



# DISABILITIES FOUNDATION OF CHARLESTON COUNTY

## BRAND REFRESH CAMPAIGN EXECUTIVE REPORT

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*The* COMM  
AGENCY



# Campaign Strategy

1

**Brand Refresh:** strengthen the foundation's identity to support increased awareness, visibility and support.

2

**Social Media Presence:** seize social media opportunities and create consistency and organization surrounding content curation and distribution.

3

**Virtual Posture and Position:** ensure access to accurate brand information and cohesive visual presence across virtual platforms.

# Brand Refresh

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## Contents

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- Boilerplate

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- Social Media Tool Kit
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- Templates

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## Color Pallet

PRIMARY	PRIMARY	PRIMARY	PRIMARY
#00A9E0	#78BE20	#63666A	#EC5695
Blue: Trust, reliability, relatability, confidence	Green: Growth, change, safety	Gray: Balance, neutrality, sophistication	Pink: Compassion, understanding, confidence

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## Logo and Icon Usage



This logo can be used on documents or other media formats that need the name of the foundation without the additional aspects of the primary logo.



This smaller icon can be used as a watermark in white on top of media visuals or in full color on physical paper goods. This can be used to identify the brand logo without the wording- "DisABILITIES Foundation of Charleston County."



This icon can be used for all social media profile pictures to maintain cohesiveness across all social media platforms.

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## Primary Typeface

# Aa

KNOCKOUT  
WELTERWEIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1, 2, 3, 4, 5, 6, 7, 8, 9, 0

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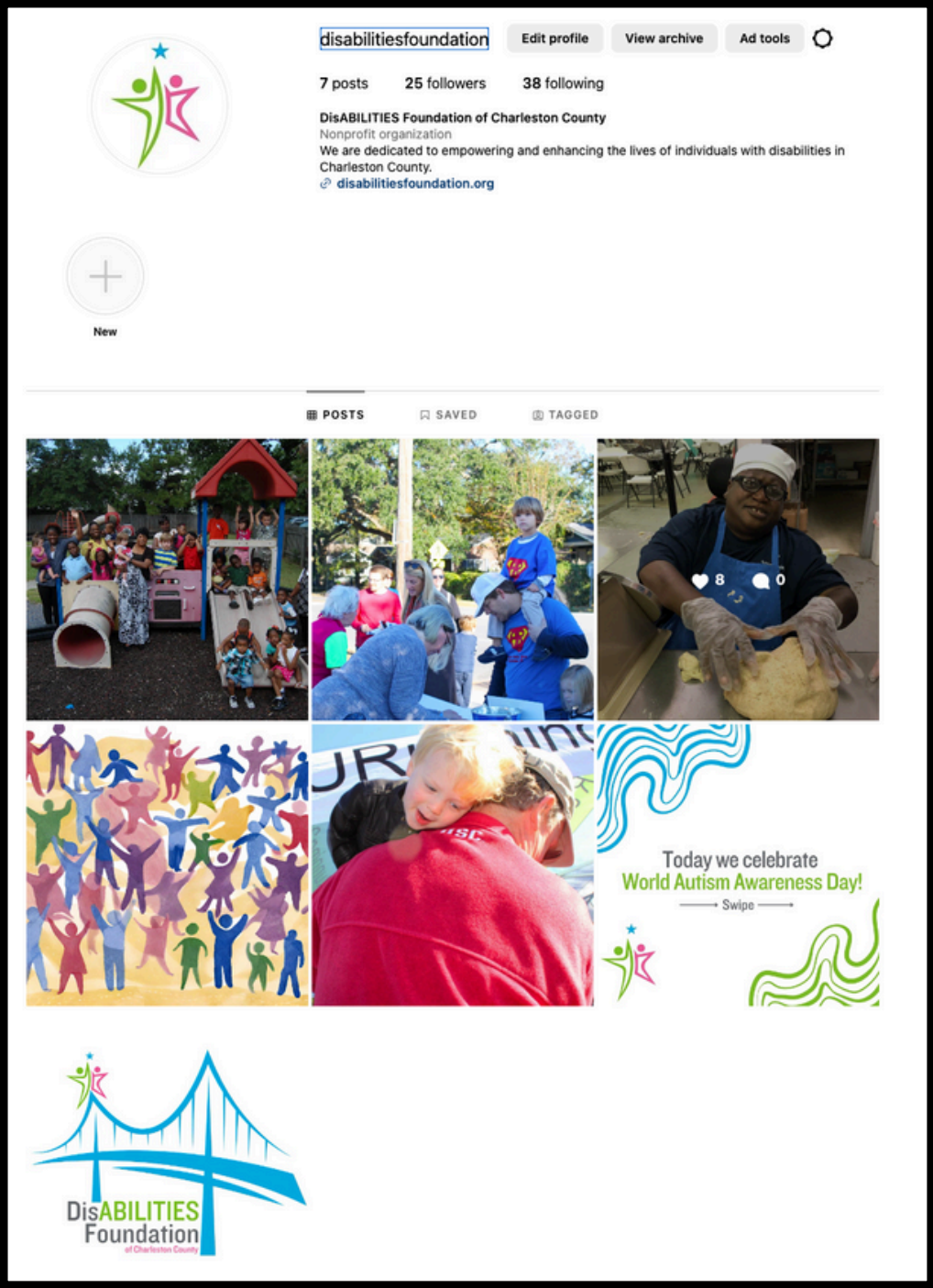
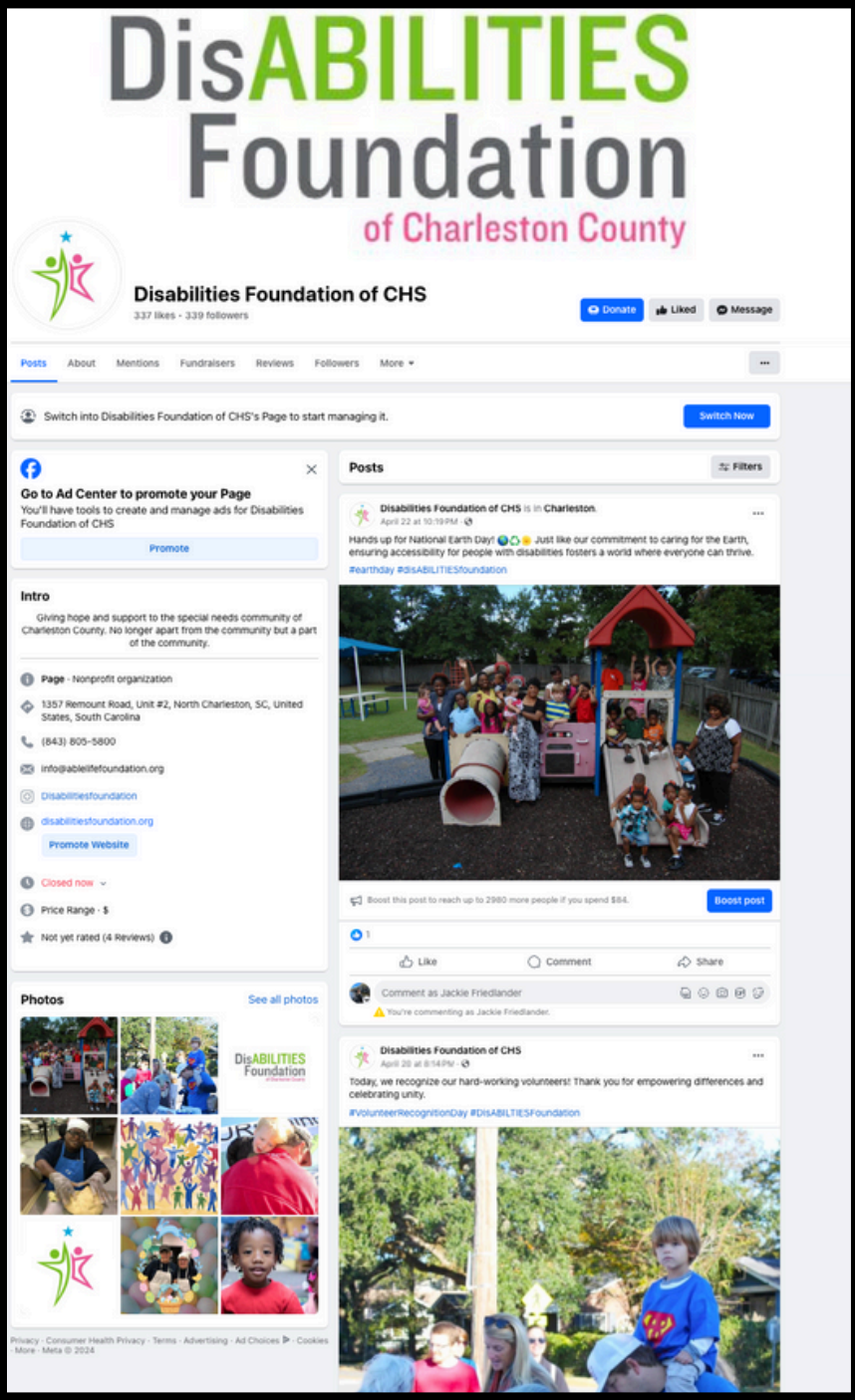


