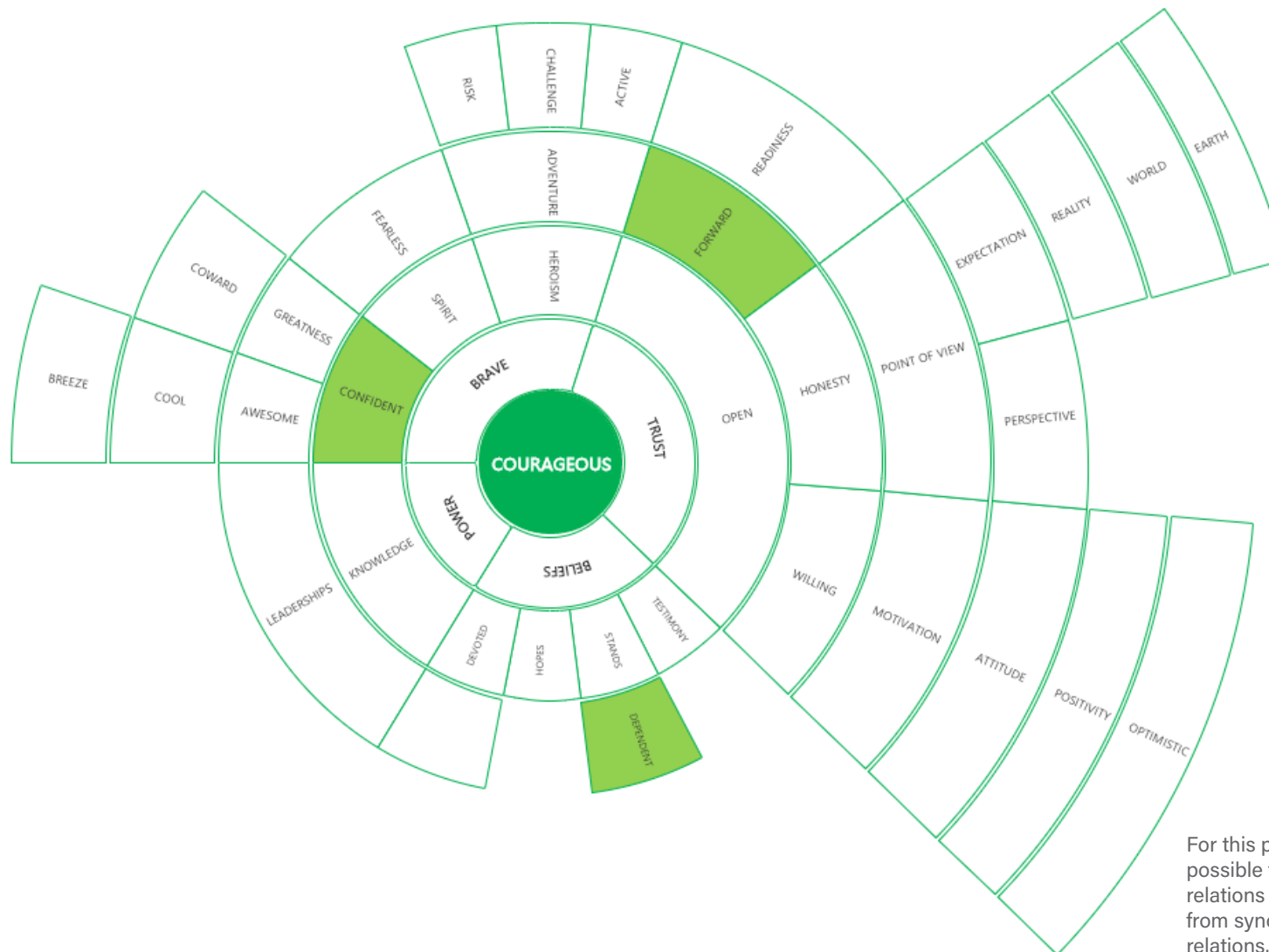
Mine

- Shine
- Bright
- Light
- Clouds
- Weather
- Seasons
- Summer
- Hot
- Stairs
- Elevate
- Multiplier

MIND MIND

Mind Map: Courageous

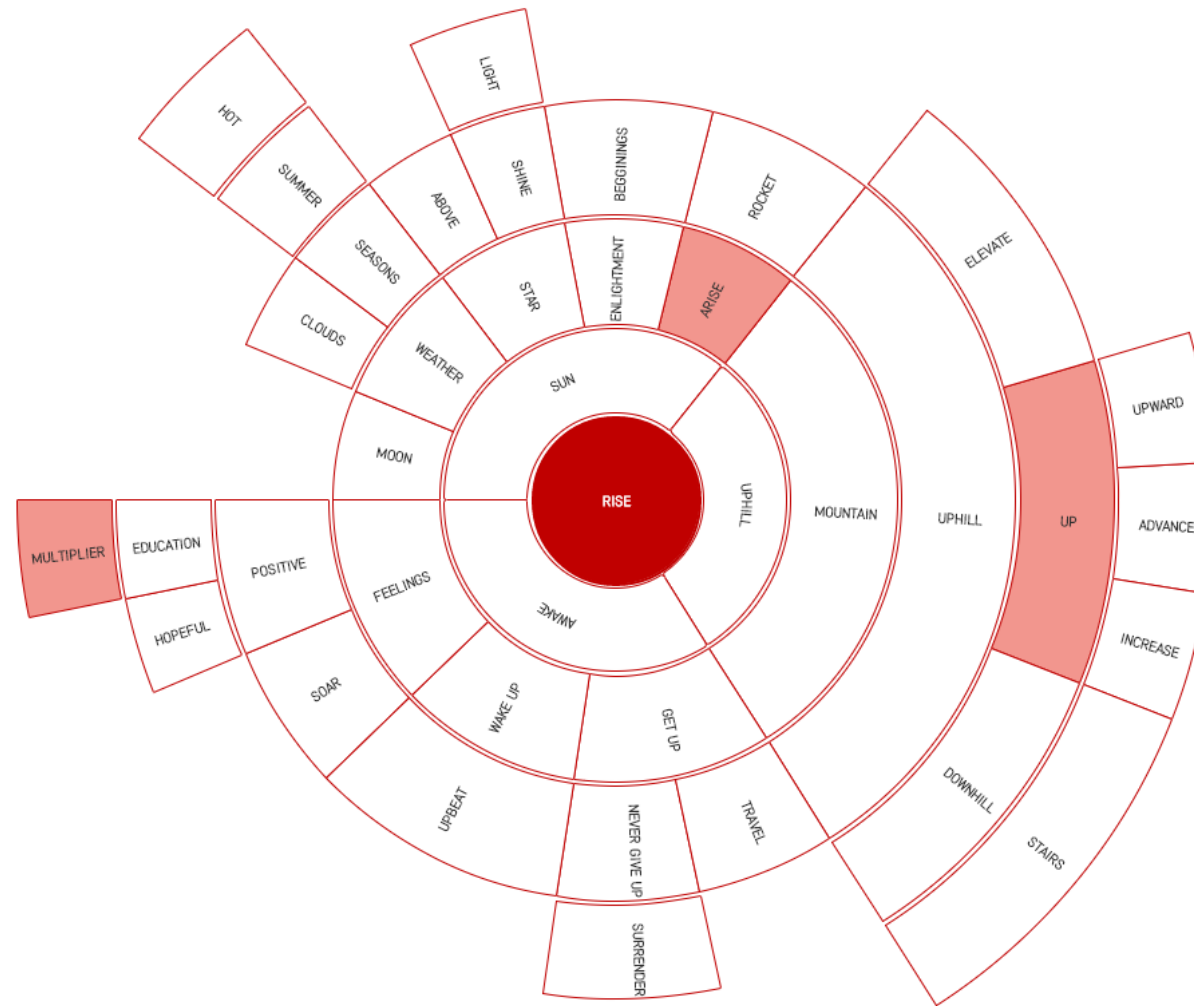
8



For this position I tried as much as possible to come up some word relations to the word courageous, from synonyms to anytonyms relations.

MIND MIND

Mind Map: Rise

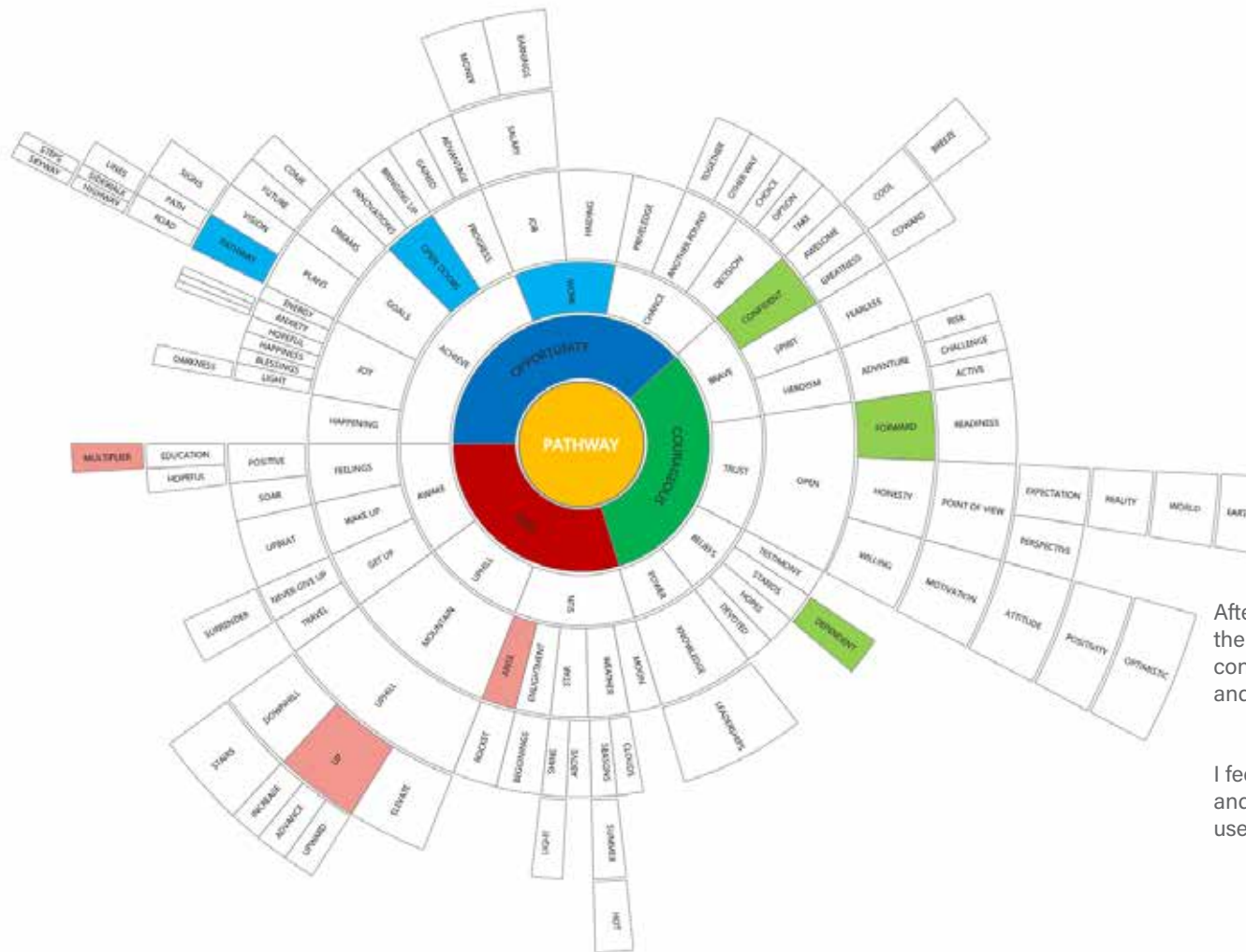


For this position I tried as much as possible to come up some word relations to the word rise, from synonyms to antonyms relations.

