

VISUAL DEVELOPMENT GUIDE



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01

VISUAL RESEARCH

MISSION STATEMENT

IDENTITY HISTORY

OUR MISSION

WE ENCOURAGE AND SUPPORT INDIVIDUAL'S DECISIONS REGARDING THEIR FAMILY GROWTH, HEALTH, AND PEACE OF MIND—EMPOWERING PEOPLE TO MAKE INFORMED DECISIONS TO LIVE FULL AND HEALTHY LIVES.



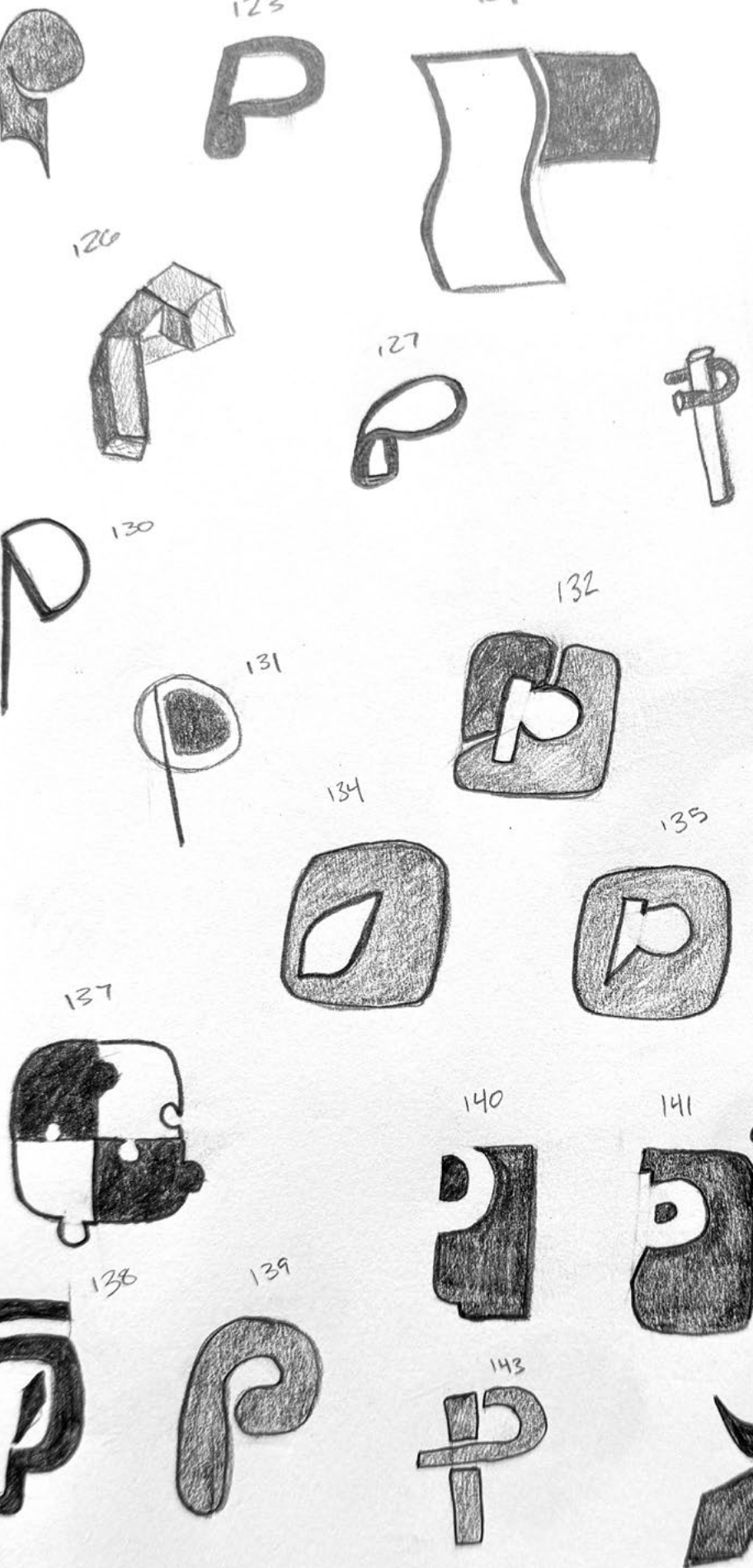


IDENTITY HISTORY



WHERE WE WERE

The icon consists of two elements of a similar structure positioned one in front of the other. From the one hand, these elements can be regarded as two “P’s” (the initials of the organization’s name). On the other hand, it can be a man and a woman. Also, it can be interpreted as a parent and a child. Planned Parenthood has a focus on family planning and reproductive health.