# Logo Progression



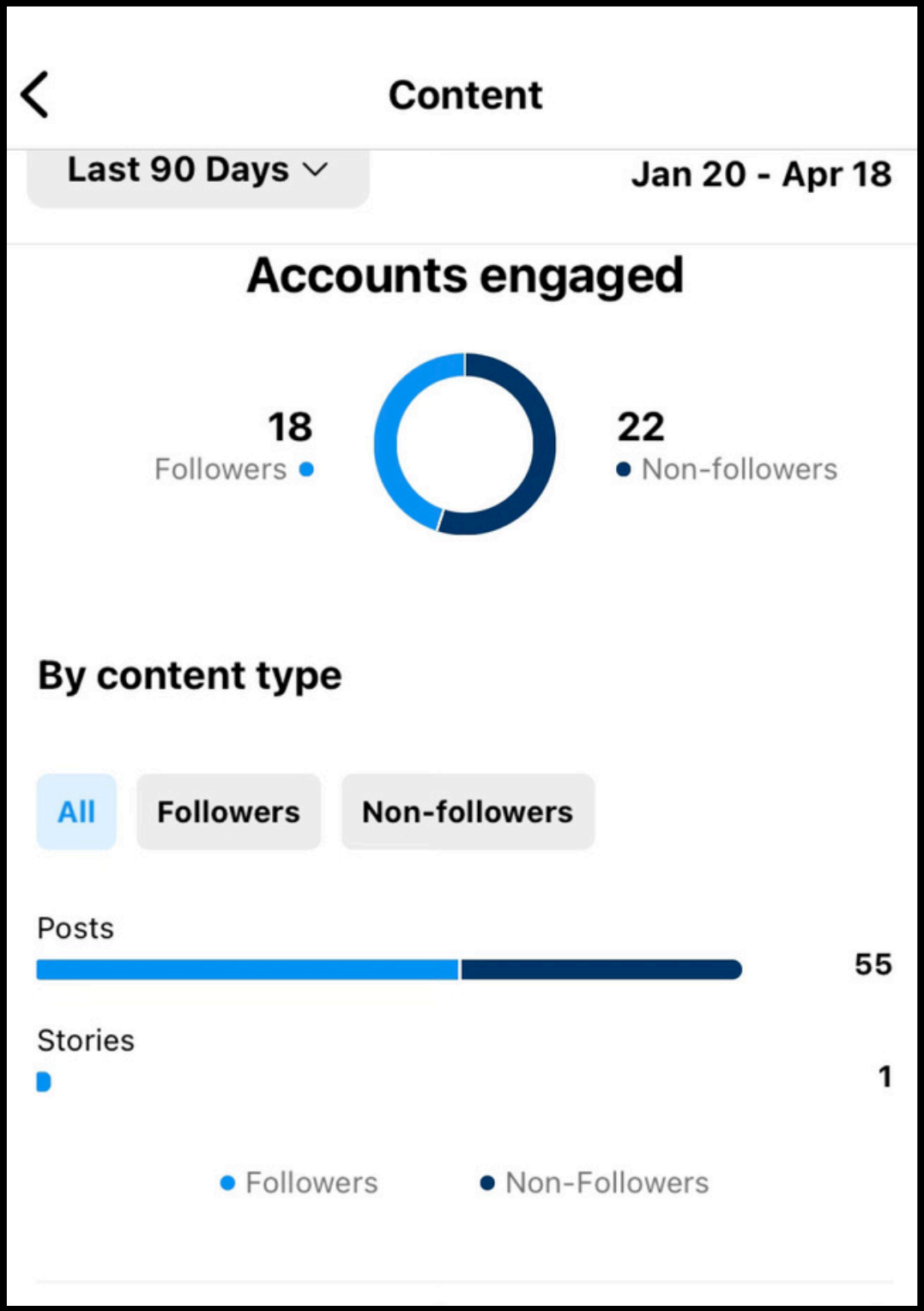