MIND MIND

Mind Map: Rise

10



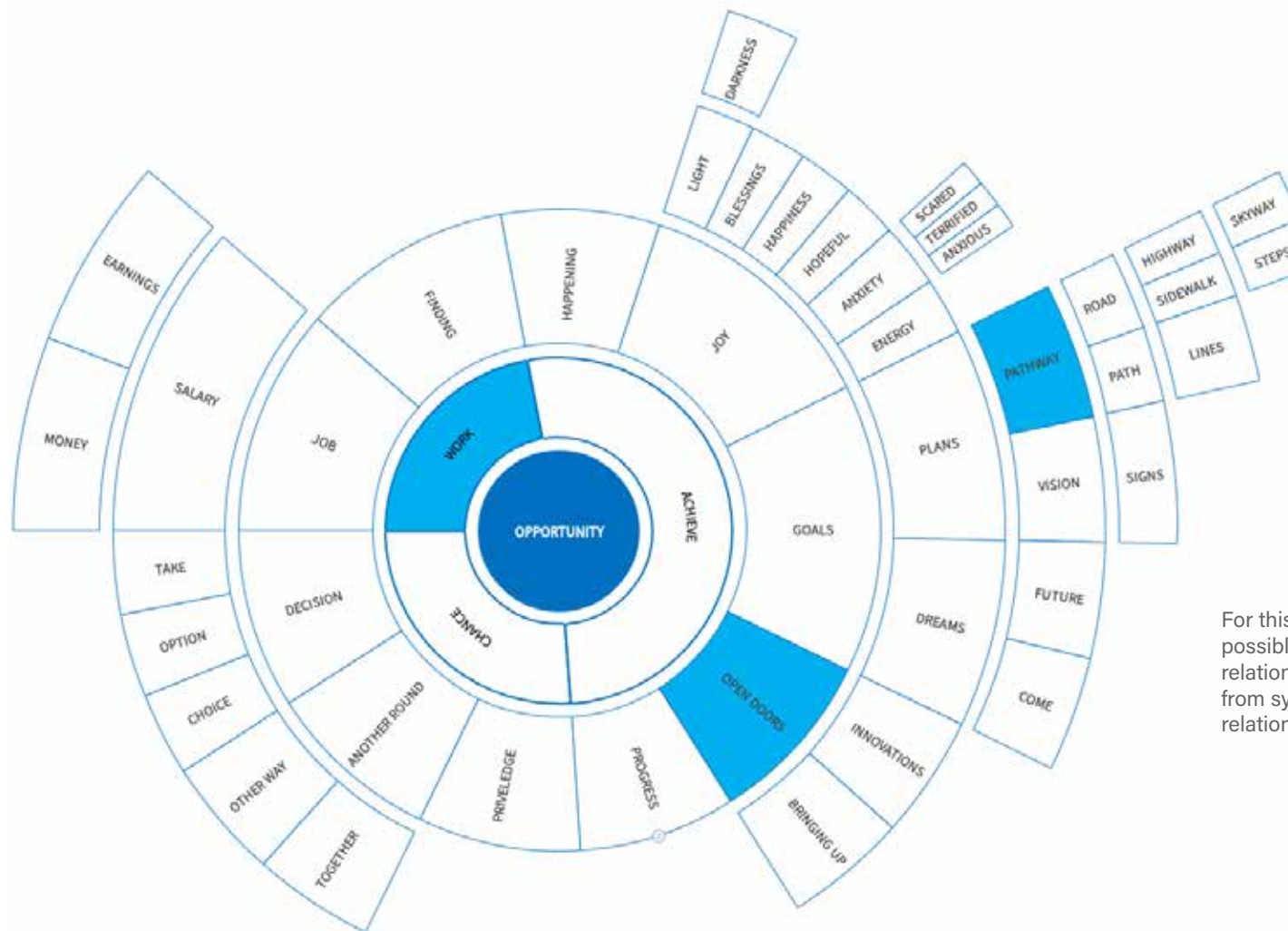
After mapping and gathering all of the words, there's one word that connects my three main words, and that's the word pathway.

I feel like pathway is a pretty strong and encouraging name that I can use for my organization.

MIND MIND

Mind Map: Opportunity





































11



For this position I tried as much as possible to come up some word relations to the word opportunity, from synonyms to anytonyms relations.

ICON, INDEX & SYMBOL

12

	1	2	3	4	5	6	7	8	9	10	11	12
WORD	WORK	DOORS	FORWARD	DEPENDENT	CONFIDENT	ARISE	UP	MULTIPLIER	RISE	COURAGEOUS	MAINTAIN	OPEN
ICON												
INDEX												
SYMBOL												

TYPOGRAPHY

Typography: Mixed Case

13

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Mixed Case

14

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

Pathway Inmates

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Pathway Inmates

Pathway Inmates

The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Uppercase

15

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

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PATHWAY INMATES

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PATHWAY INMATES

PATHWAY INMATES

The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Uppercase

16

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

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PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

PATHWAY INMATES

The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Lowercase

17

pathway inmates

pathway inmates

pathway inmates

pathway inmates

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pathway inmates

The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Lowercase

18

pathway inmates

pathway inmates

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The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Acronym Uppercase

19

PATHMATES

PATHMATES

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PATHMATES

The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Acronym Uppercase

20

PATHMATES

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PATHMATES

The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Acronym Lowercase

21

pathmates

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The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Acronym Lowercase

22

pathmates

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pathmates

The options marked with yellow highlights
represent my top 6 choices

TYPOGRAPHY

Typography: Top 3

23

Mixed Case

Uppercase

Lowercase

Acronym Uppercase

Acronym Lowercase

Pathway Inmates

PATHWAY INMATES

pathway inmates

PATHMATES

pathmates

Pathway Inmates

**PATHWAY
INMATES**

pathway inmates

PATHMATES

pathmates

Pathway Inmates

PATHWAY INMATES

pathway inmates

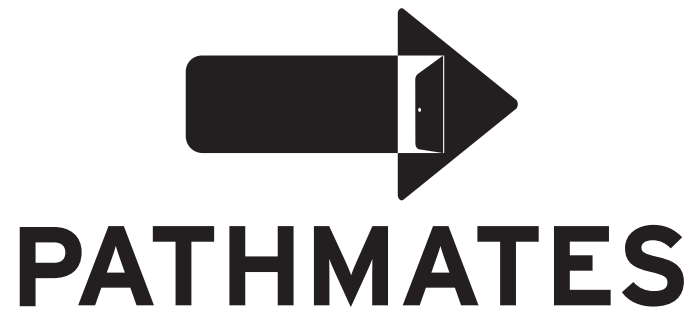
PATHMATES

pathmates

TRADEMARK

E. Trademark Draft 1

24



First Drafts leads me to incorporate with arrow and play with it.

PATHMATES

**PATHWAY
INMATES**

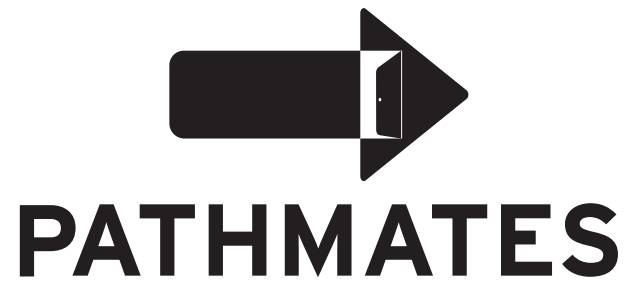
PATHWAY **INMATES**

PATH **INMATES**

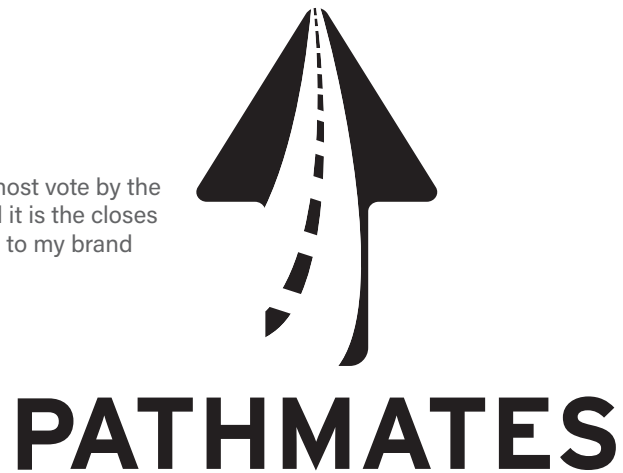
TRADEMARK

TM Draft 1.1 WIP

25



This one got the most vote by the critiques they said it is the closes one that connects to my brand



PATHMATES

PATHMATES

TRADEMARK

TM Draft 1.2 WIP

26



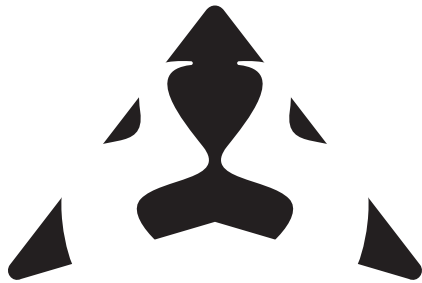
I tried repositioning the logo to make the typography work together but they all didn't work :(



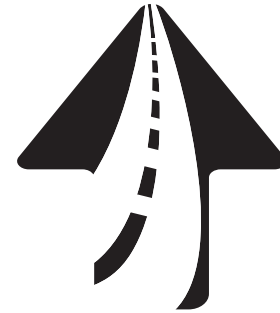
TRADEMARK

TM Draft 2 WIP

27



PATHMATES

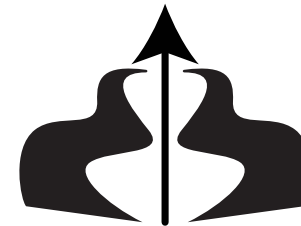


PATHMATES

I made new series of drafts for more options and inspirations on how I will make the arrow simplified. the critiques ended up choosing the same logo which the upper right.



