



**TWC2** (Transient Workers Count Too) is a Singapore-based non-profit organization dedicated to improving the rights and welfare of migrant workers.

#### Designers

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#### Rebranding

TWC2  
(Transient Workers  
Count Too)

TWC2  
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29.Oct. 2024  
Practical Studio 2A  
Lasalle College of the Arts | UAS

# Problem Statement



1.

Limited visibility  
and complex  
brand imagery

2.

Website lacks  
user-friendly  
navigation  
and emotional  
connection

3.

Low awareness  
of TWC2's  
support services  
among target  
users

4.

Weak digital  
presence,  
particularly  
for younger  
audiences

5.

Current media and outreach content fails to resonate deeply

# High Demand for Communication

Research  
& Insights

In 2023, TWC2 handled over 50,000 inbound and 39,000 outbound messages without a dedicated hotline, revealing a **need for more accessible, multilingual communication channels.**

## TWC2 Hotline Statistic in 2023

### *Number of Conversations by Channel*

FB Bangla	1,420	Voice Call	988
FB Tamil	1,146	WhatsApp	3,922
FB Main (English, some Burmese, Chinese)	482	Instagram	32

***Total Conversations***

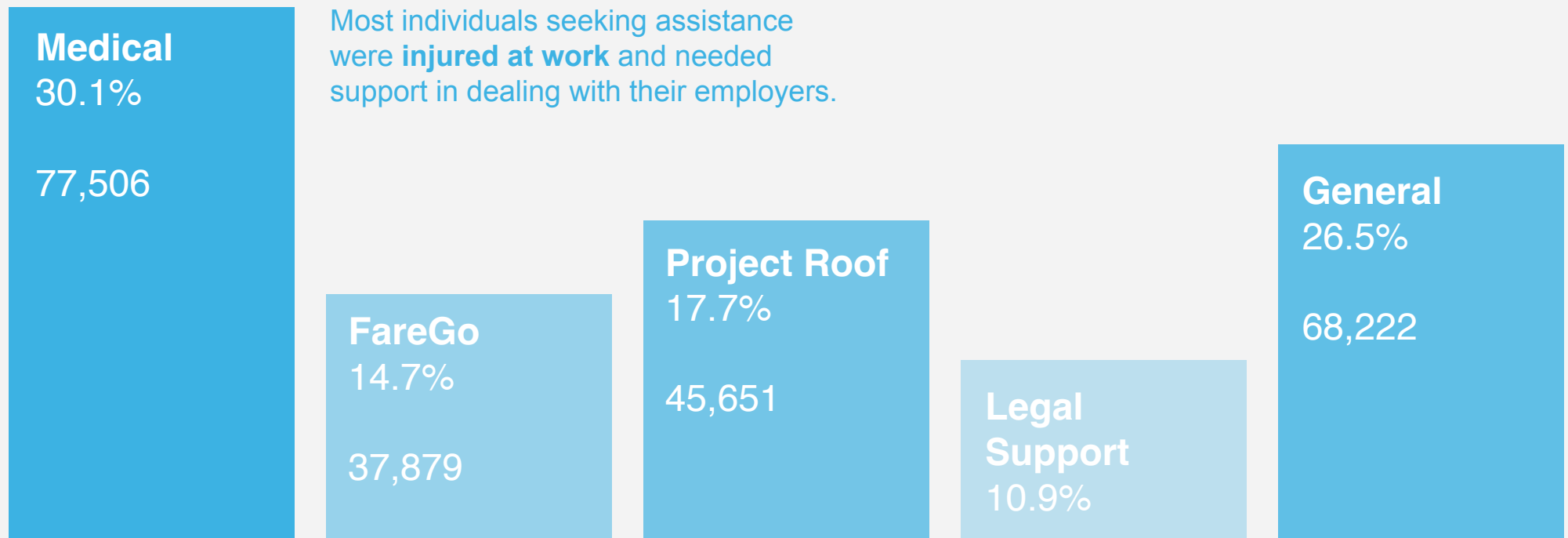
***51,454 inbound***

***Total Number of Messages across All Conversations***

***39,665 outbound***



## CareFund expenditure, 2023



## Handled Cases by problem type, 2023

**Injury at work**  
38.7%

**Salary Claim**  
26.2%

**Resignation/change  
of employer**  
8.6%

Premature termination 4.6%

Investigation 4.4%

Illness 3.4%

Lesser Classification 3.6%

**Others**  
10.5%



# The Care Fund

Research  
& Insights

depends on individual donations, corporate sponsorships, events, and crowdfunding.

**To sustain this, our strategy focuses on boosting donations and raising awareness.**

## **Integrated Donation Options**

the TWC2 website and app for accessibility

## **Campaign ( “WhatTheCup x TWC2”)**

Aimed at increasing donations, broadening TWC2’s visibility, and delivering accessible benefits to workers.

## **Awareness Video**

A short video to share TWC2’s mission and worker stories, encouraging public contributions and support.

# The rebrand aims to make TWC2 more approachable and known.

## Purpose of the Rebrand

“To create an approachable, empathetic brand that emphasizes TWC2’s dual focus on advocacy and direct aid for migrant workers.”

## Design Focus

Foster trust, improve accessibility, and create a modern, resonant identity that strengthens TWC2’s presence and impact.

Design Statement



Target Audience

Primary

# Migrant Workers

They are the direct beneficiaries of TWC2's services, and the rebranding should build trust and awareness within the community.

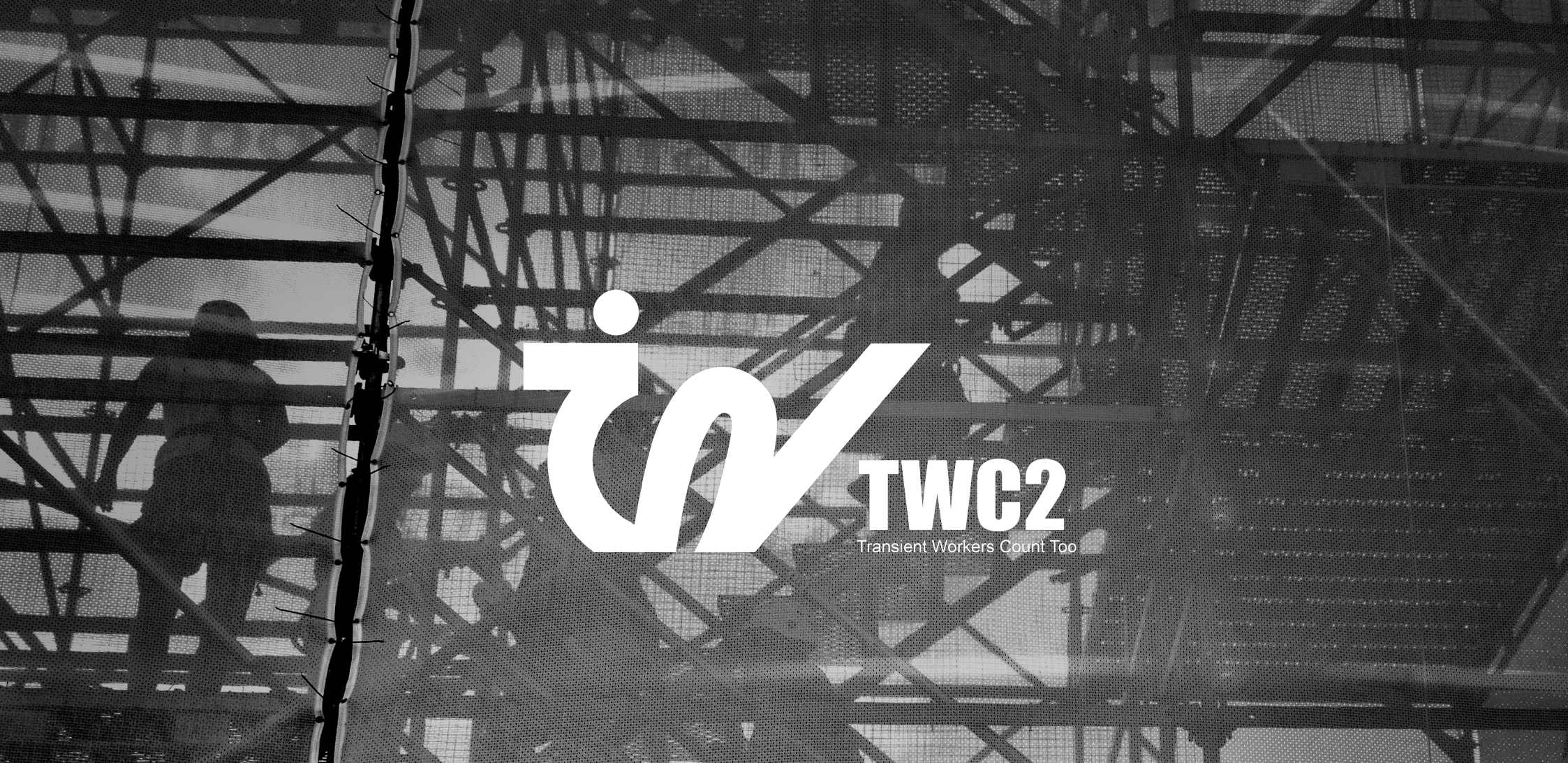
Secondary

# Young Generation

They are socially active and more likely to engage with cause-driven organisations, particularly through digital and social media platforms