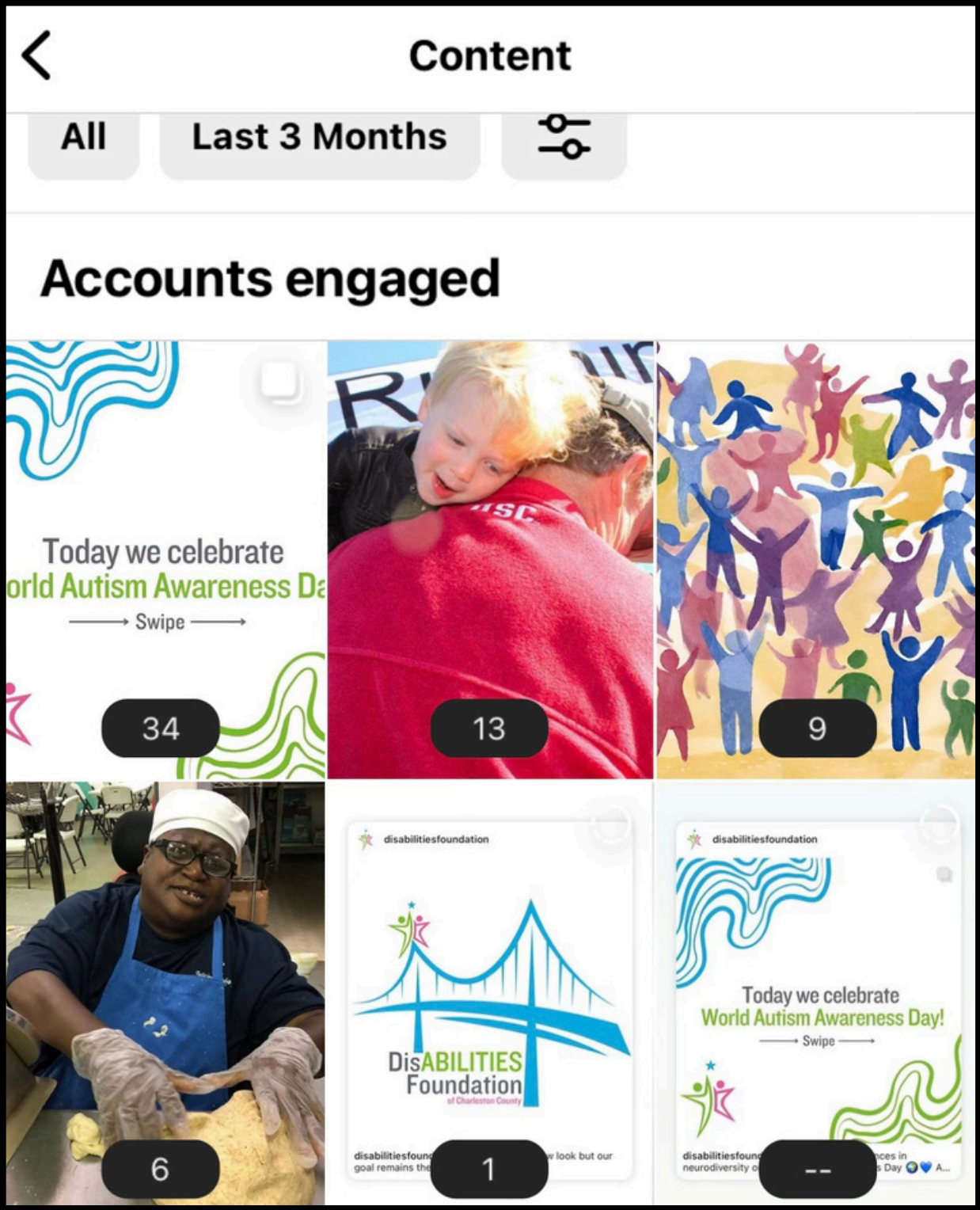
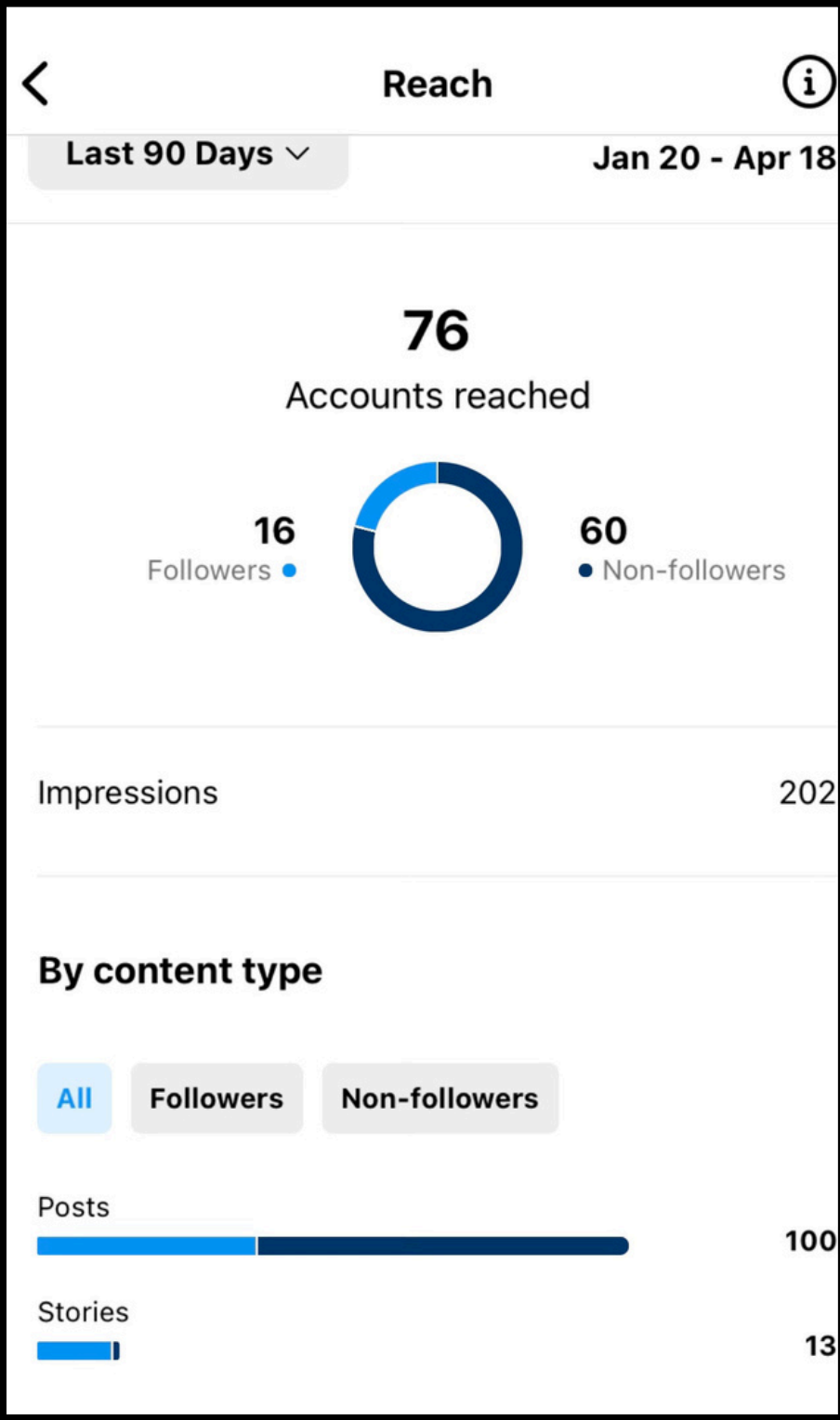