PATHMATES

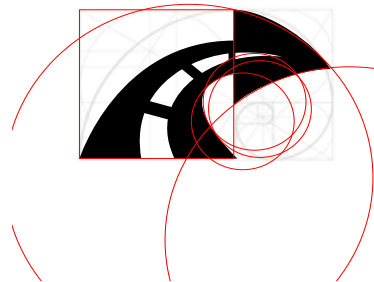


PATHMATES

TRADEMARK

TM Draft 3 WIP

28



I go back in drawing again and I was able to make tons of new drafts on how will I make the arrow looks like blending to the concept, typography and Idea. so far I got new suggestions.

TRADEMARK

TM Draft 3 WIP

29

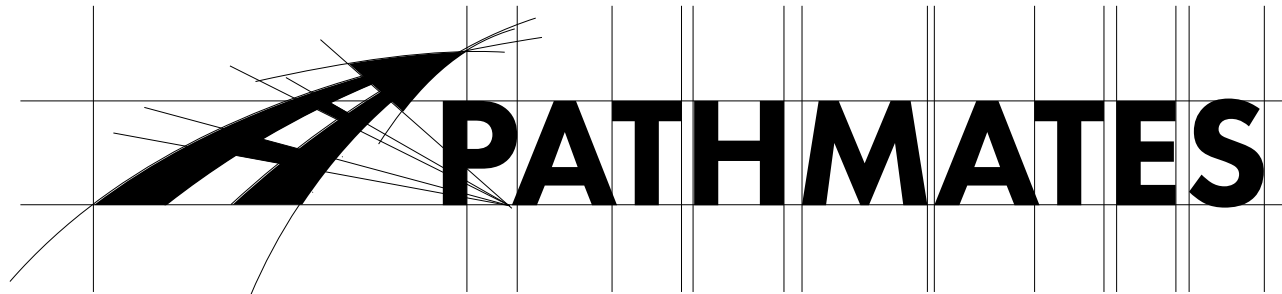


These are the final two from my previous drafts that we examine and I am kinda feel more the second one will work this time I just need to show the arrow.

TRADEMARK

TM Final Draft

30



and this is it, the final draft I just need to refine some spacing and weight of arrow to make it balance.

IDENTITY SYSTEM

Colors

31

The logo features a stylized brown icon of a road or path leading upwards and to the right, followed by the word "PATHMATES" in a bold, brown, sans-serif typeface.The logo features a stylized teal icon of a road or path leading upwards and to the right, followed by the word "PATHMATES" in a bold, teal, sans-serif typeface.The logo features a stylized dark grey icon of a road or path leading upwards and to the right, followed by the word "PATHMATES" in a bold, dark grey, sans-serif typeface.

In color I decided to choose some neutral colors to match the target audience

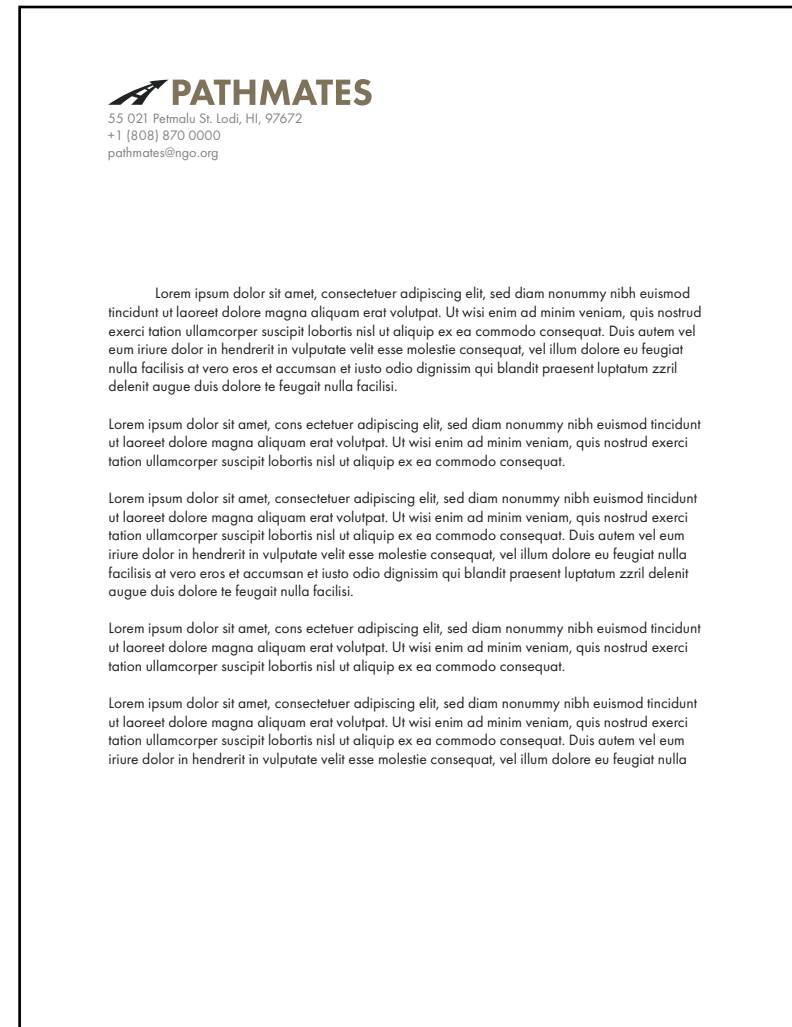
IDENTITY SYSTEM

IS Draft 1

32



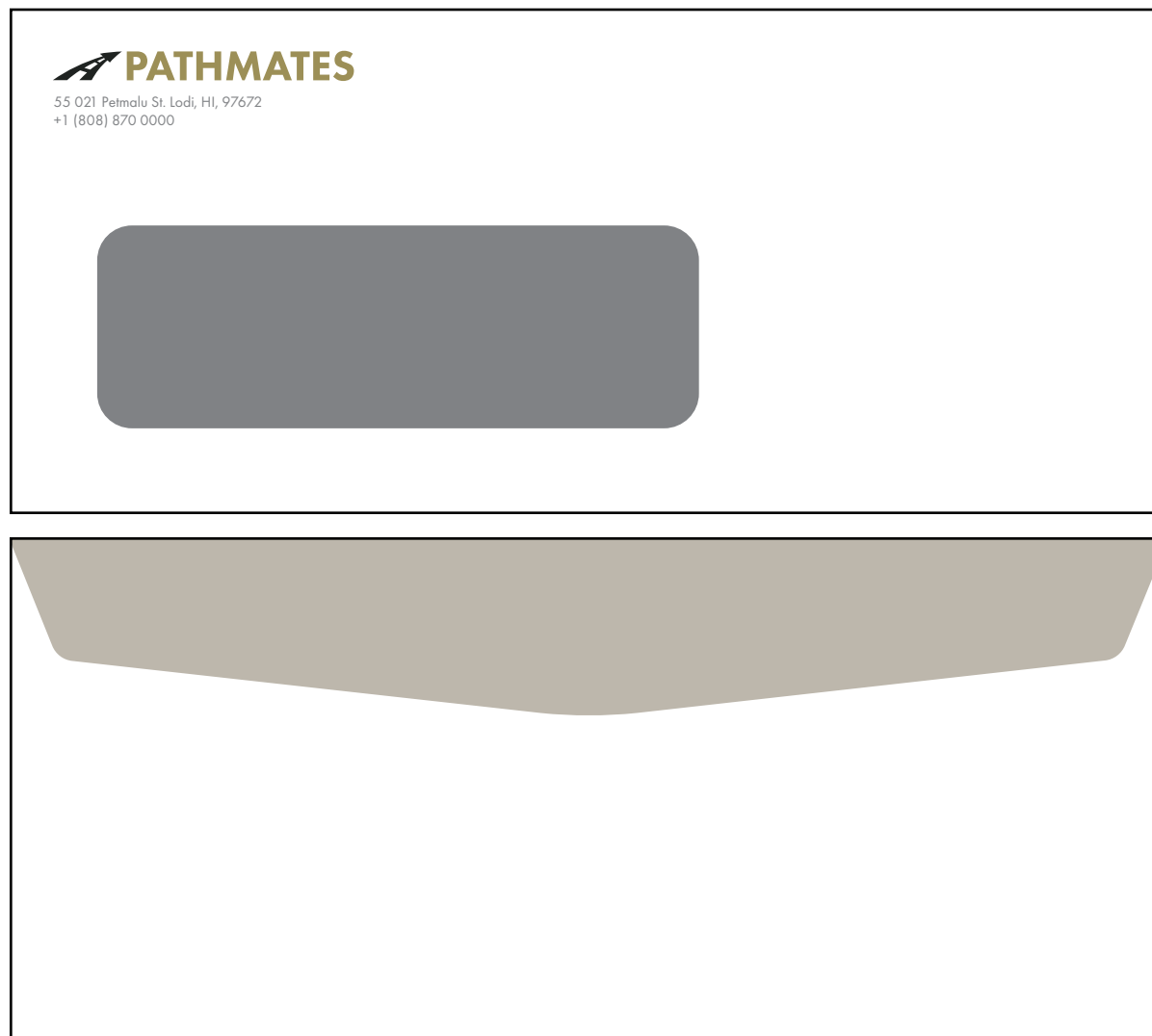
This first draft was okay however the color is not working and it is not giving a feel of hope.