**iw** **TWC2**  
Transient Workers Count Too

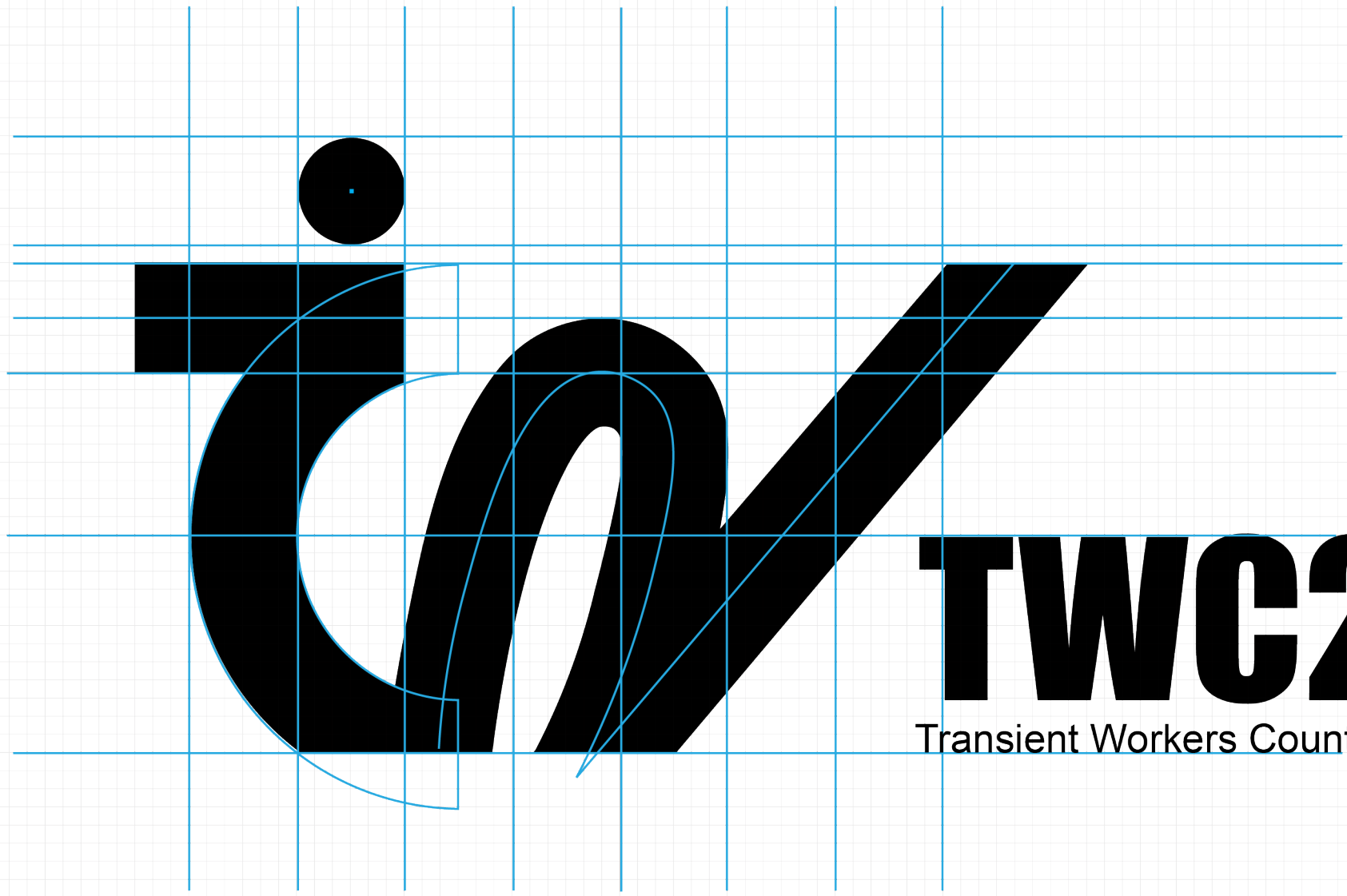
## Our Vision

TWC2  
Proposed Brand Identity

The new brand identity will position TWC2 as a **trusted, compassionate** organisation providing immediate aid while advocating for systemic change.

We aim to increase **visibility**, improve outreach, and foster a deeper connection with the community.





**TWOC2**

Transient Workers Count Too



**TWGC2**

Transient Workers Count Too





## Logo Redesign

A simplified, welcoming design that has each letter of T, W, C, and 2, with Human symbol.

Typeface **Impact**

**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890..(!@#\$%^&:/)

2nd **Arial**

**Aa** ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890..(!@#\$%^&:/)

# Colour Palette

Calming sky blue, white, and grey to convey trust, reliability, and empathy

White

#FFFFFF

Sky Blue

# 3CB2E3

Grey

Black

# 000000

# Brand Identity Video

[Click Here To Watch the Video](#)



TWC2 (Transient Workers Count Too) is a Singapore-based nonprofit organization dedicated to advocating for the rights and welfare of migrant workers.

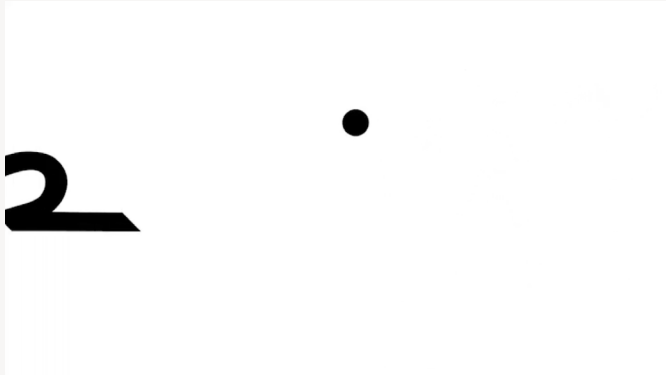




Brand Identity Video  
(Logo Animation)



[Click Here  
To Watch the  
Animation](#)





Sub-Branding for Clarity

## TWC2 Aid

Direct Services

Projects: Roof Project, Cuff Road Project,  
FareGo Program, Care Fund, Wednesday Clinic