# Social Media Presence





# Results

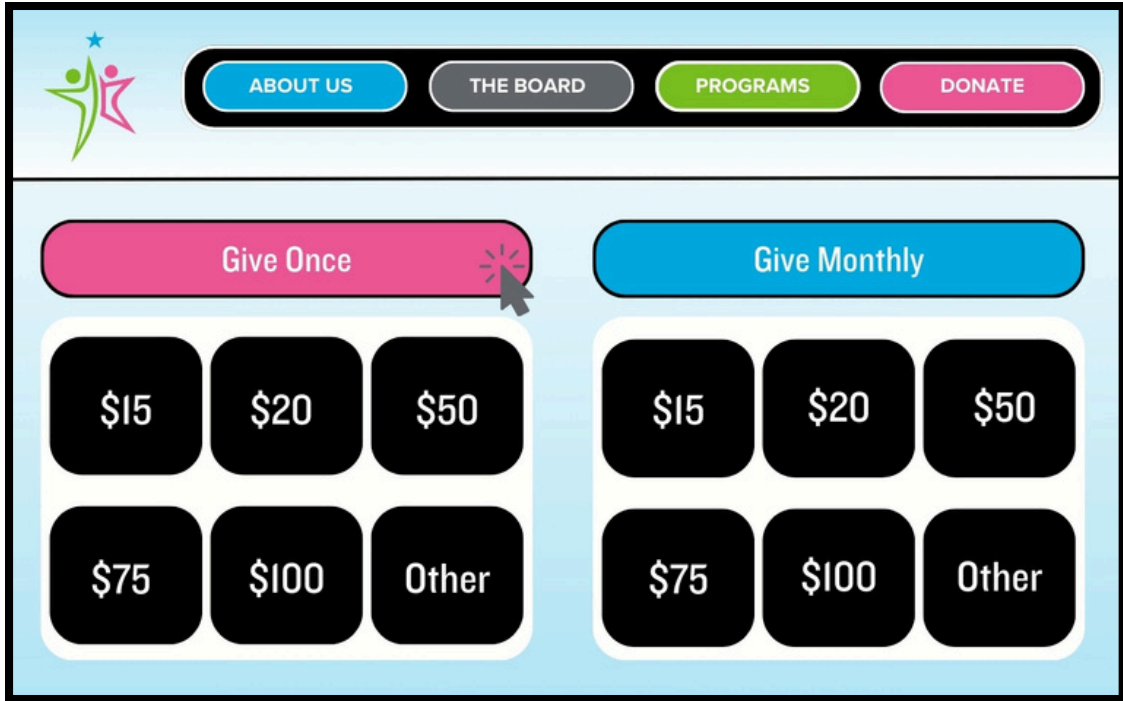
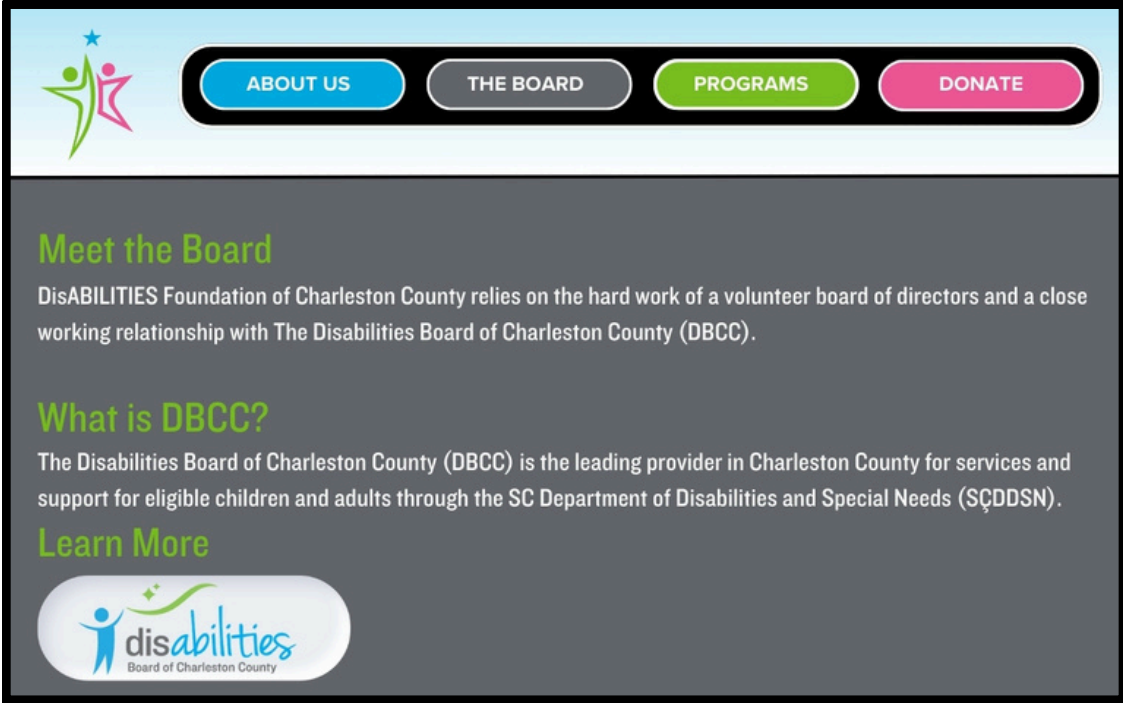