IDENTITY SYSTEM

IS Draft 1

33



IDENTITY SYSTEM

IS Draft 2

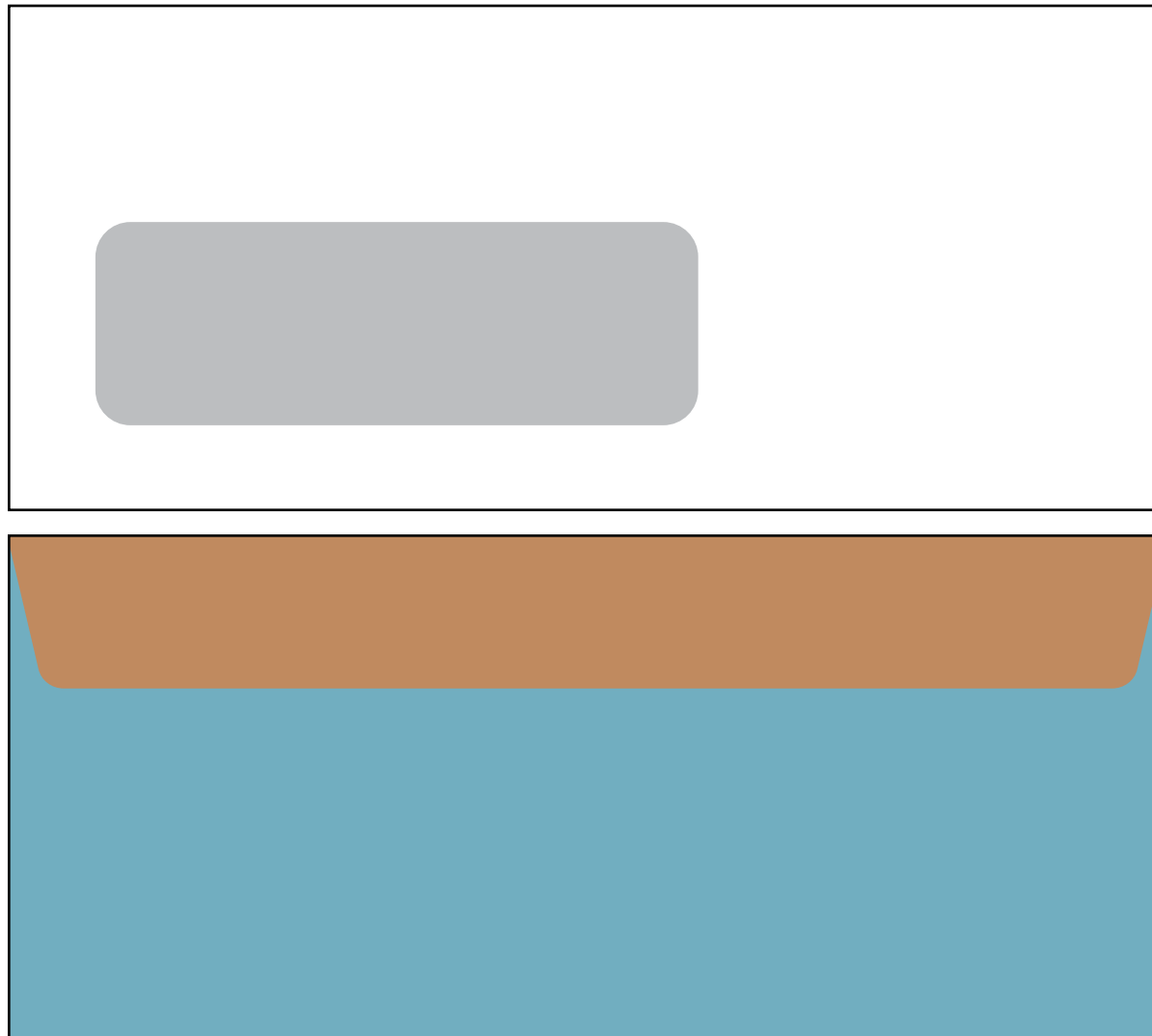
34



IDENTITY SYSTEM

IS Draft 2

35



IDENTITY SYSTEM

IS Draft 3

36



IDENTITY SYSTEM

IS Draft 3

37



IDENTITY SYSTEM

IS Final Draft

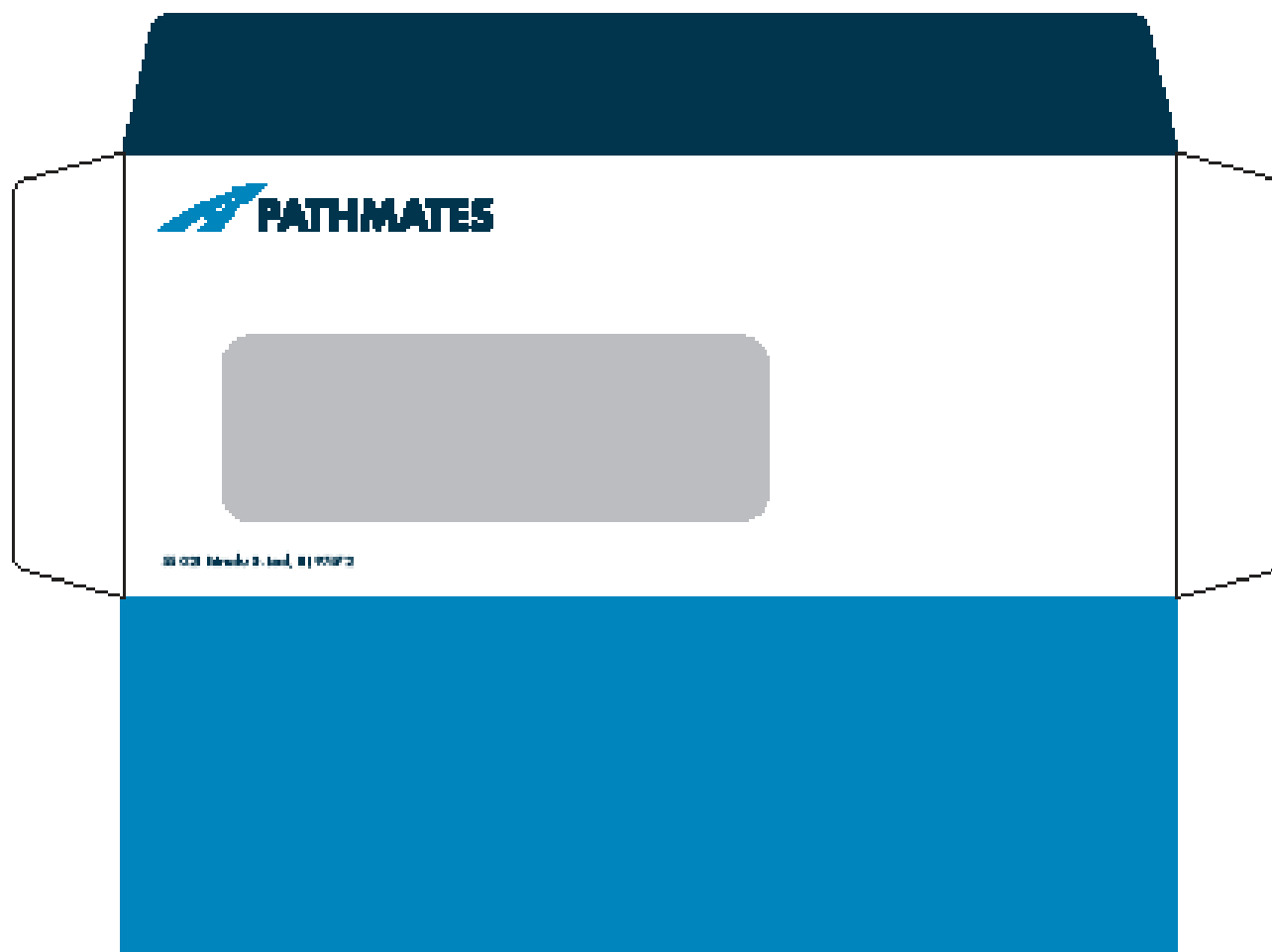
38



IDENTITY SYSTEM

IS Final Draft

39



WEBSITE RESEARCH

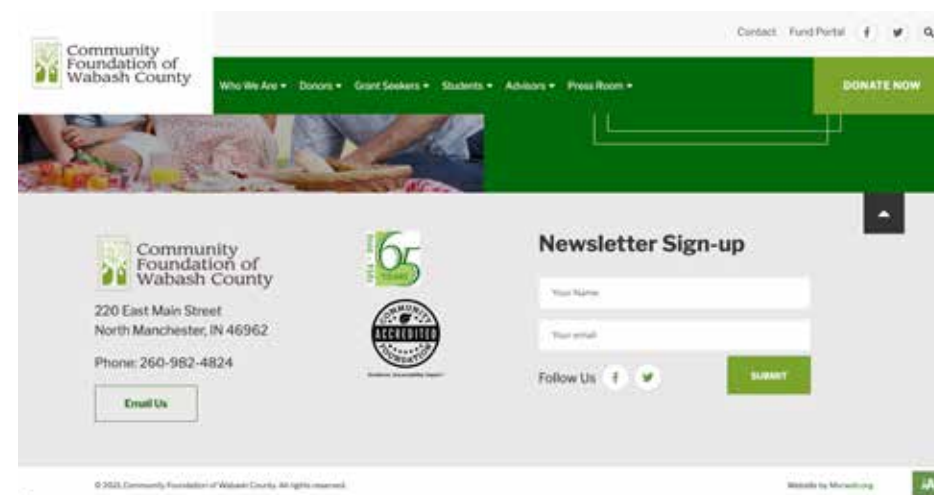
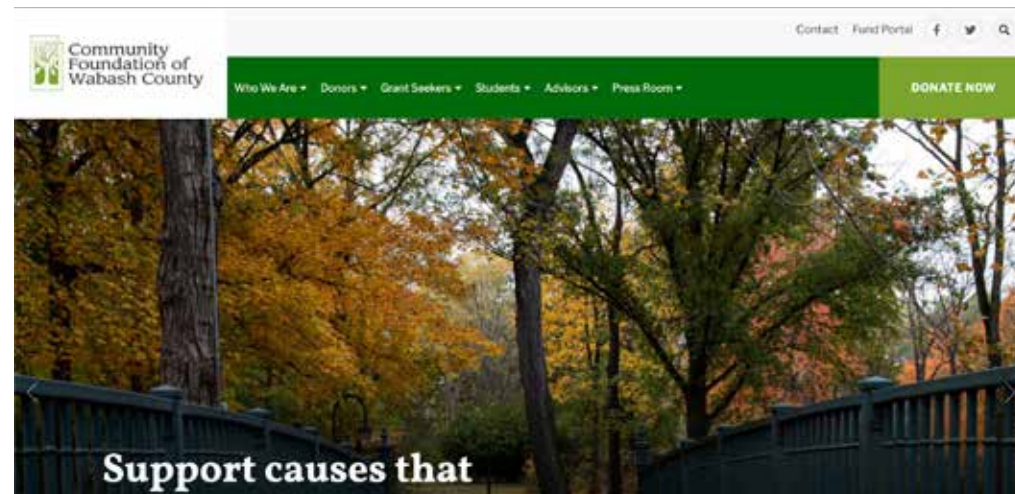
Community Foundation of Wabash

40

The Community Foundation of Wabash County began as a solution to a local problem. A website that helps locals for some resources and etc.