## TWC2 Action

Advocacy

Policy Reform, Public Awareness,  
Research & Documentation, Media Outreach

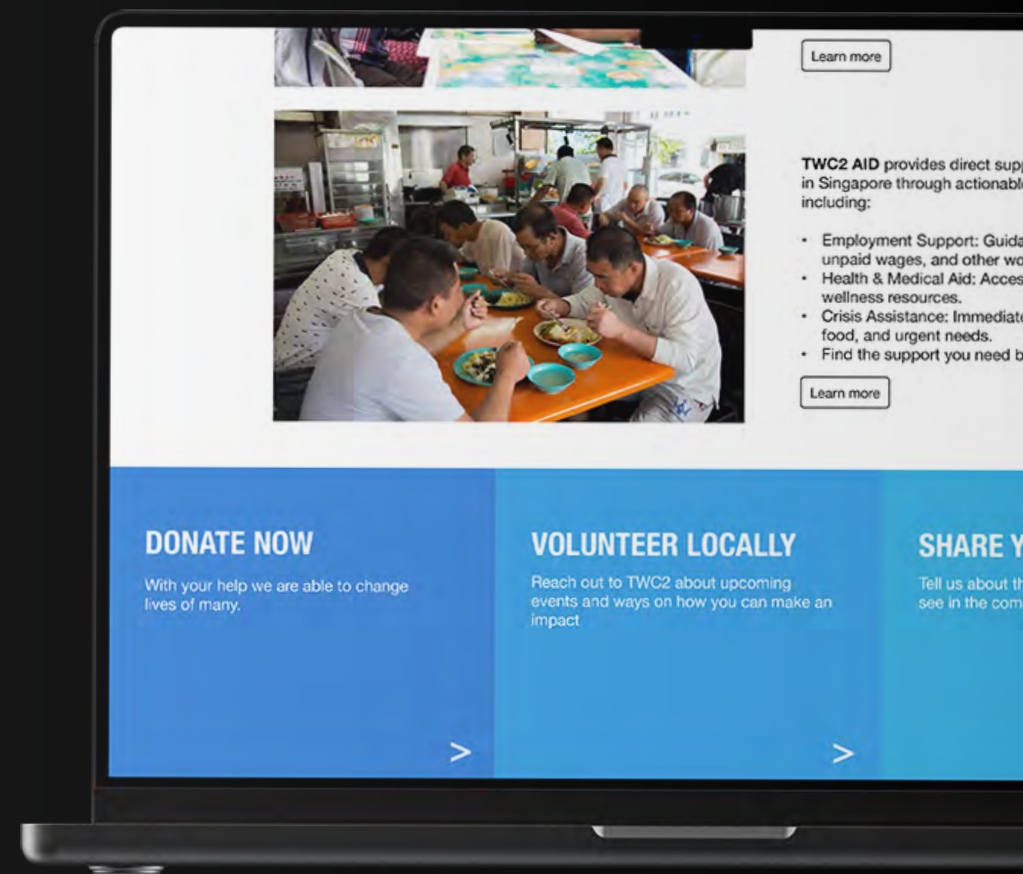
# Touch Points

# Digital Accessibility

## Website & App

A simple and approachable design with a multilingual chat bot and “Share Your Story” feature for direct access to help.





[Learn more](#)

**TWC2 AID** provides direct support to vulnerable people in Singapore through actionable programs including:

- Employment Support: Guidance on job applications, unpaid wages, and other work-related issues.
- Health & Medical Aid: Access to health and wellness resources.
- Crisis Assistance: Immediate support for food, and urgent needs.
- Find the support you need based on your situation.

[Learn more](#)

### DONATE NOW

With your help we are able to change lives of many.

### VOLUNTEER LOCALLY

Reach out to TWC2 about upcoming events and ways on how you can make an impact.

### SHARE YOUR STORY

Tell us about the impact you see in the community.



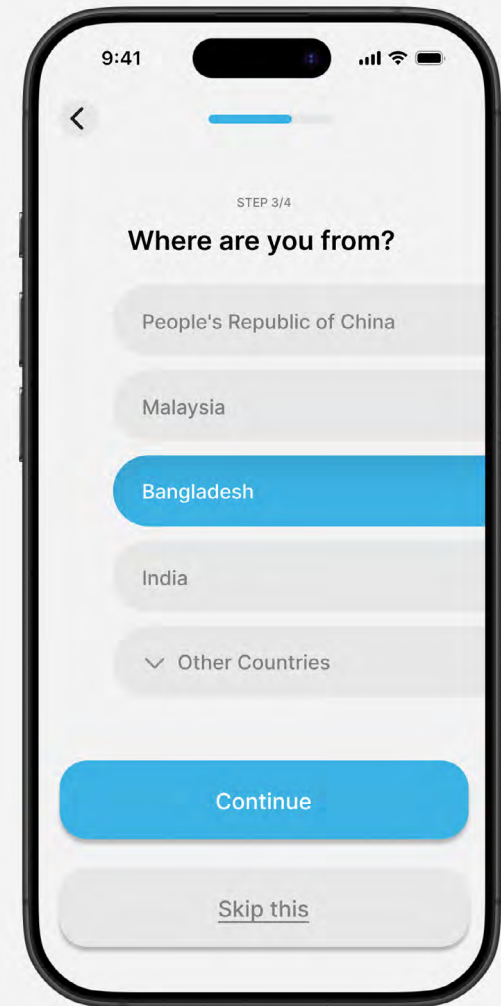
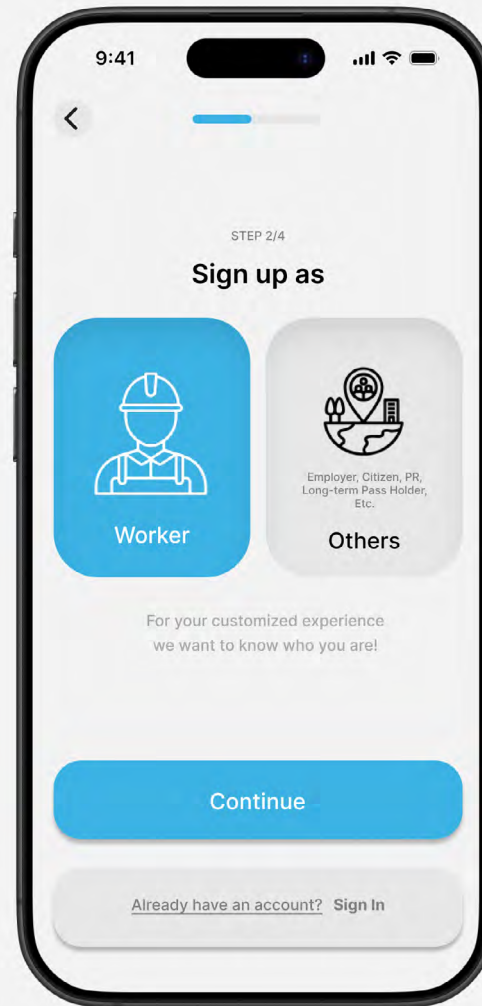
## Mobile App

The TWC2 app is a secure, multilingual platform designed to support Singapore's migrant workers with resources, community features, and advocacy tools.