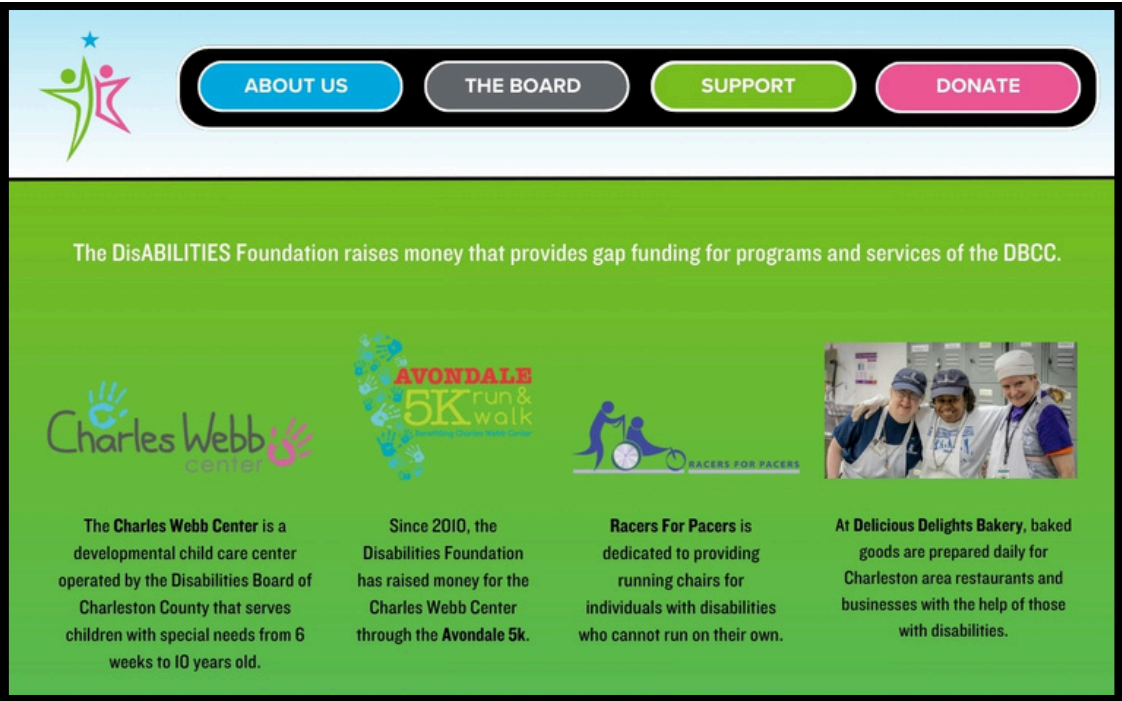
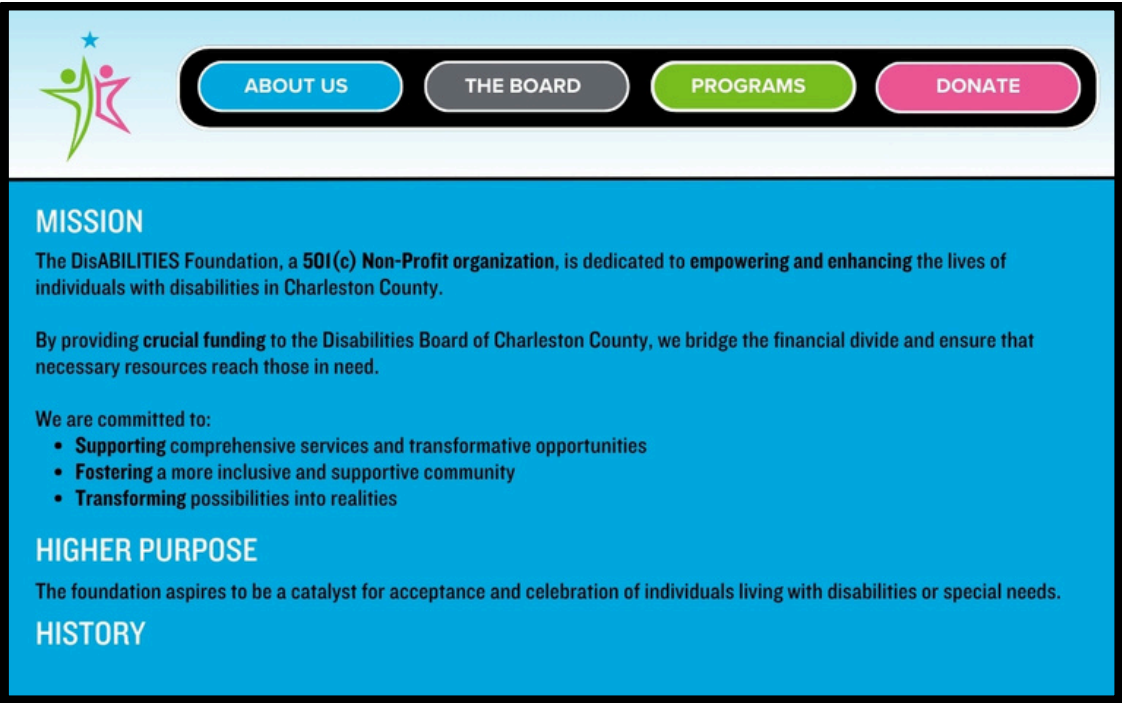
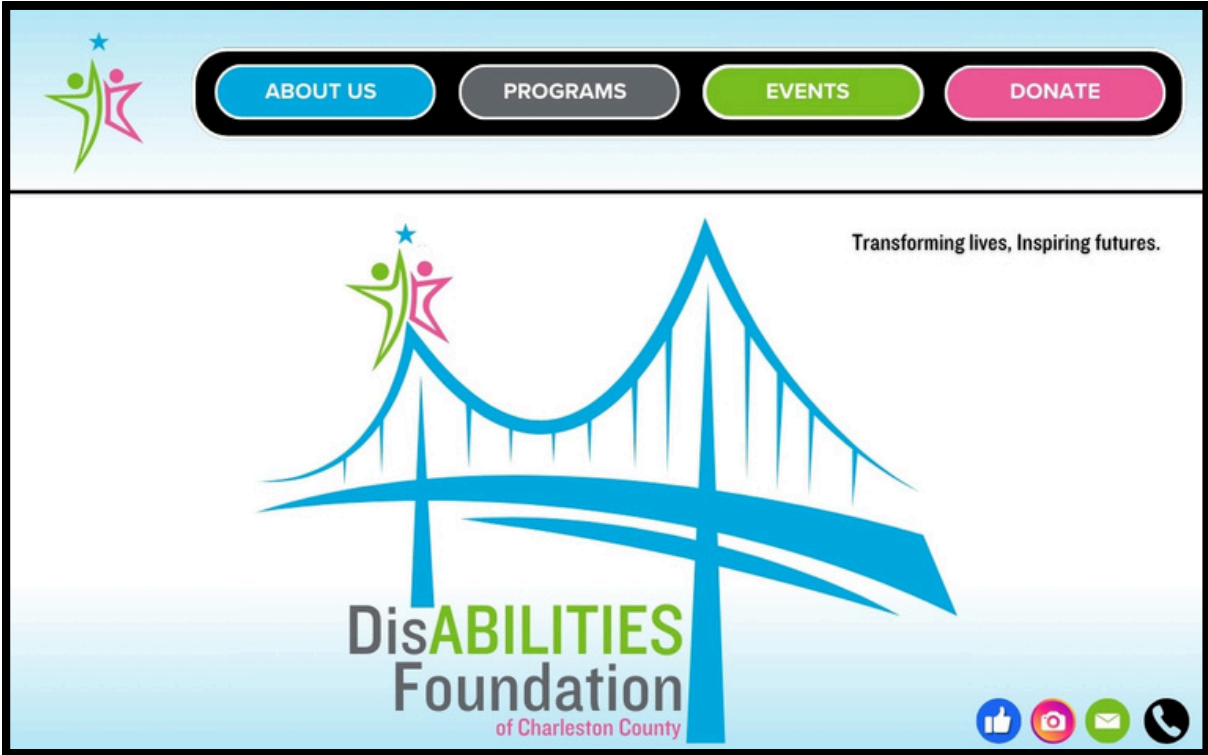