TAKEAWAYS

- How to organize a lot of information in a cohesive manner
- Categories and subcategories
- Color coding
- Hierarchy
- Consistent typography
- Grid usage
- Branding
- Footer organized



<https://cfwabash.org/>

WEBSITE RESEARCH

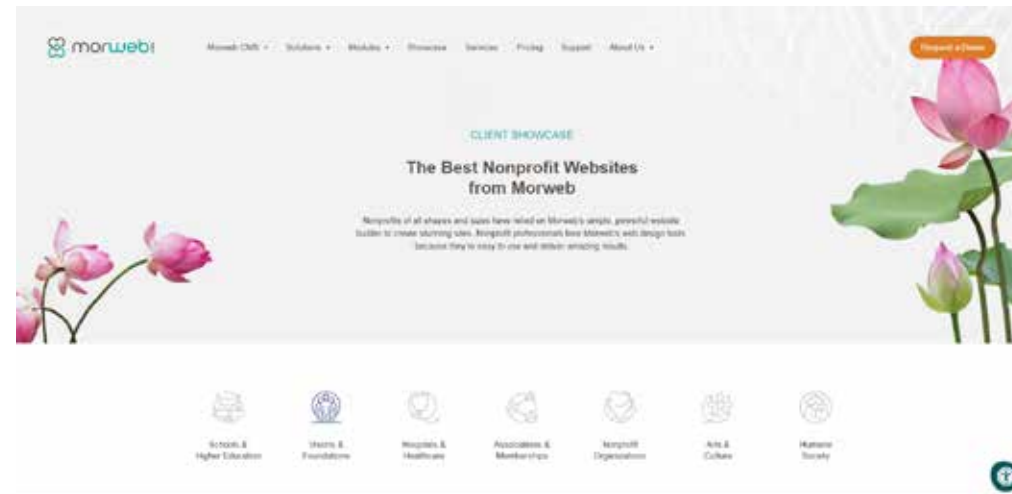
Morweb

41

Morweb is a ridiculously easy nonprofit CMS platform to manage and grow a website with the right set of tools, support, and appealing web design for organizations to thrive online.

TAKEAWAYS

- How to organize a lot of information in a cohesive manner
- Categories and subcategories
- Color coding
- Hierarchy
- Consistent typography
- Usage of images
- Grid usage
- Branding
- Overall pleasant aesthetic



<https://morweb.org/>

WEBSITE RESEARCH

IBM

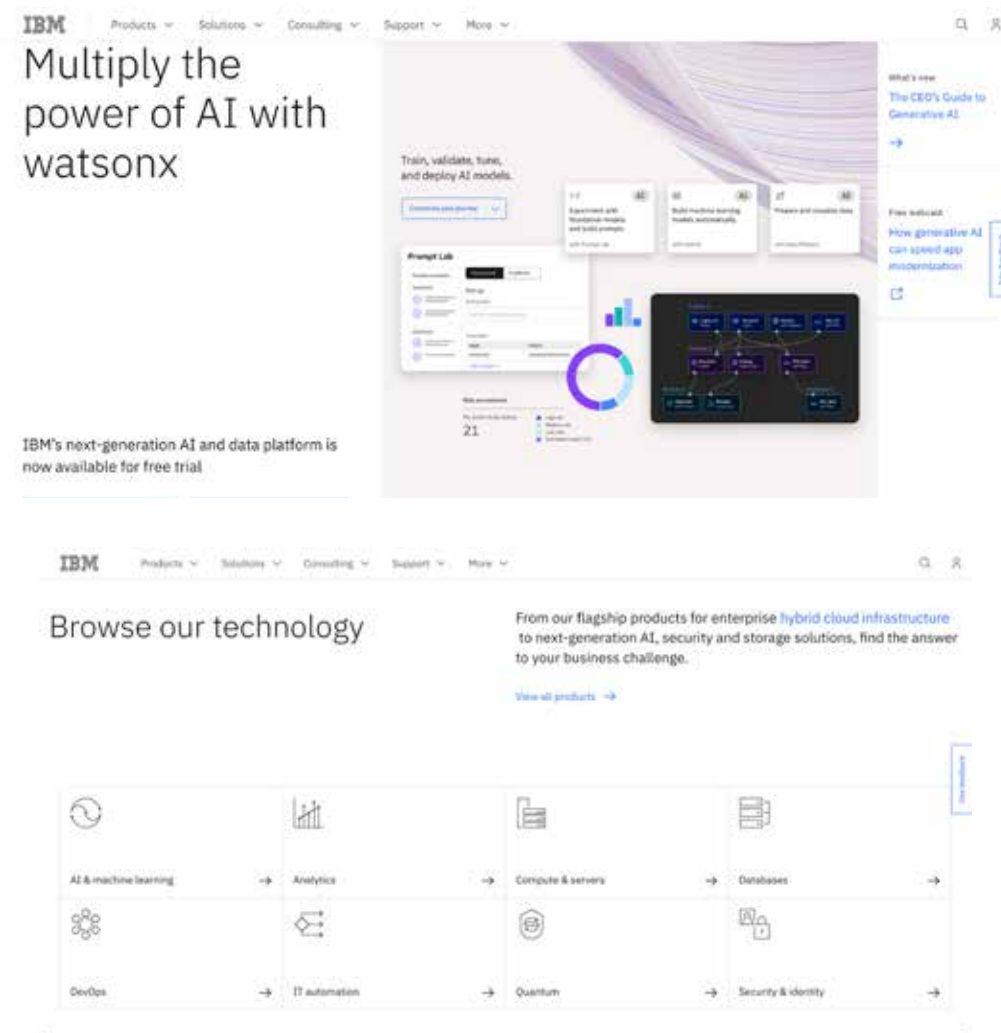
42

IBM's website is for the International Business Machines Corporation, a multinational technology company. such as cloud computing, data analytics, and artificial intelligence

TAKEAWAYS

- **Responsive design:** The website is responsive, meaning that it adapts to the size of the device it is being viewed on.
- **Use of white space:** The website uses white space effectively, making it easy for users to focus on the content.
- **Use of color:** The website uses color effectively, creating a visually appealing and engaging experience for users.
- **Use of images:** The website uses images effectively, breaking up the text and making the website more visually appealing.
- **Use of typography:** The website uses typography effectively, making the text easy to read and understand.

<https://www.ibm.com/us-en>



USER PERSONA

User Persona 1

43



Aldus

Background: Aldus is a 40-year-old ex-convict who has recently completed his sentence in Hawaii. He's determined to rebuild his life and become a contributing member of society in the same community.

Goals: Aldus is looking for opportunities for employment or guidance to start his own business within Hawaii. He wants to connect with organizations in Hawaii that can help him find stability and support.

Needs: Clear and accessible resources on your website to explore job listings, business startup guides, and success stories of other ex-convicts in Hawaii. John also needs a way to contact your organization for personal guidance within the local context.

Wants: A user-friendly website with a simple navigation structure that won't overwhelm

him, tailored to the needs and opportunities in Hawaii. He also appreciates success stories of individuals from Hawaii who have successfully reentered society.

Fears: Rejection from potential employers in Hawaii and a lack of support within his local community. John is looking for encouragement and a supportive community specifically in Hawaii.

USER PERSONA

User Persona 2

44



Odette

Background: Odette is a 25-year-old woman living in Hawaii whose brother was recently released from prison. She wants to help him reintegrate into Hawaiian society and is looking for resources.

Goals: Sarah seeks information on organizations in Hawaii that can assist her brother and provide guidance on how she can support his journey within their local community.

Needs: Clear information on your website about your NGO's services and resources tailored to the context of Hawaii. She's interested in testimonials from family members in Hawaii who have supported ex-convicts successfully.

Wants: A well-organized website with a section dedicated to resources for family members and support networks specifically

in Hawaii. She wants to connect with others in Hawaii who have gone through a similar experience.

Fears: That her brother will struggle to find opportunities within the Hawaiian job market and that she won't be able to provide the support he needs within their local community. She's seeking guidance and a community in Hawaii to share her concerns.

USER PERSONA

User Persona 3

45



Alucard

Background: Alucard is a 35-year-old small business owner in Hawaii who believes in second chances. He's interested in hiring ex-convicts in Hawaii and contributing to their reintegration into the Hawaiian commu-

Goals: Alucard is looking for a platform where he can post job listings in Hawaii and connect with qualified ex-convicts who are seeking employment specifically within the Hawaiian context.

Needs: An easy-to-use job posting platform on your website that allows him to review candidates' backgrounds and qualifications, with a focus on ex-convicts in Hawaii. Clear information on the benefits of hiring ex-convicts in Hawaii.

Wants: A professional and trustworthy website that connects him with potential em-

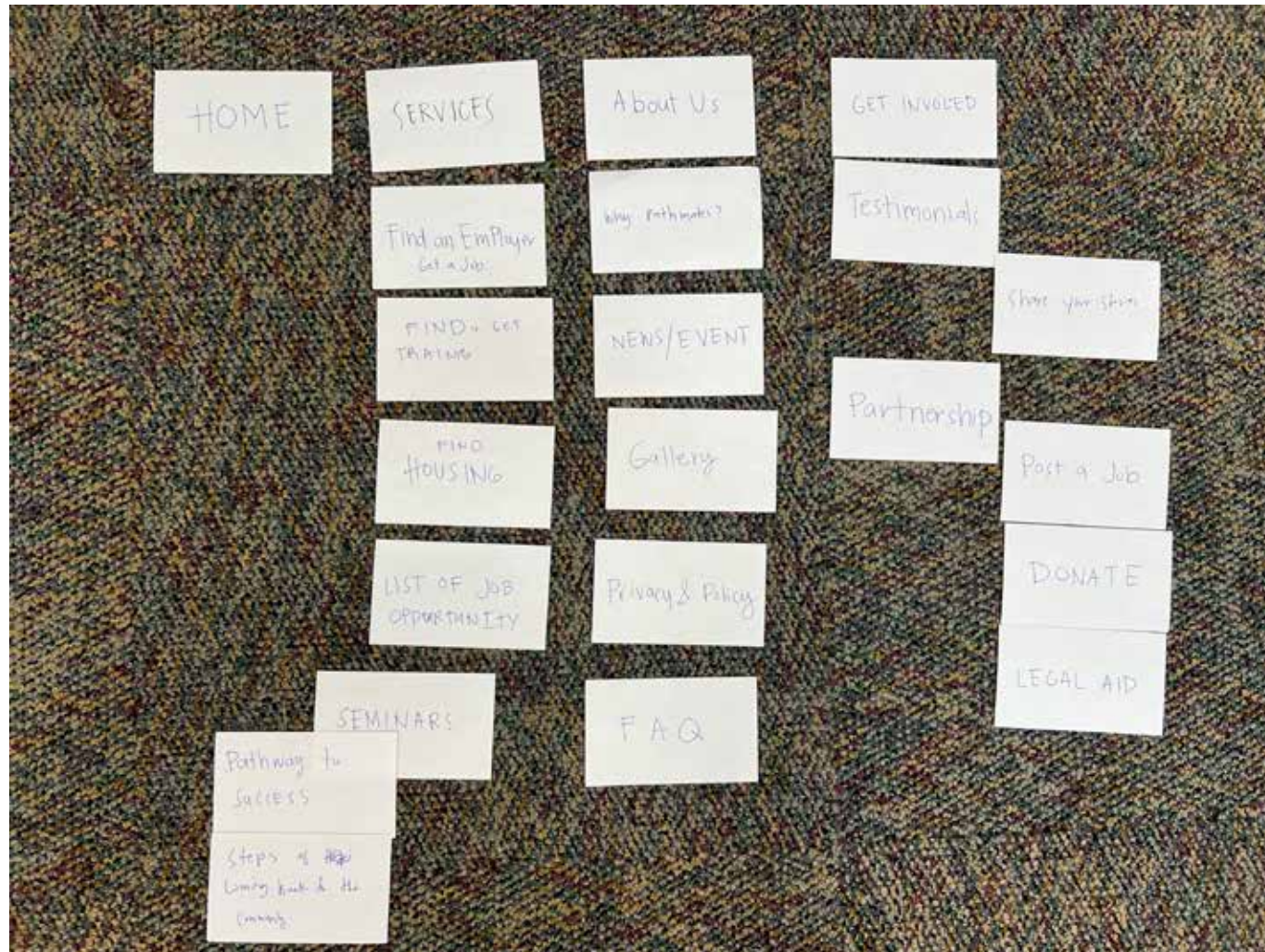
ployees in Hawaii. Success stories of businesses in Hawaii that have successfully hired ex-convicts are also important.