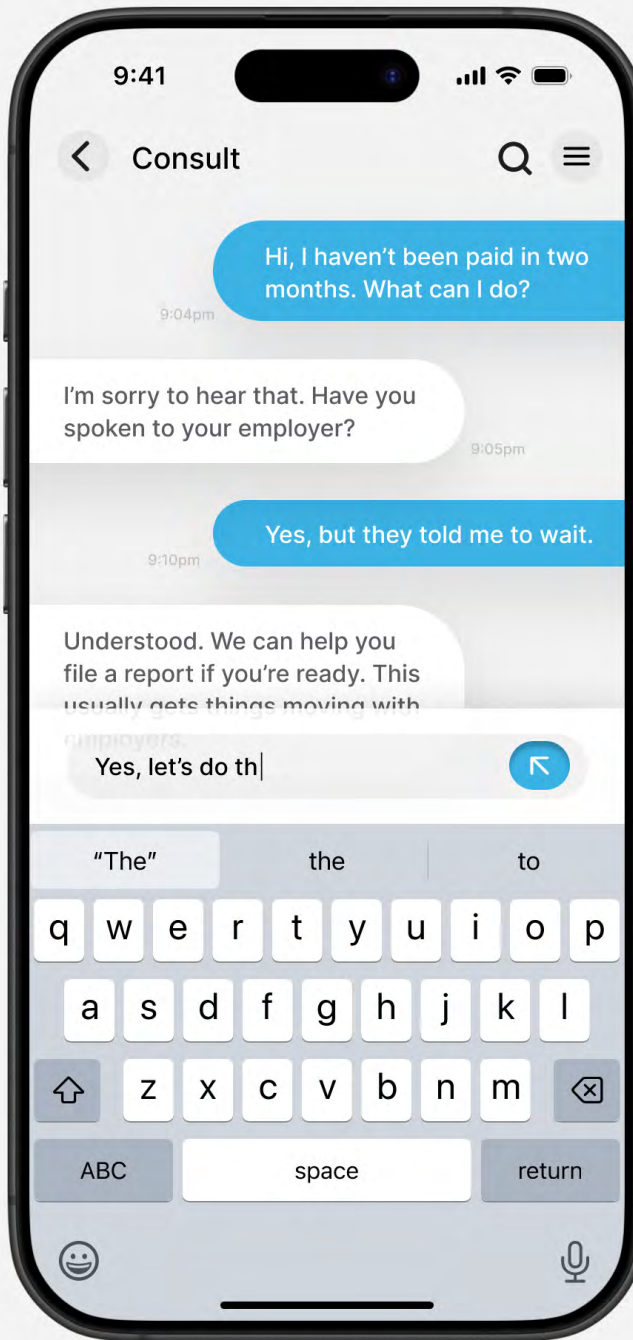
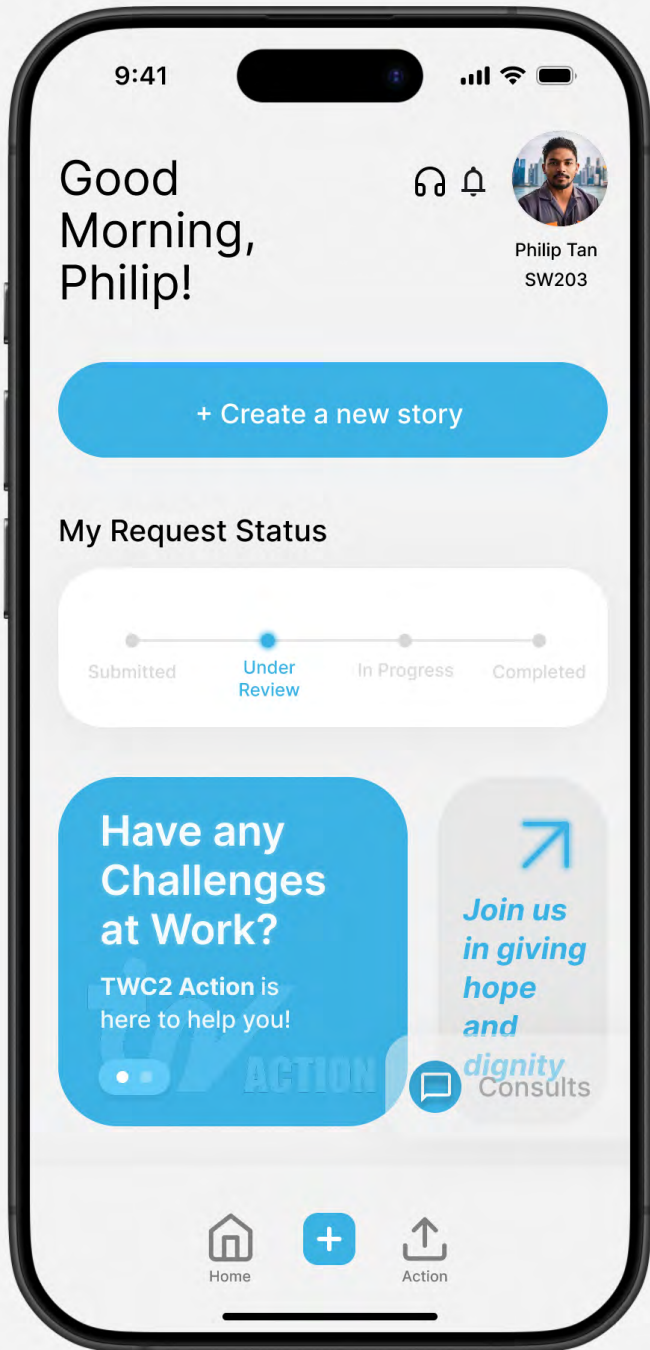
## Multi-language Support

The app is available in the languages most used by migrant workers in Singapore, such as Tamil, Bengali, Tagalog, and Mandarin.



## Signing Up Page

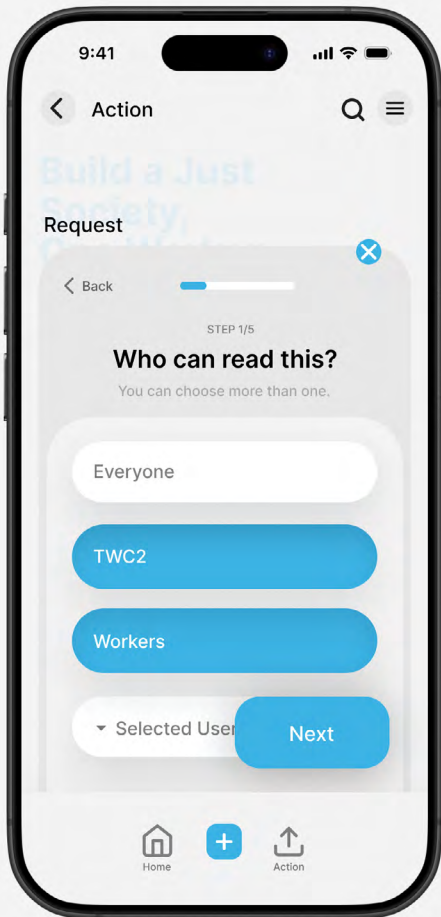
The signup process is designed to be welcoming, allowing users to select options that represent themselves without direct, potentially uncomfortable questions like “Are you a migrant worker?” This approach prioritizes accessibility and respect.



## Real-Time Assistance

Direct Consultation feature for urgent issues, minimizing barriers to communication for migrant workers.





### Anonymous Posting

The app enables anonymous posting to encourage openness without fear of employer retaliation.



### Casual Community Hub

A Community Room section called “Stories” allows workers to share stories, post updates, and connect informally. This space provides emotional support and strengthens community bonds.

#### Translation Support

Automatic translation for common languages used by workers.

#### Like and Comment

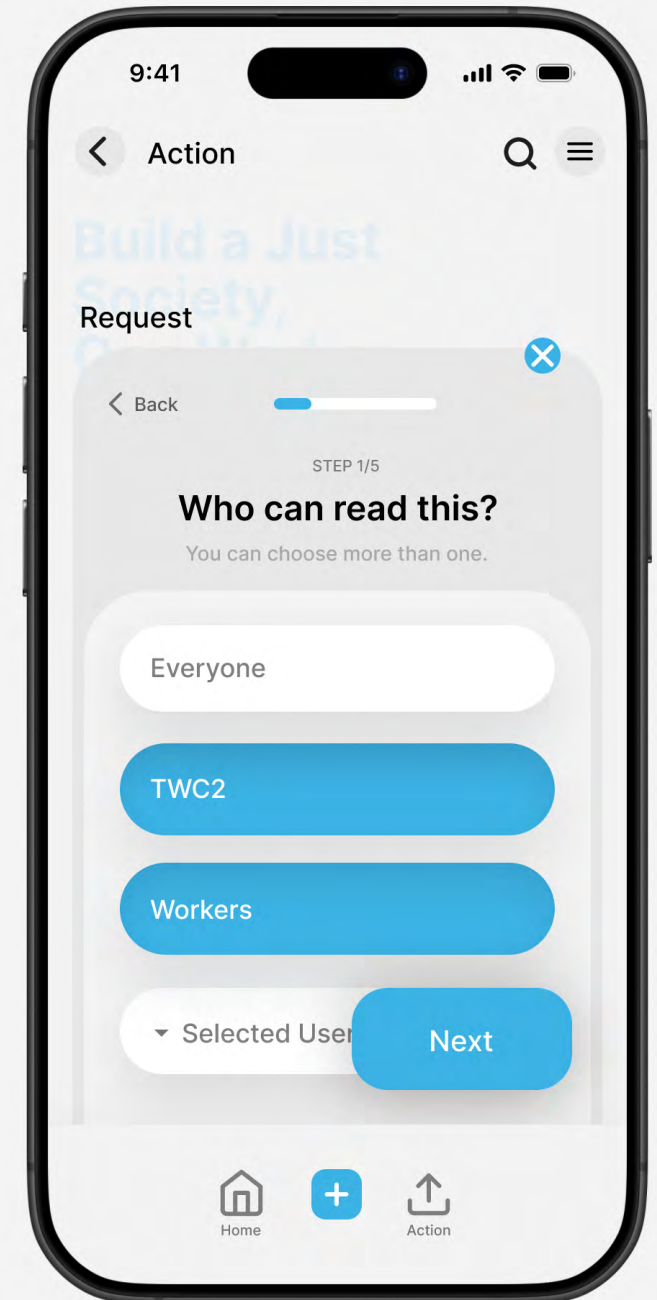
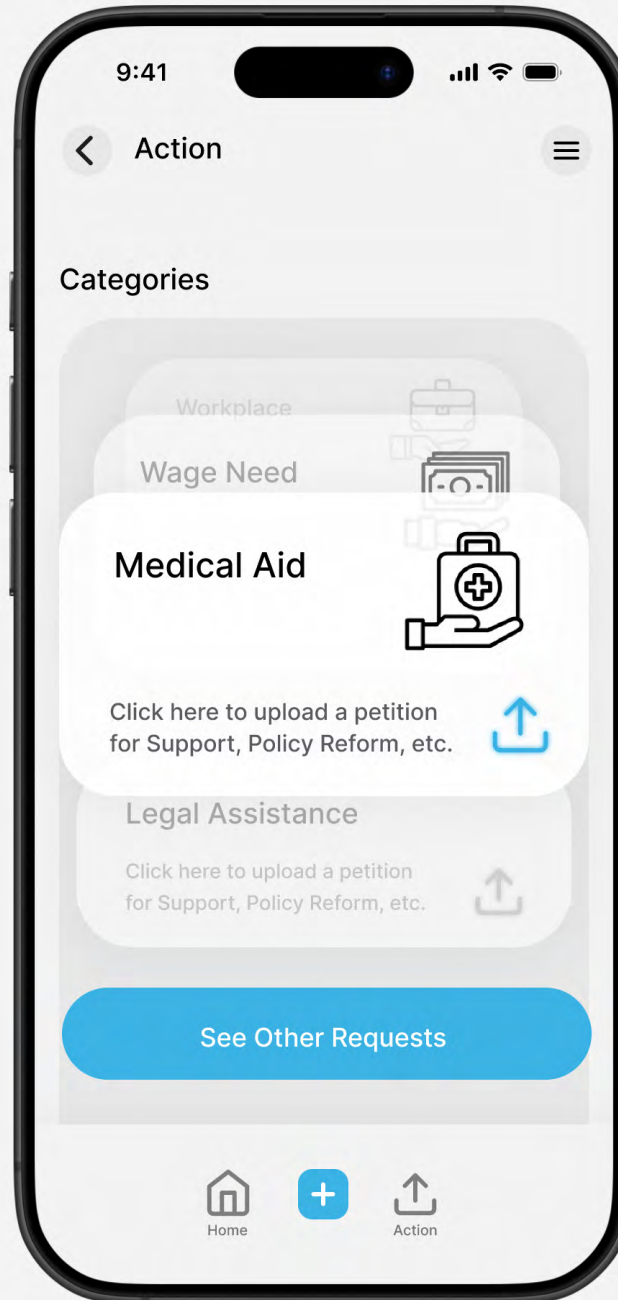
The app allows others to like, comment, or react with emojis to show support.