# Results





# Website Schema Suggestions



# Recommendations

- Update website
- Hire an Intern or student that can receive credit for work efforts
- Continue to engage with other organizations and people on IG and Facebook
- Find opportunities to make video content
- New email with correct name
- Utilize a platform that posts for you - ex: Hootsuite
- Organize events to increase community recognition



# Lessons Learned

**1**

You can never overcommunicate.

**2**

Productive conversation and growth happen from client pushback.

**3**

Patience is key during the creative process.

**4**

SWOT analysis sets the foundation for rebranding.

**5**

Starting from scratch enables creativity.

**6**

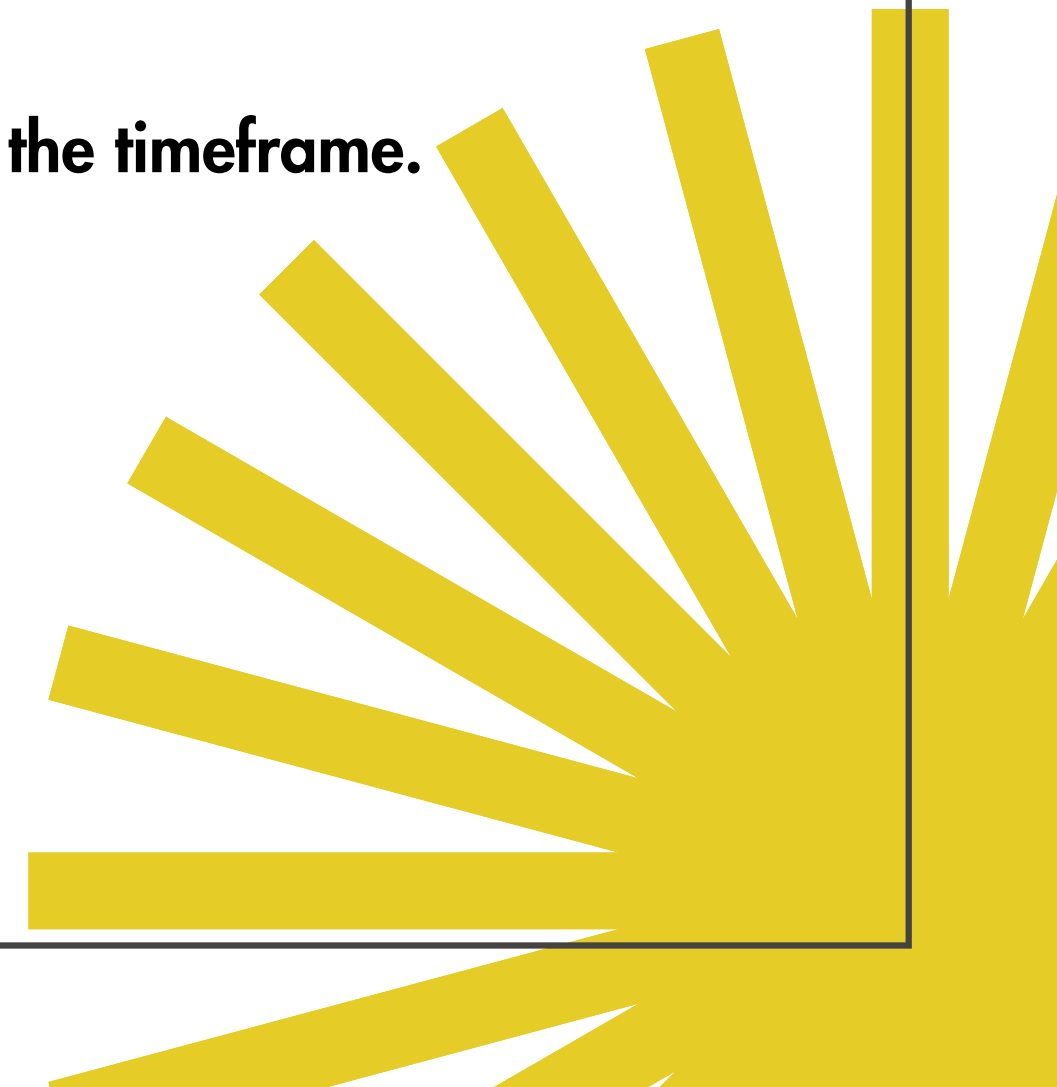
You have to work with what you have.