Fears: That the hiring process might be complicated or risky, particularly when considering candidates in Hawaii. Mark needs reassurance that the candidates presented to him are well-prepared for employment within their local Hawaiian community.

USER TESTING

Card Sorting

46

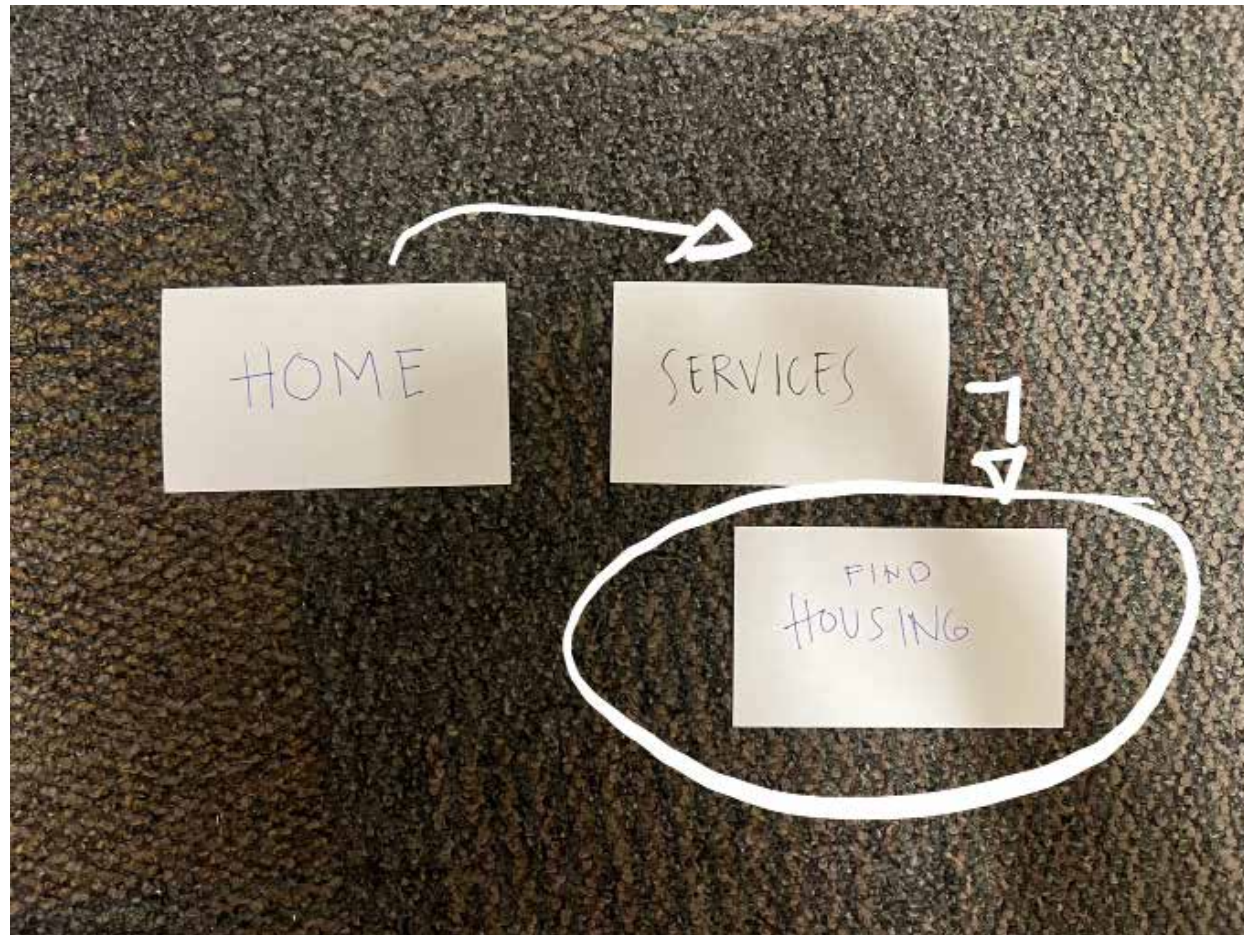


USER TESTING

Task 1

47

The user is looking for home where he can start again.

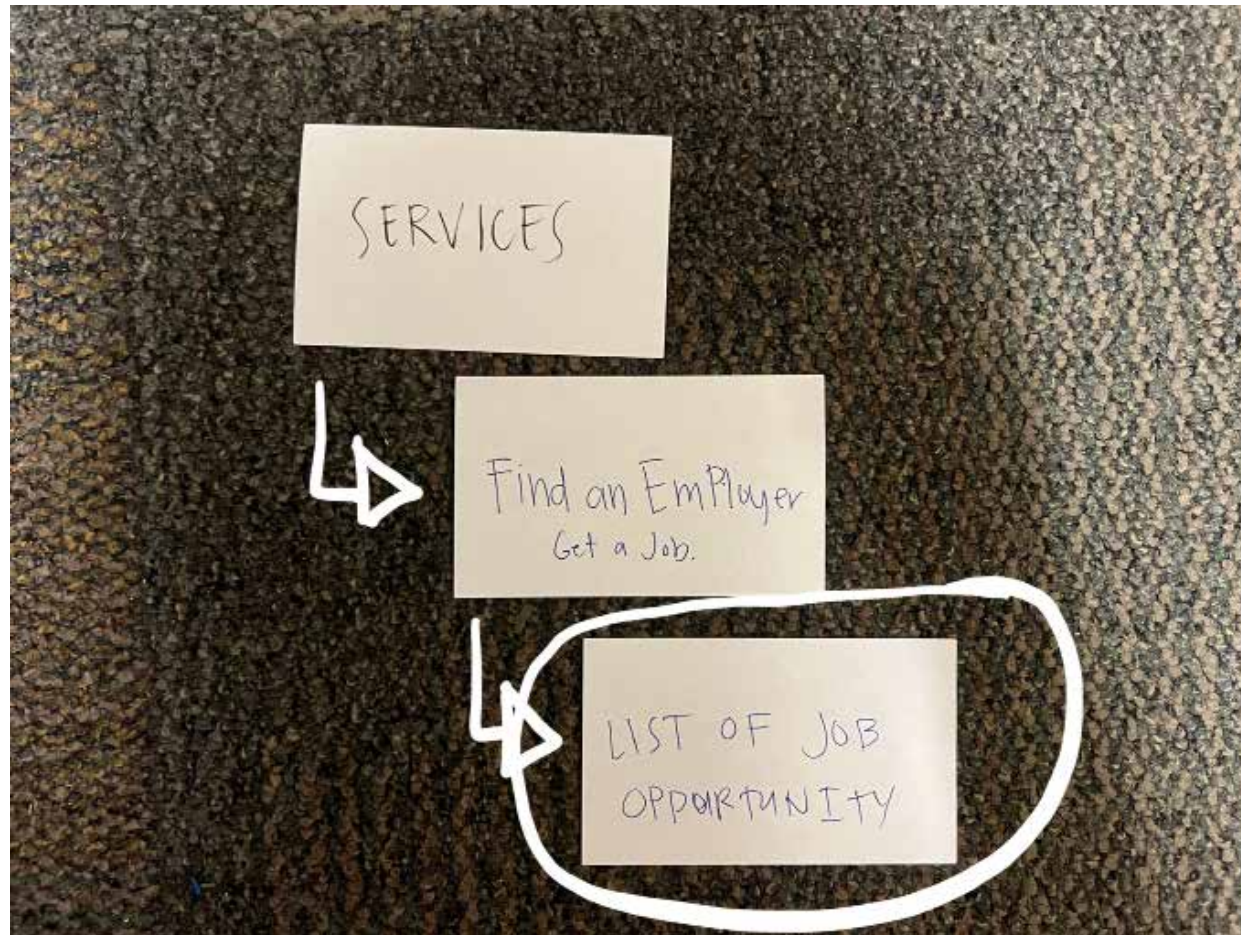


USER TESTING

Task 2

48

The user is looking a job or an employer that is willing to give him a job.

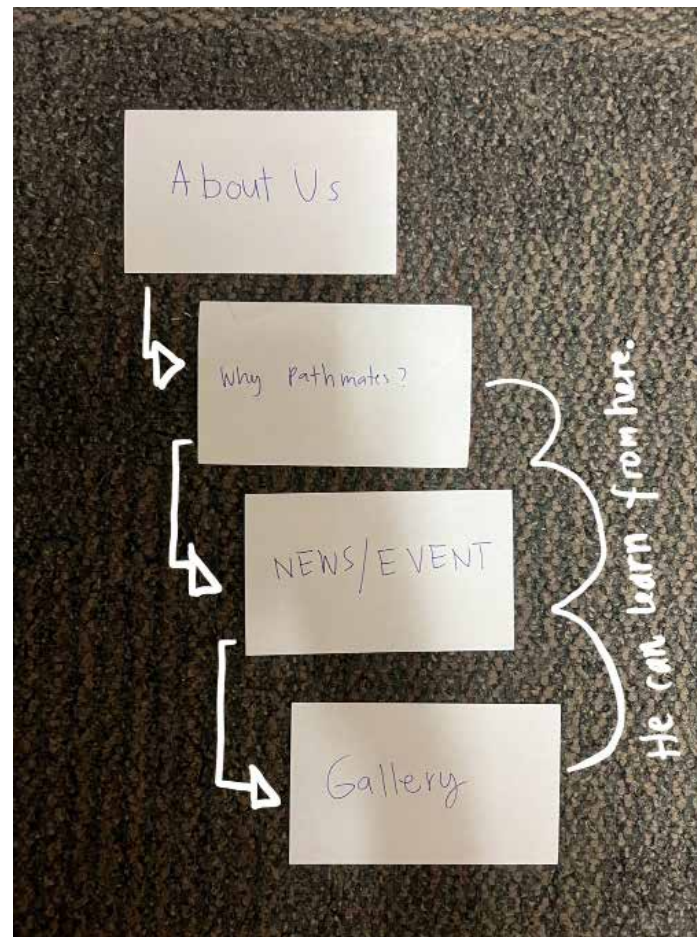


USER TESTING

Task 3

49

The user want to learn more about pathmates in general.