## Direct Aid Requests

Workers can easily apply for aid in housing, food, transportation, medical expenses, or legal assistance with simplified forms.

## Policy Reform Suggestions

The app provides a dedicated space for workers to submit reform requests, whether for workplace safety, wage fairness, or additional support.

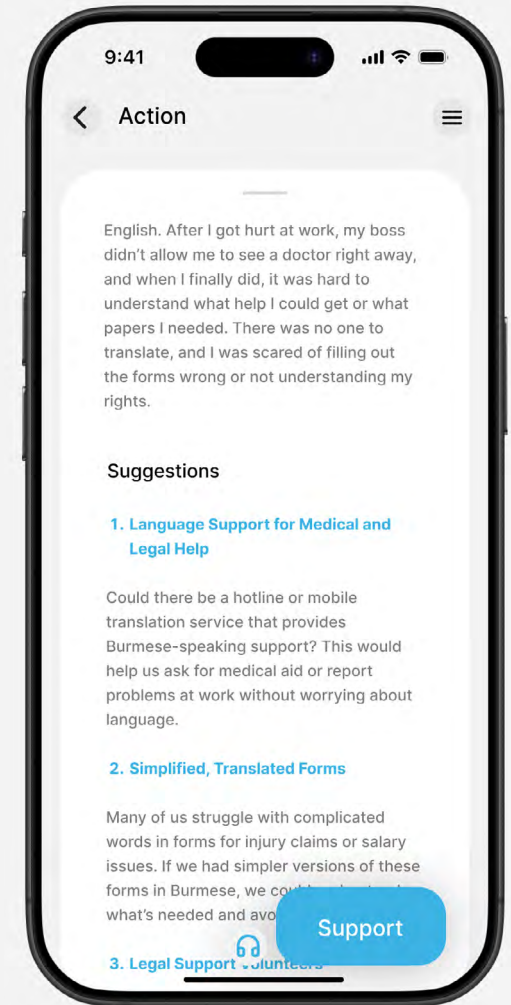
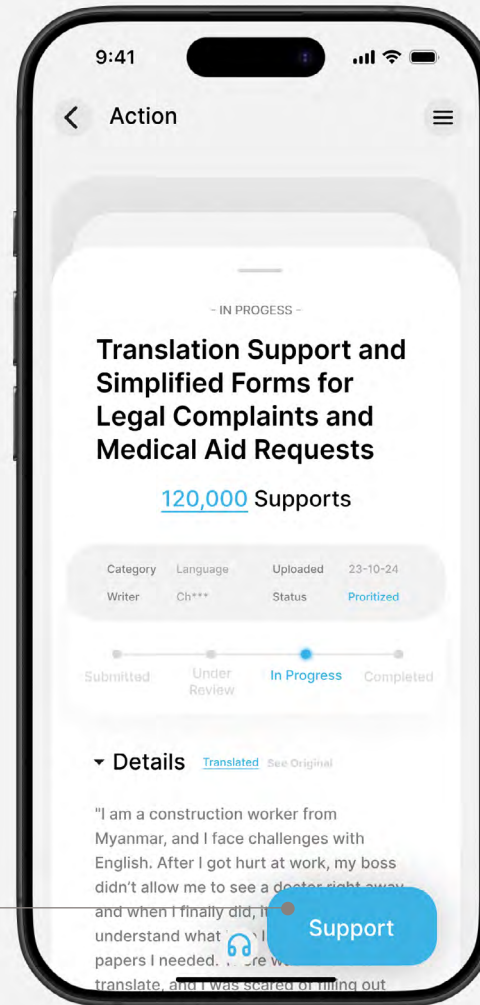


# Community Voting

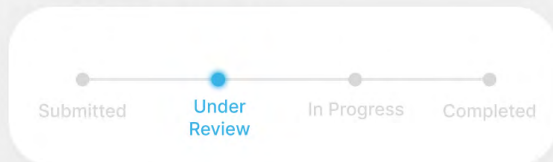
If the writer allows it, requests and suggestions are made visible for other users, including citizens and fellow workers, to show their support by voting. This prioritizes issues of greatest concern and brings them to the forefront for collective action.

# Progress Tracking

Each request or report is followed through a 4-step status tracker, from submission to action, helping workers stay informed on the progress of their cases.