**7**

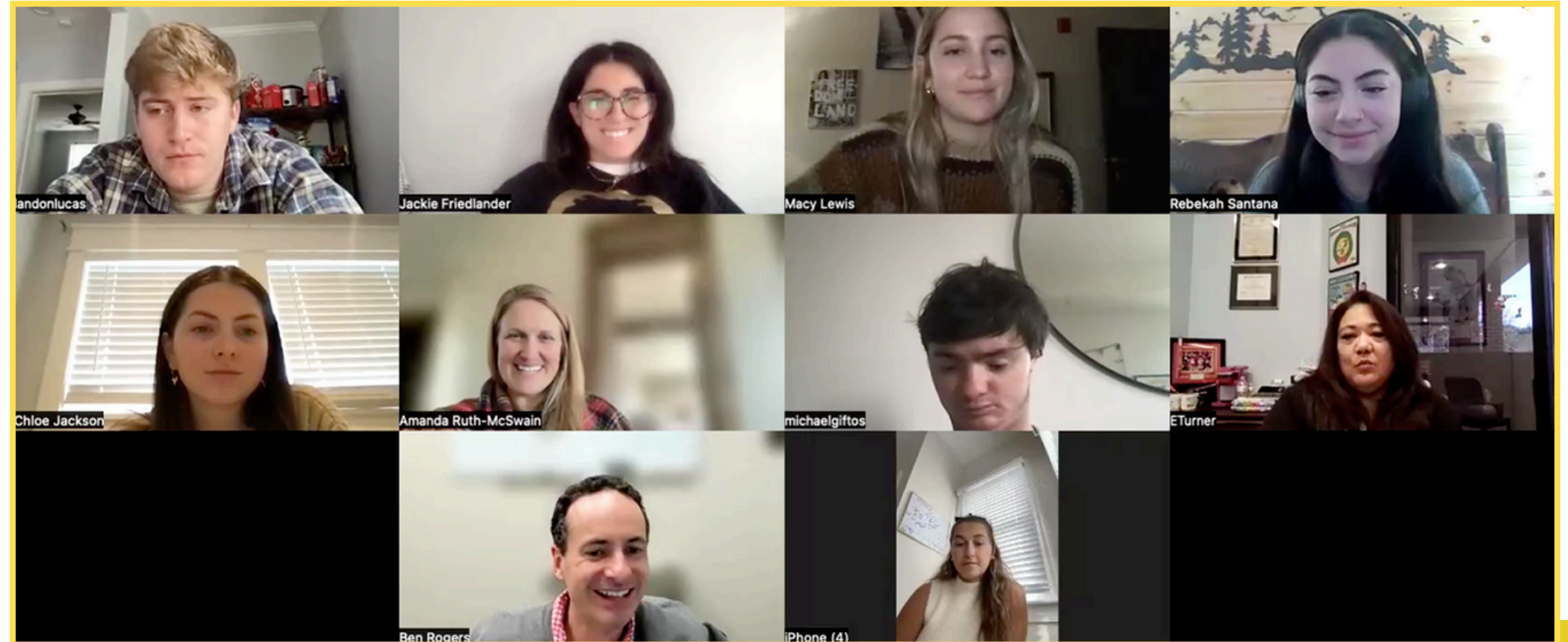
Prioritize in-person teamwork.

**8**

Stay mindful of the timeframe.





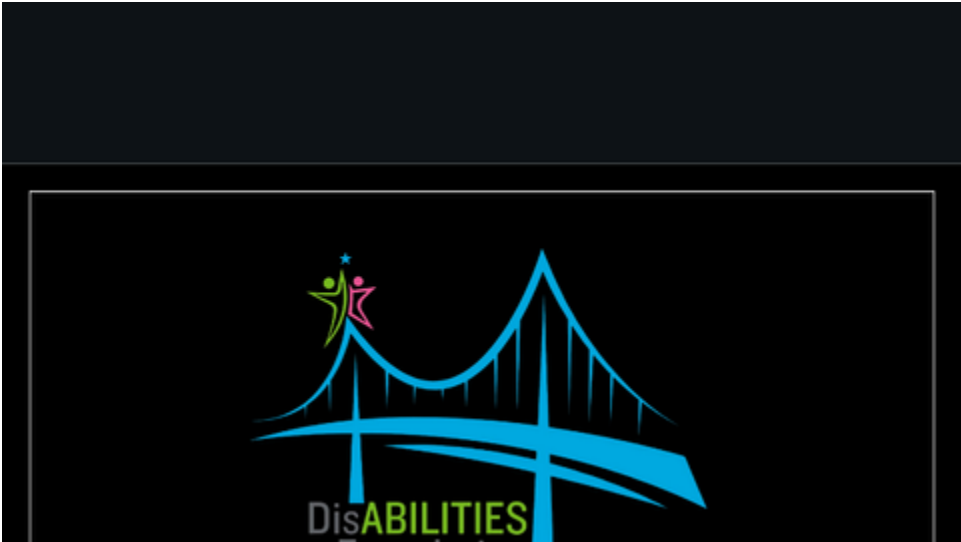


Over the course of this year we enjoyed building our relationship with this incredible foundation. It has been such a rewarding and educational experience. We have had a pleasure getting to work with you. We want to extend our deepest gratitude for your trust, patience and help as we navigated through this year.

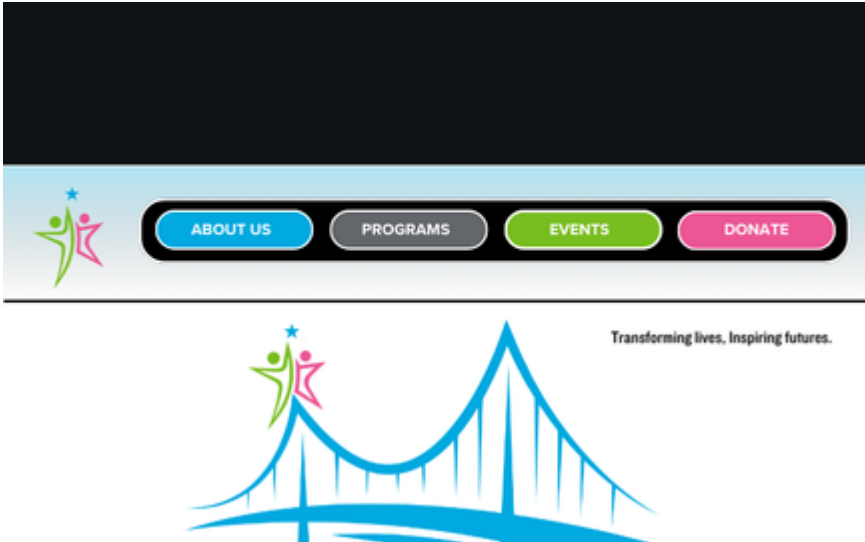


# Appendix

Brand book



Website mockup



Content calendar

DisABILITIES FOUNDATION		SOCIAL MEDIA CA		
DATE	POST STATUS	CHANNEL	ASSIGNED TO:	POST TOPIC/TYPE
03/01/24	Posted	BOTH	Jackie	Awareness post
03/02/24				
03/03/24				
03/04/24				
03/05/24				
03/06/24				
03/07/24				
03/08/24	Posted	Facebook	Jackie	About DF

Social media posts templates