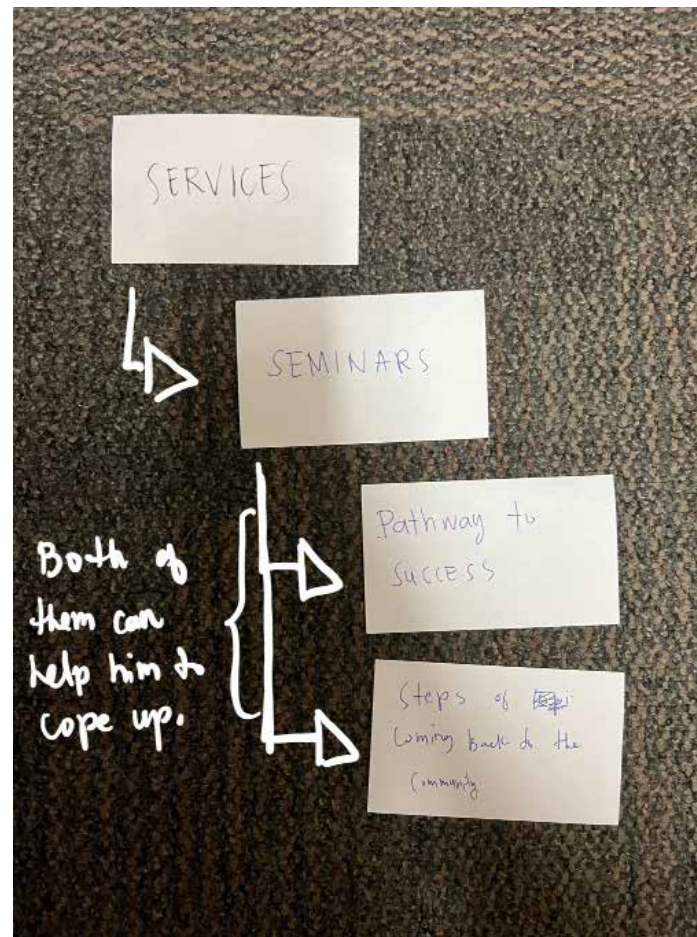


USER TESTING

Task 4

50

The user is looking for some seminars that will help him to go back to community.



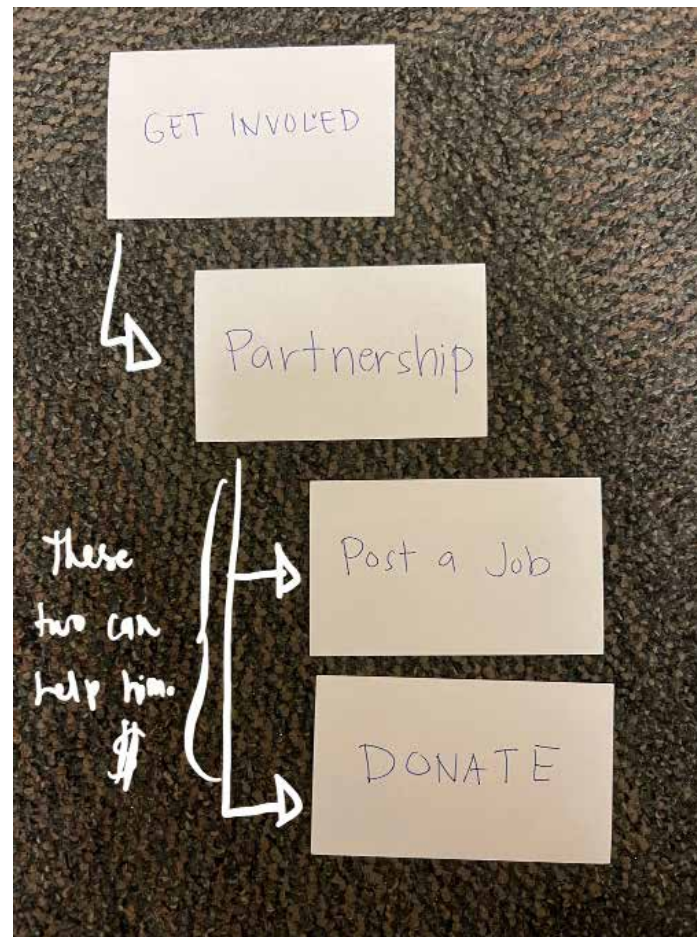
JOVINCENT INOC - BRANDING

USER TESTING

Task 5

51

The user is a employer who would like to donate and post a job for inmates.



WEBSITE MAKING

Sample Task

52

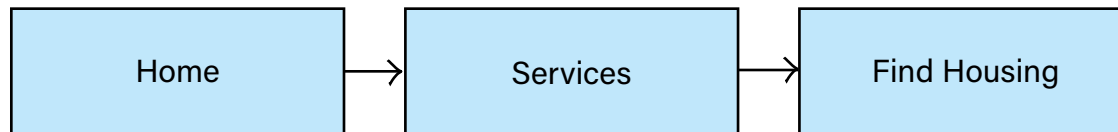
1	The user is looking for home where he can start again.
2	The user is looking a job or an employer that is willing to give him a job.
3	The user want to learn more about pathmates in general.
4	The user is looking for some seminars that will him to go back to community.
5	The user is a employer who would like to donate and post a job for inmates.

WEBSITE MAKING

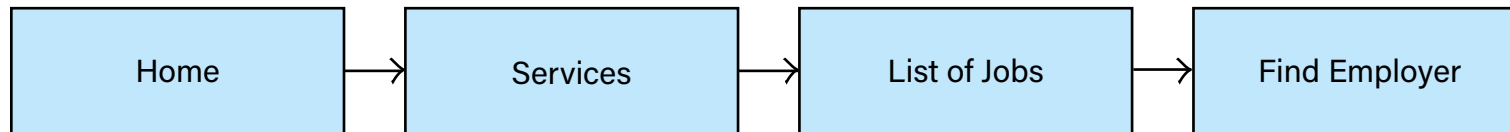
Task 1 - 5

53

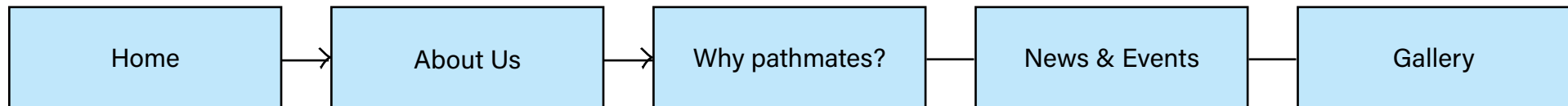
Task 1: The user is looking for home where he can start again.



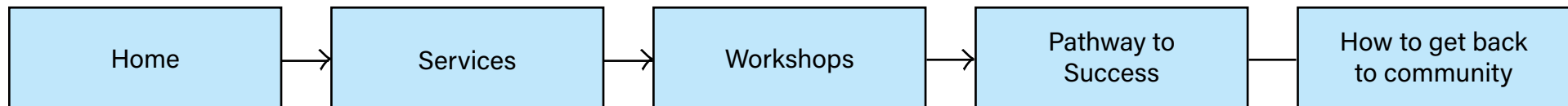
Task 2: The user is looking a job or an employer that is willing to give him a job.



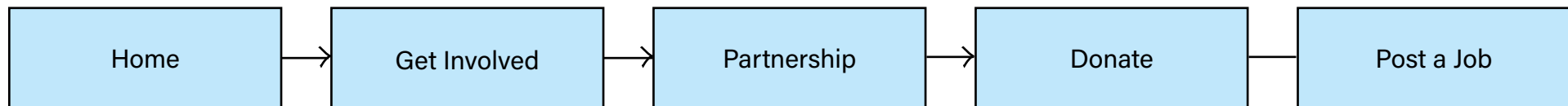
Task 3: The user want to learn more about pathmates in general.



Task 4: The user is looking for some seminars that will him to go back to community.



Task 5: The user is a employer who would like to donate and post a job for inmates.



WEBSITE MAKING

Website First draft

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In the first draft, I've tried my best to pick some photos that wil suit my NGO

WEBSITE MAKING

Website Second draft

55



Second draft was a bit of a progress I started adding some illustration to fit my design, but I still need to work on perspective and designs.

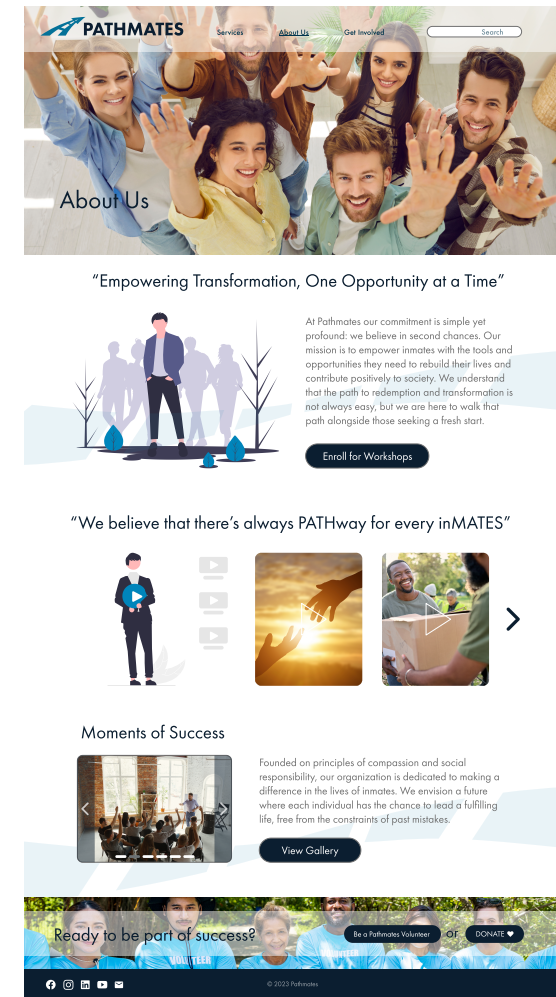
WEBSITE MAKING

Website Third draft

56



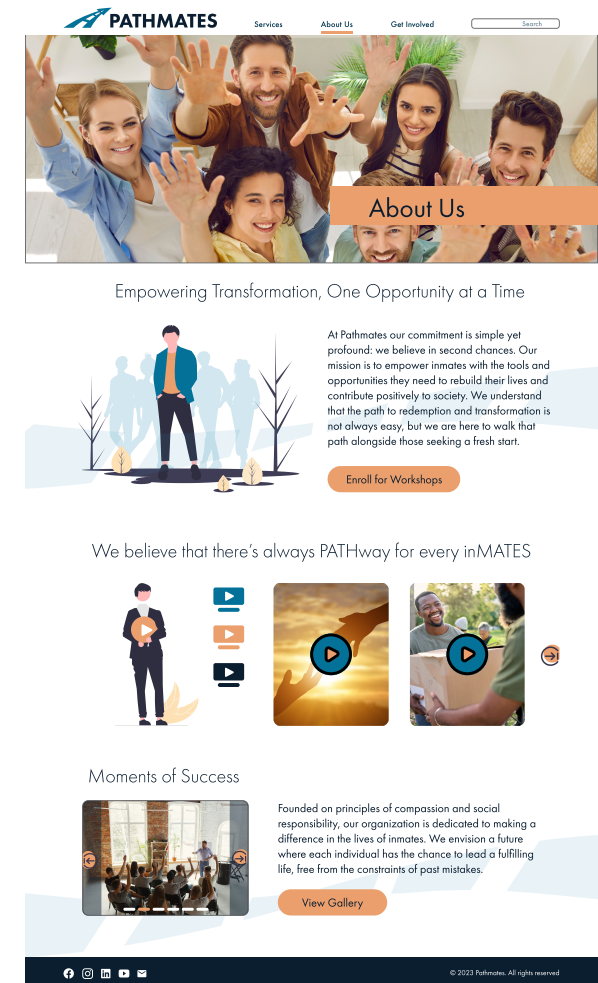
The third draft was a bit strange because the colors from the photos didn't get the vibe from blue color