## My Request Status

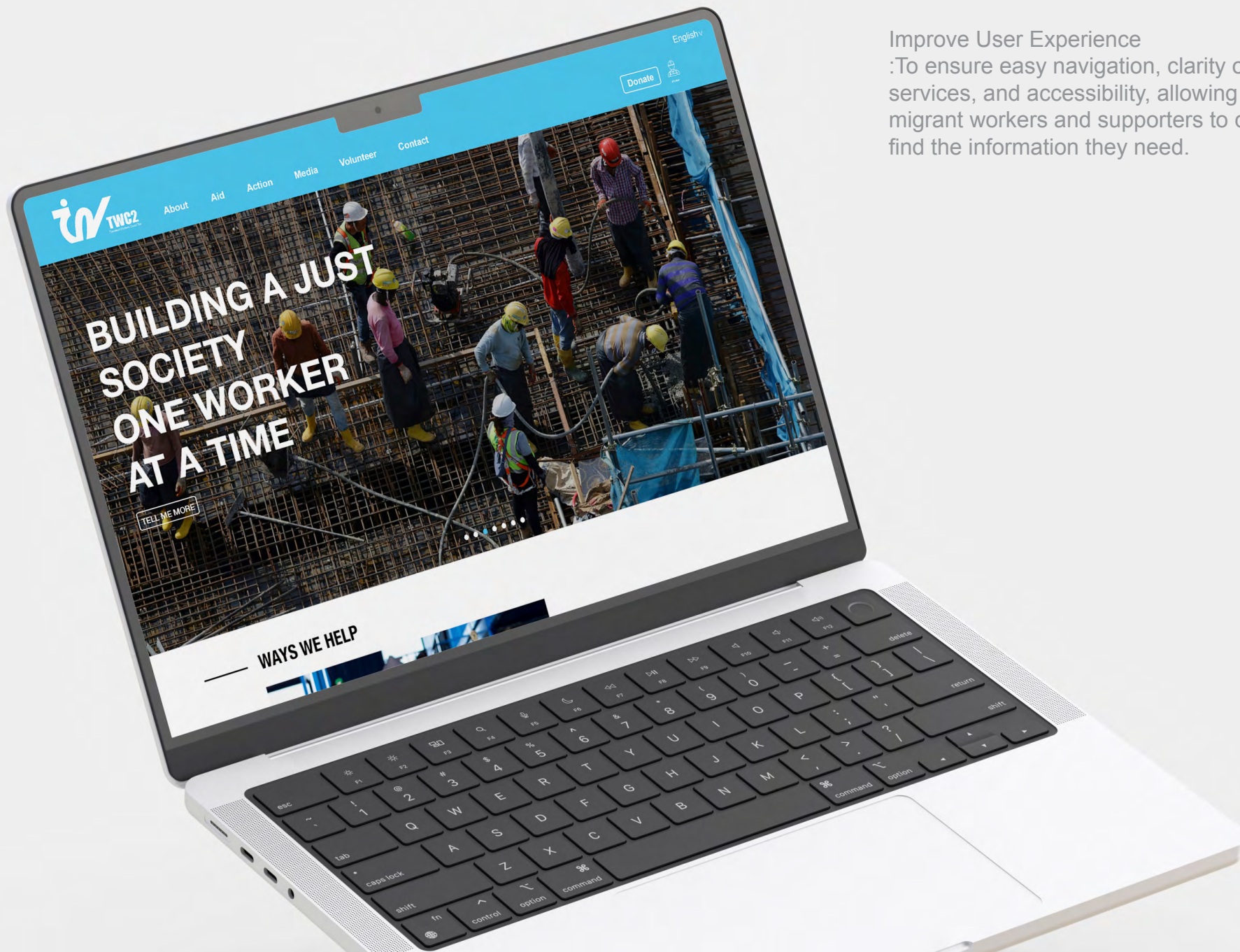


- \* Submitted – Request has been received.
- Under Review – TWC2 is reviewing the request.
- In Progress – Action is being taken on the request.
- Completed – The request has been resolved.



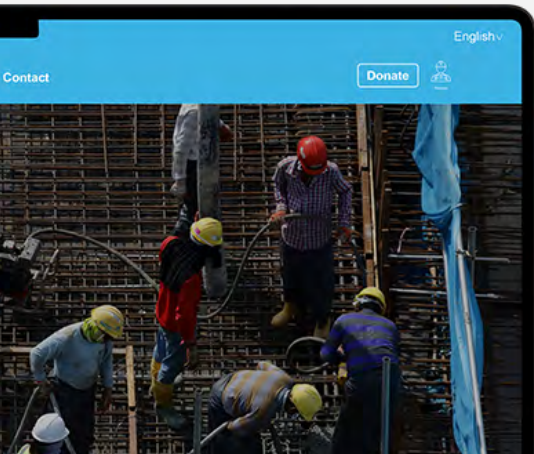
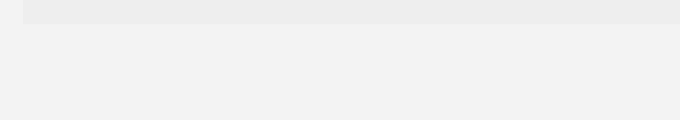
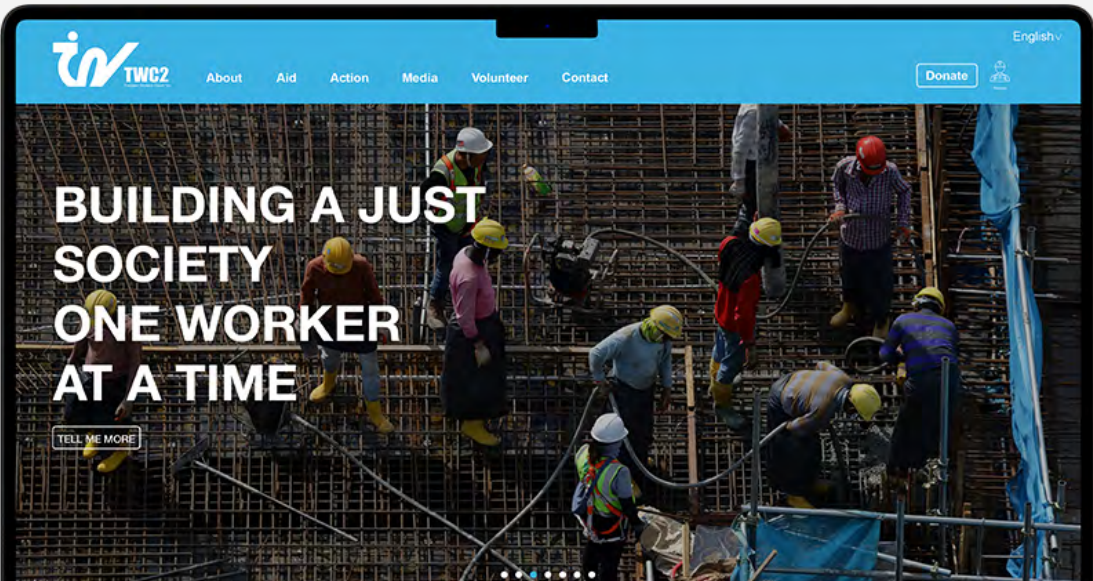
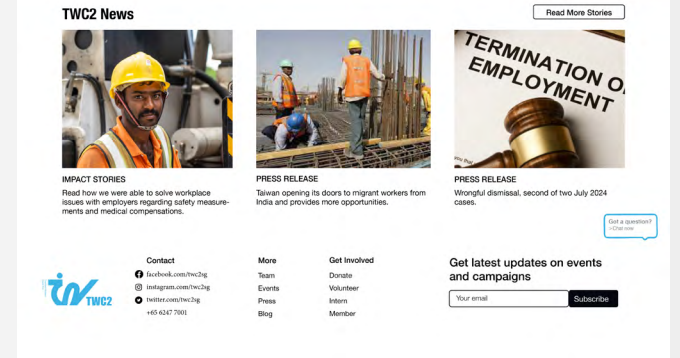
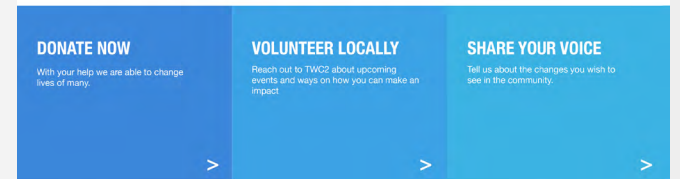
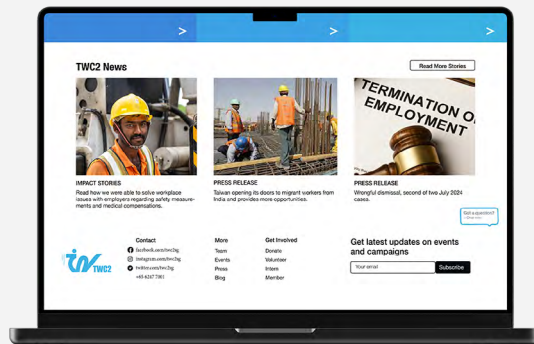
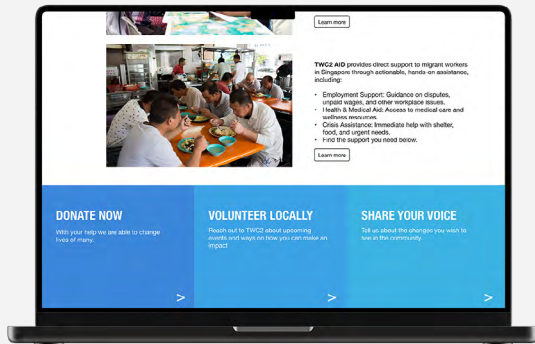
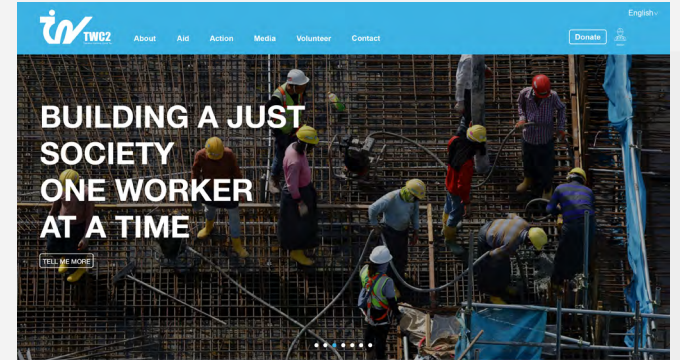
## Website Redesign

Improve User Experience  
:To ensure easy navigation, clarity of services, and accessibility, allowing both migrant workers and supporters to quickly find the information they need.

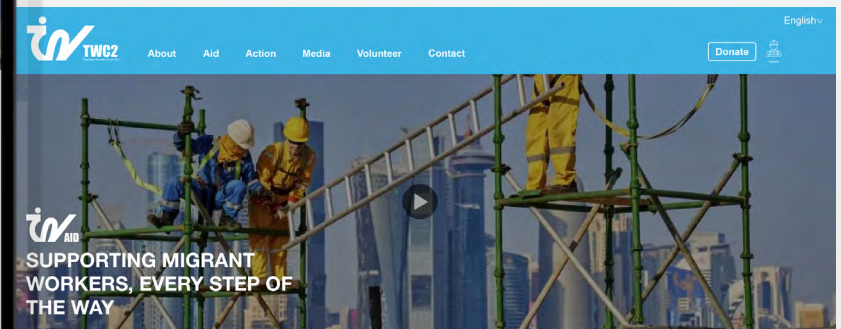
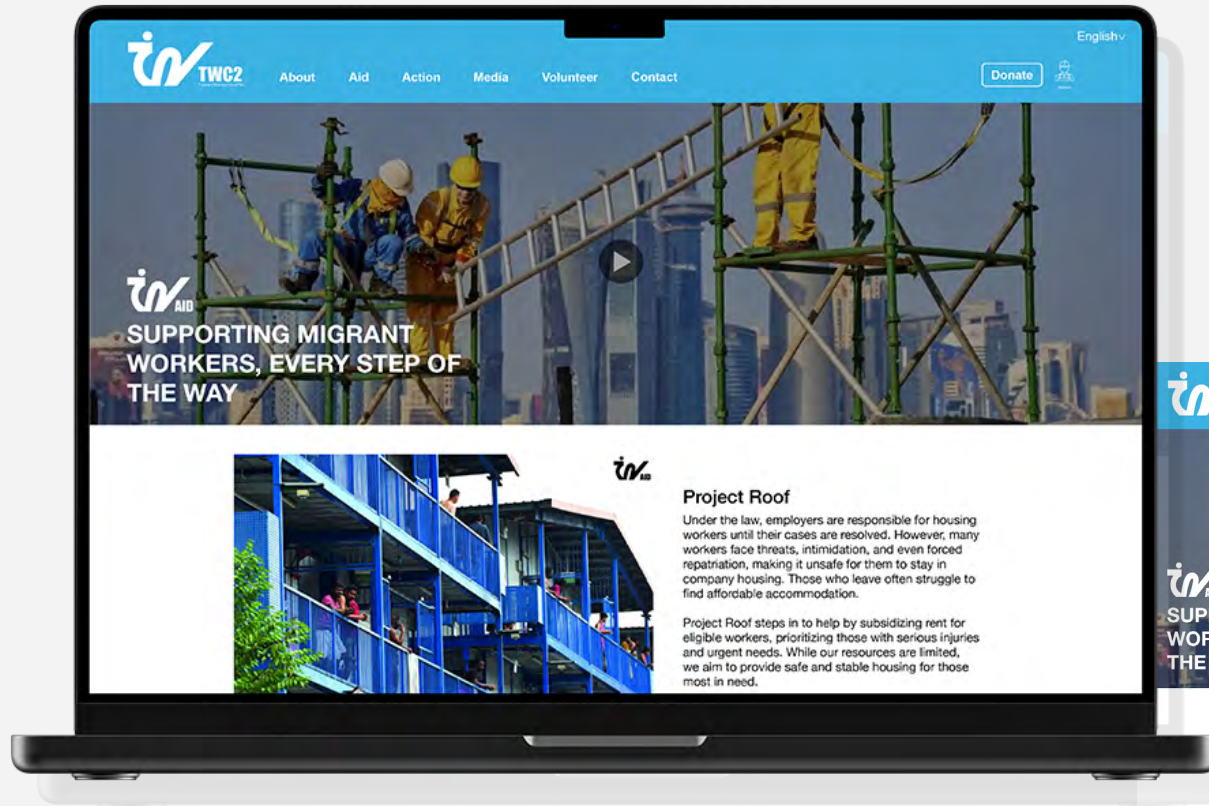




# First Page



# Second Page



### Project Roof

Under the law, employers are responsible for housing workers until their cases are resolved. However, many workers face threats, intimidation, and even forced repatriation, making it unsafe for them to stay in company housing. Those who leave often struggle to find affordable accommodation.

Project Roof steps in to help by subsidizing rent for eligible workers, prioritizing those with serious injuries and urgent needs. While our resources are limited, we aim to provide safe and stable housing for those most in need.

[Learn more](#)



### Care Fund

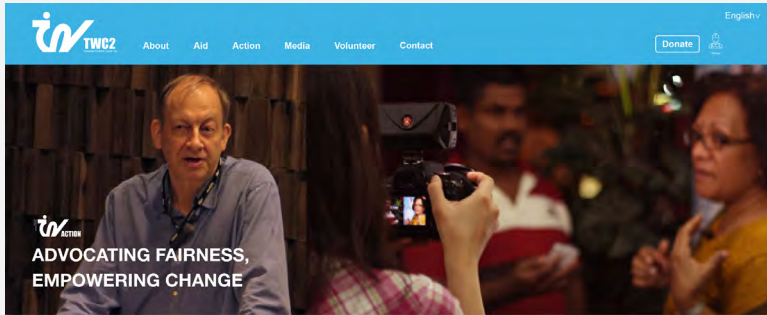
While employers are required to provide basic medical coverage for workers, severe injuries or complex illnesses can lead to costs that exceed legal limits.

TWC2's Care Fund steps in to support these workers, ensuring they receive essential medical treatment even when expenses go beyond employer obligations. We prioritize cases with a strong chance of recovery, helping workers regain their ability to support their families.

[Learn more](#)







CLOSER TO HOME

What is more troubling is that in Singapore there are observable gaps in laws and regulations, made worse by shortcomings in enforcement of those rules that exist. And when complaints are lodged by workers, administrative processes do not always operate smoothly towards fair resolution. TWC2 engages with policy-makers to highlight these gaps and propose solutions. Executive committee members and staff meet with officials from the Ministry of Manpower for frank discussions from time to time.

Unfortunately, there is a tendency to view low-skilled labour as an economic commodity, which leads to a policy framework that does not give sufficient weight to the impact on and aspirations of individuals involved. There is also a subconscious tendency to see low-wage foreigners through the lens of security, resulting in harsher policies than warranted.

Equally important is the part played by social attitudes. No amount of regulation, however thorough, can cover all bases. Issues such as verbally abusive supervisors, disregard for safety, and lack of consideration for cultural differences may be hard to police on a day-to-day basis; their eradication depends on changing public attitudes.

TWC2's advocacy efforts are multidimensional:

- Digital communications and social media
- Newsletters and email alerts
- Close relationships with media organisations
- Public talks
- Working with academia
- Outreach to schools
- Participation in events such as fairs and exhibitions
- Engagement with employers and businesses
- Involvement with international networks and consultations



However ready we are to help workers in need, systemic improvement of the situation for migrant workers can only be achieved through advocacy. It is advocacy that leads to better policies and enlightened public opinion. In Transient Workers Count Too's experience, problems faced by migrant workers are multi-faceted and arise from several roots.



To support our advocacy, we conduct research into migrant worker issues and compile data from the actual cases we see through our Direct Services. This helps ensure not just that we have facts and figures at our disposal, but that we truly understand the perspectives and needs of the vulnerable population that we aim to serve.

Lexicon



**GLOSSARY**  
In our stories and reports, we sometimes use terms and acronyms particular to our area of work, but may not be comprehensible to others, and then forget to explain them carefully.



**Chinese Terms**  
Often in government release orders there are terms in Chinese used for specific, this helps clear those out.



**Censorship**  
Visitors to this website may by chance come across a "Correction Notice" displayed prominently on this website.