WEBSITE MAKING

Final Website

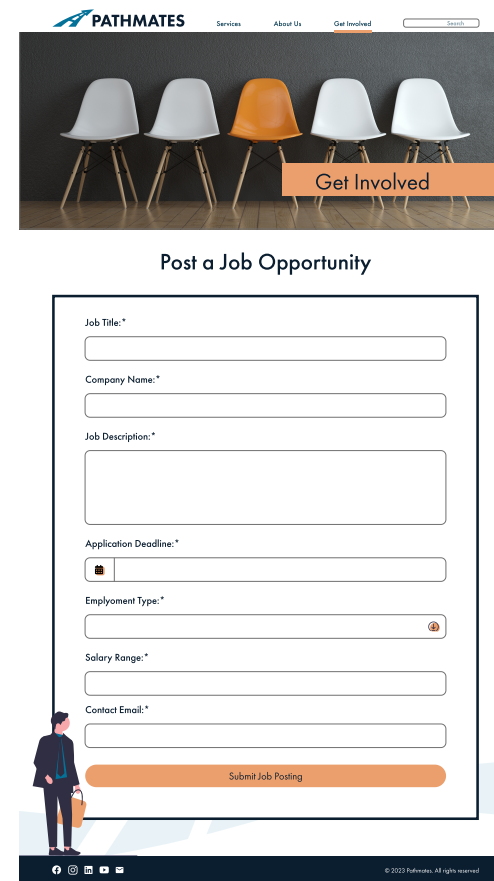
57



WEBSITE MAKING

Final Website

58



For the final there's much of improvements happening and it's more cohesive.

BRAND GUIDELINES

Booklet style: Pathmates Style guides

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Mission Statement

Pathway for Inmates

Our mission at Pathway for Inmates or Pathmates is to provide inmates with opportunities for personal growth and successful reintegration into society. We focus on education, skill development, and reintegration support to unlock the potential for positive change in every individual. Through advocacy, awareness, and community engagement, we aim to create a future where every person, regardless of their past, can contribute meaningfully to society.

2

Logo

Main Logo



The logo Pathmates represent an arrow and a pathway road that symbolize path to enlightenment and opportunity for every inmates.

3

Brand Integrity

Safe Zones

Don't allow design elements within the defined safe zone. Always keep other elements at least one "bow" width away from each corner and the lead of the arrow for the icon.



Minimum Size

To prevent distortion and ensure clarity across logo use cases, shrink to a minimum width of 3 inches.



4

Logo Use

Trademarks

Primary Logo: This is the preferred and most recognizable version. It should be used in most cases for consistency and brand recognition.



Secondary Logo Variations: In certain situations, alternative logo variations are provided. These may include simplified versions for small applications or monochromatic versions for situations with limited color options.

PATHMATES



5

Logo Pitfalls

Pitfall Samples

To safeguard the integrity and strength of the Pathmates brand, it is crucial to be aware of practices that can potentially harm the logo. Avoid the following examples as they have the potential to erode the brand identity:



6

STYLE GUIDES




Booklet style: Pathmates Style guides

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Color

Official Colors

These are the official colors that can be only use in the logo. White can be only use if the background has the same contrast to the blue palette




Color	Name	PMS	CMYK	RGB	HEX
	Freedom Blue	318 C 304 U	42,6,0,4	141, 230, 245	#8DE6F5
	Hopeful Blue	2965 C 282 U	1,36,0,71	7, 42, 74	#072F4A
	Bright White	Cal Grey 1C 7541 U	0,0,0,0	0, 0, 0	#FFFFFF

7

Color

Accent Colors

These recommended accent colors have been selected to complement our official Pathmates colors and are not to be used in place of them. The use of these colors is suggested but not required.

Color	Name	PMS	CMYK	RGB	HEX
	Joyful Tangerine	163 C 157 U	0,40,59,5	242, 145, 99	#F29163
	Calming Grey	424 U 877 C	0,0,0,50	128, 128, 128	#808080
	Steady Grey	425 C Process Black U	0,0,0,67	85, 85, 85	#555555


8

Color Scheme

Color Variations

Color is a crucial element of our brand identity, and maintaining consistency across various applications is vital for brand recognition. The following guidelines outline approved color variations to ensure a cohesive and impactful representation of our brand.

By adhering to these color variation guidelines, I guarantee a unified and visually impactful brand representation across diverse applications, strengthening recognition and reinforcing our brand identity.



9

Typography

title typeface: Futura PT Heavy

Selecting the appropriate typeface for titles is crucial in conveying the intended message and reflecting the brand's personality. Here are guidelines for choosing a title typeface:

We only use Futura Heavy for any titles, header and subheading for consistency.

By following these guidelines, you can consistently make a title typeface that not only enhances the visual appeal of your design but also aligns seamlessly with your brand identity and messaging.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$%^&*

10

Typography

body typeface: Futura PT Book

Selecting an appropriate typeface for the body text is essential for readability and overall design cohesiveness. Here are guidelines for choosing a body typeface:

Only use Futura PT Book for every body and caption font for consistency.

By adhering to these guidelines, you can maintain a body typeface that not only enhances the readability of our content but also aligns seamlessly with your brand's visual language and design objectives.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%\$%^&*

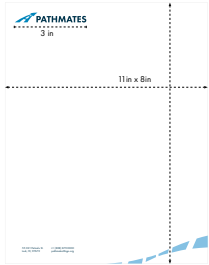
11

Identity System

Letterhead

A well-designed letterhead serves as a professional backdrop for our written communications, reinforcing brand identity and credibility. Follow the sample guidelines to ensure consistency and a polished presentation.

By following these letterhead design guidelines, we create a professional and cohesive template for written communications, reinforcing our brand identity with every document.

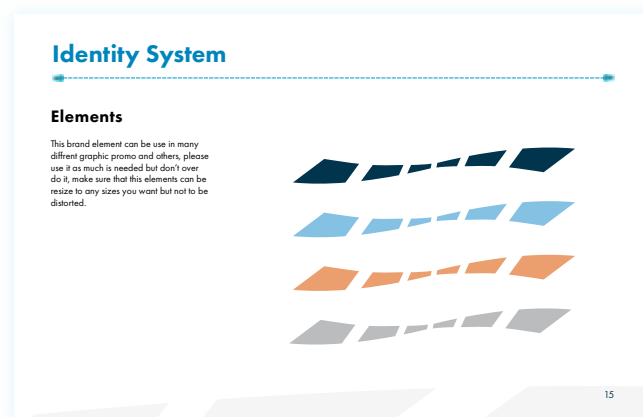
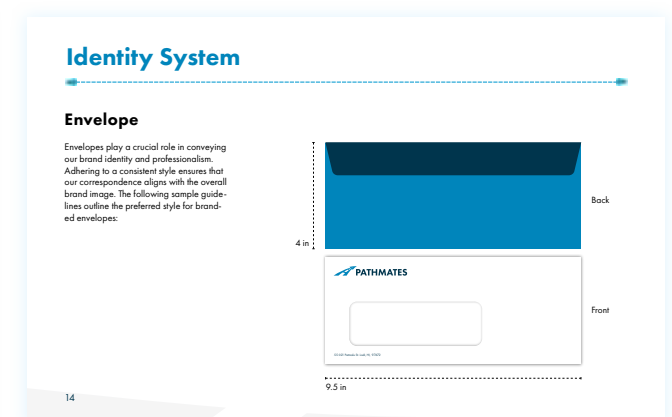
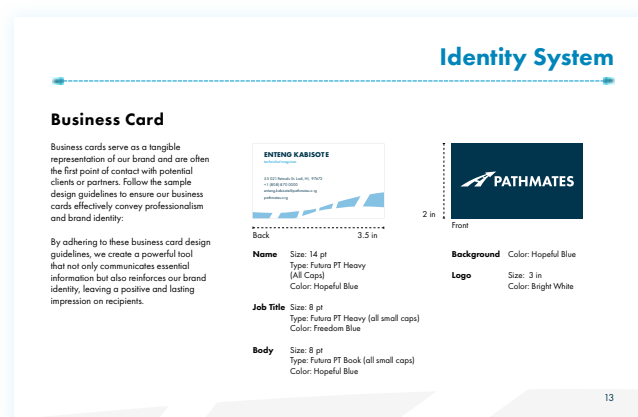
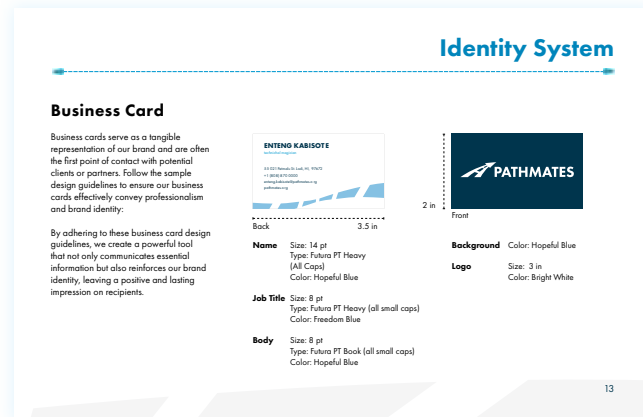


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STYLE GUIDES

Booklet style: Pathmates Style guides

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The thought process for this brand guidelines is very basic, I followed the principles and rules that I wanted to apply for this brand and create those rules in this booklet.