Contact

- facebook.com/twc2sg
- instagram.com/twc2sg
- twitter.com/twc2sg
- +65 6347 7001

More

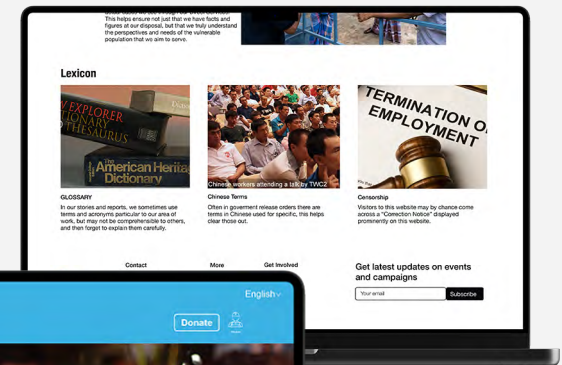
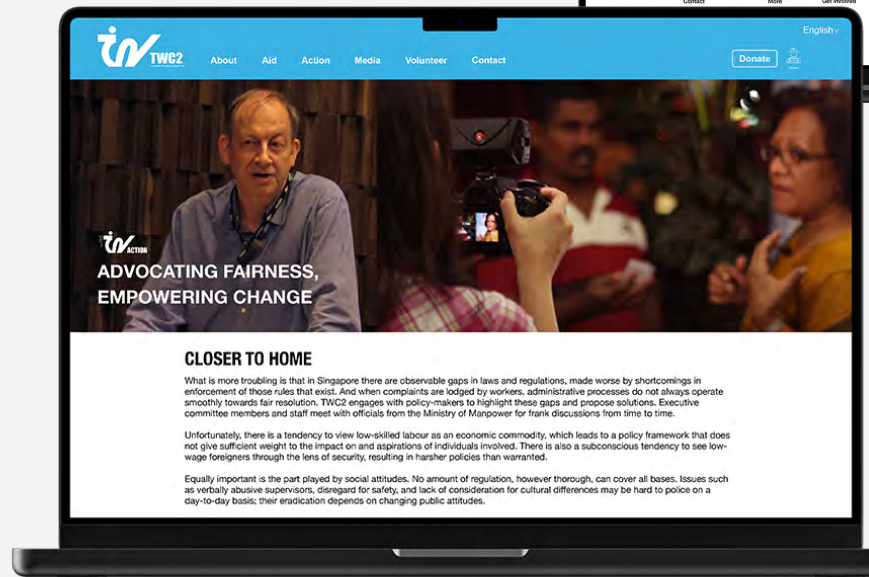
- Team
- Events
- Press
- Blog

Get Involved

- Donate
- Volunteer
- Intern
- Member

Get latest updates on events and campaigns

Your email



# Multi-Sensory Campaign



TWC2 Rebranding  
Touch Points

By creating a multi-sensory brand experience,  
we aim to build a deeper connection to the cause.



## Objectives

To attract donations, raise awareness, and engage both the general public and migrant workers with TWC2's mission.

## Multi-Sensory Experience

Sight (short, compelling videos)

Touch (donation options)

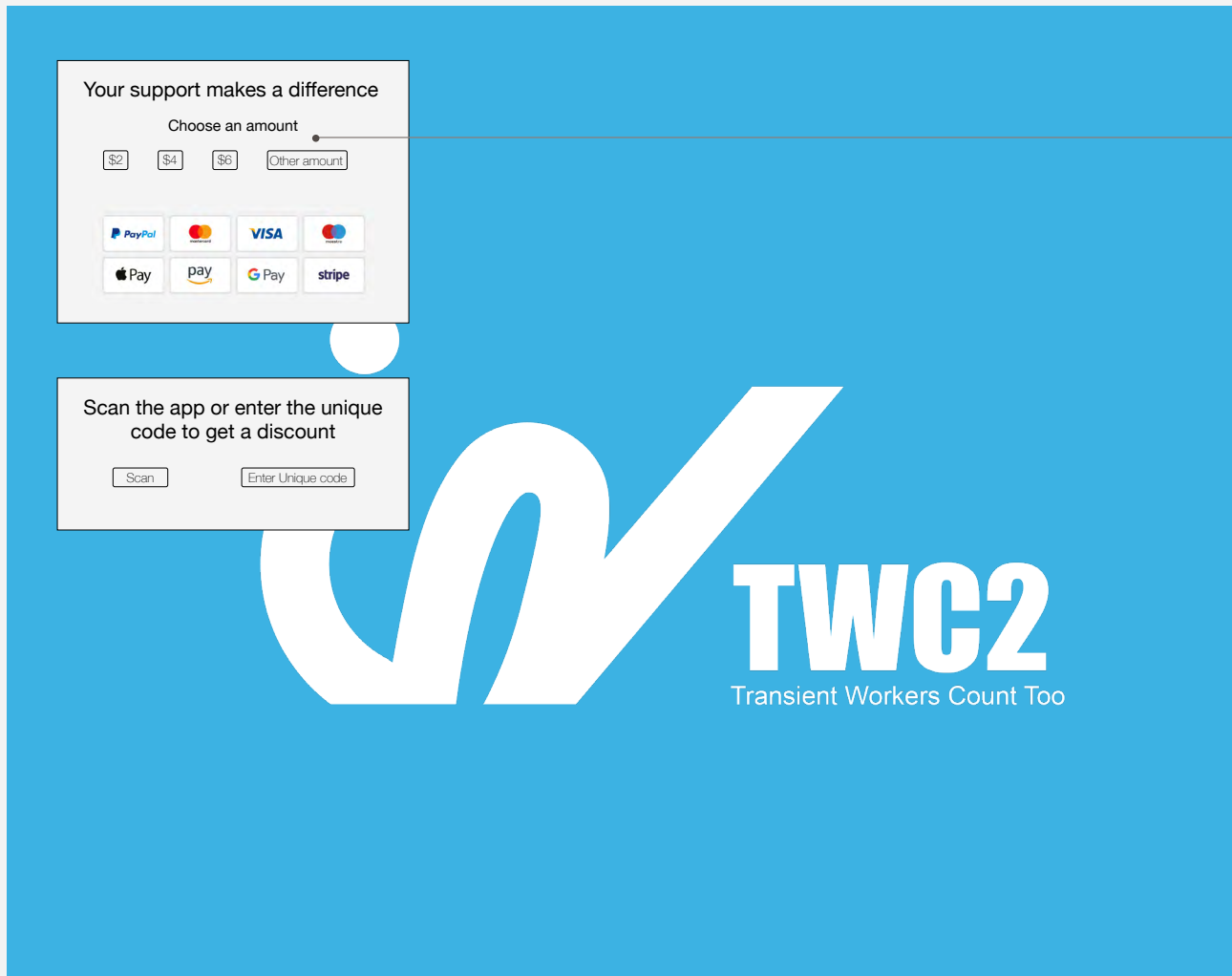
Taste (fresh beverages as reward)

For the general public, this machine raises awareness and invites support for migrant rights.

For migrant workers, it provides a tangible benefit, encouraging more of them to engage with TWC2's resources.

# Purchasing Experience

Before selecting their drink and while they are made, consumers view short, videos about TWC2, highlighting migrant workers' challenges and TWC2's mission.



## Discounted Drinks for Migrant Workers

Migrant workers registered with TWC2 can use their TWC2 ID for a discount on drinks and free water.

## Donation Prompt

After a selection, customers are given an option to add a small donation with their purchase.

## Location



They would be placed more in areas like **little India, Bendemeer, Farrer Park** since their dormitories are there and they often spend time there during their breaks.





## Poster

Visibility, Accessibility, Equality

Posters allow us to directly reach migrant workers where they spend their free time, like MRT stations, community spaces, and popular gathering spots, ensuring visibility and accessibility for those who may not regularly access digital media.



## Cup Design (Hot / Cold Drinks)

The cup design carries a collaborative What the Cup x TWC2 logo, which turns each beverage into a conversation starter, further spreading TWC2's message throughout the community.







# MORE TWC2 AID M @

Your request will be kept  
confidential and anonymous

## 1. Personal Information

Full Name: \_\_\_\_\_

Nationality: \_\_\_\_\_

Contact Number (optional): \_\_\_\_\_

Preferred Language: \_\_\_\_\_

## 3. Reason for Request

Briefly explain  
This will help

Needed  
(options)

- Project Roof
- Assistance with housing and rent support
- Cuff Road Project
- Aid for migrant workers in need
- Transportation

# Thank You.

Designed by

BADC3A Akshita Goyal

BADC3B Choi Yerin

BADC3B Min Kyu-won

TWC2

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Practical Studio 2A

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