02

LOGO DEVELOPMENT

INITIAL IDEAS

ROUND 1: KEY PHRASES

ROUND 1: LOGO PROCESS

ROUND 1: REFINED SKETCHES

ROUND 2: KEY PHRASES

ROUND 2: LOGO PROCESS

ROUND 2: REFINED SKETCHES

ROUND 3: LOGO PROCESS

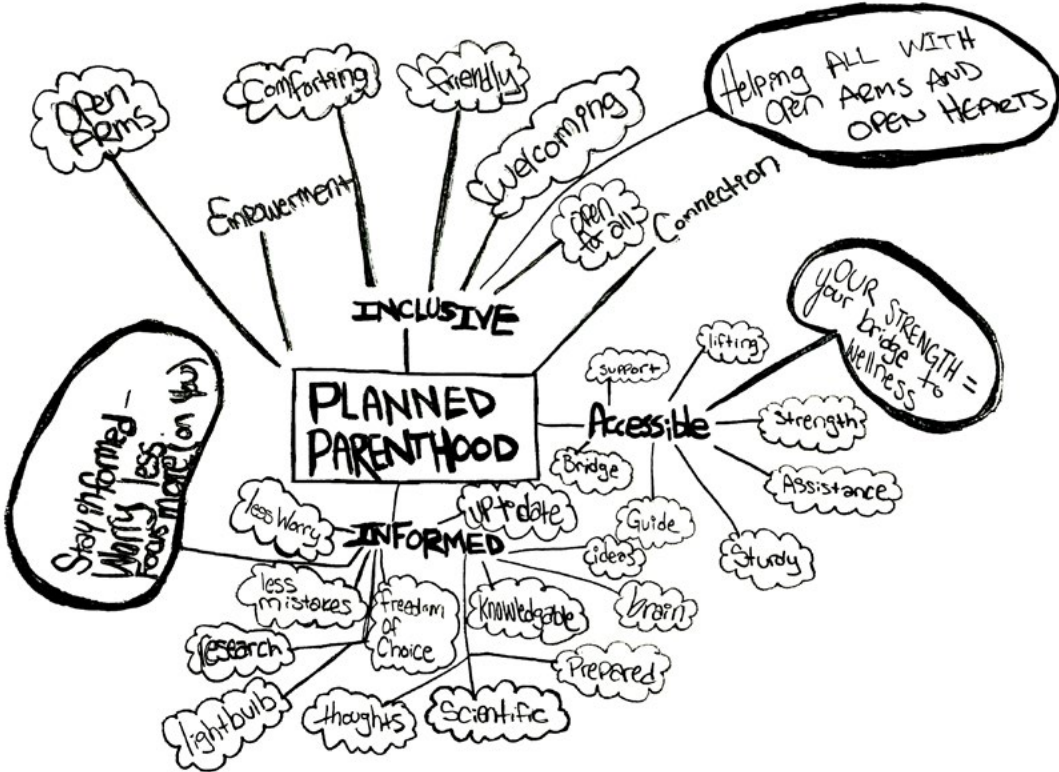
ROUND 3: COMPUTER ROUGHS

IDENTITY FUTURE

INITIAL IDEAS

WHAT ARE THESE INITIAL IDEAS?

The first step to take in a rebrand should always start with a pencil and paper. Writing down any and all ideas that connect together to form a web if inspiration will be a place to pull from when stuck. Earlier ideas can be used throughout the process and it's important to track them—they might be handy later on.



INFORMED

- no research so you don't have to
- Scientifically Proven
- Choices
- Freedom to choose
- Knowledgeable
- Scheduled
- up to date
- less worry
- less mistakes
- Worry less, focus more
- ideas
- lightbulbs
- thoughts
- brain
- prepared

Accessible

- Support
- get where you need to go
- strength
- sturdy
- lifting
- assisting
- bridge
- guide
- our strength = your bridge to wellness

Inclusive

- open for all
- welcoming
- Comforting
- helping all with open arms and open hearts
- friendly
- open arms
- comfortable

PARENTHOOD

- Children
- loving
- tree (family)
- exhausting
- stress
- pressure
- bond
- rewarding
- family
- group
- special

* Connection

- ↳ we connect with each other every day, constantly connected to people
- ↳ Connection as a feeling → security, comfort, peace of mind, not feeling alone

ROUND 1: KEY PHRASES

WHAT IS A “ROUND”?

Each “round” presented throughout the visual research phase showcases the concepts that were built off the best ideas from the previous round. “Round 1” is the starting point where the presented sketches show all of the ideas that came to mind for each of the key phrases, separated into their own sections. This step will be the most broad and serves as the best place to get any and all ideas out onto the paper. The best ideas shown are marked, then refined to showcase the final selections in each section.

“Round 2” will showcase the best ideas from round 1—building upon the refined selections into many more variations to explore. This process of refinement and moving to a new round with evolved ideas and concepts continues until a final selection is chosen and finalized.

WHERE DOES INSPIRATION COME FROM?

Keywords and key phrases are equally important and invaluable steps in the research phase of creating a new identity. These words and phrases provide the foundation for the brand—inspiring each component of an identity, which relates back to the mission statement. The key phrases were derived from our keywords: Informed, Accessible, and Inclusive.

INFORMED

WORRY LESS, FOCUS MORE (ON YOU)

ACCESSIBLE

YOUR BRIDGE TO WELLNESS

INCLUSIVE

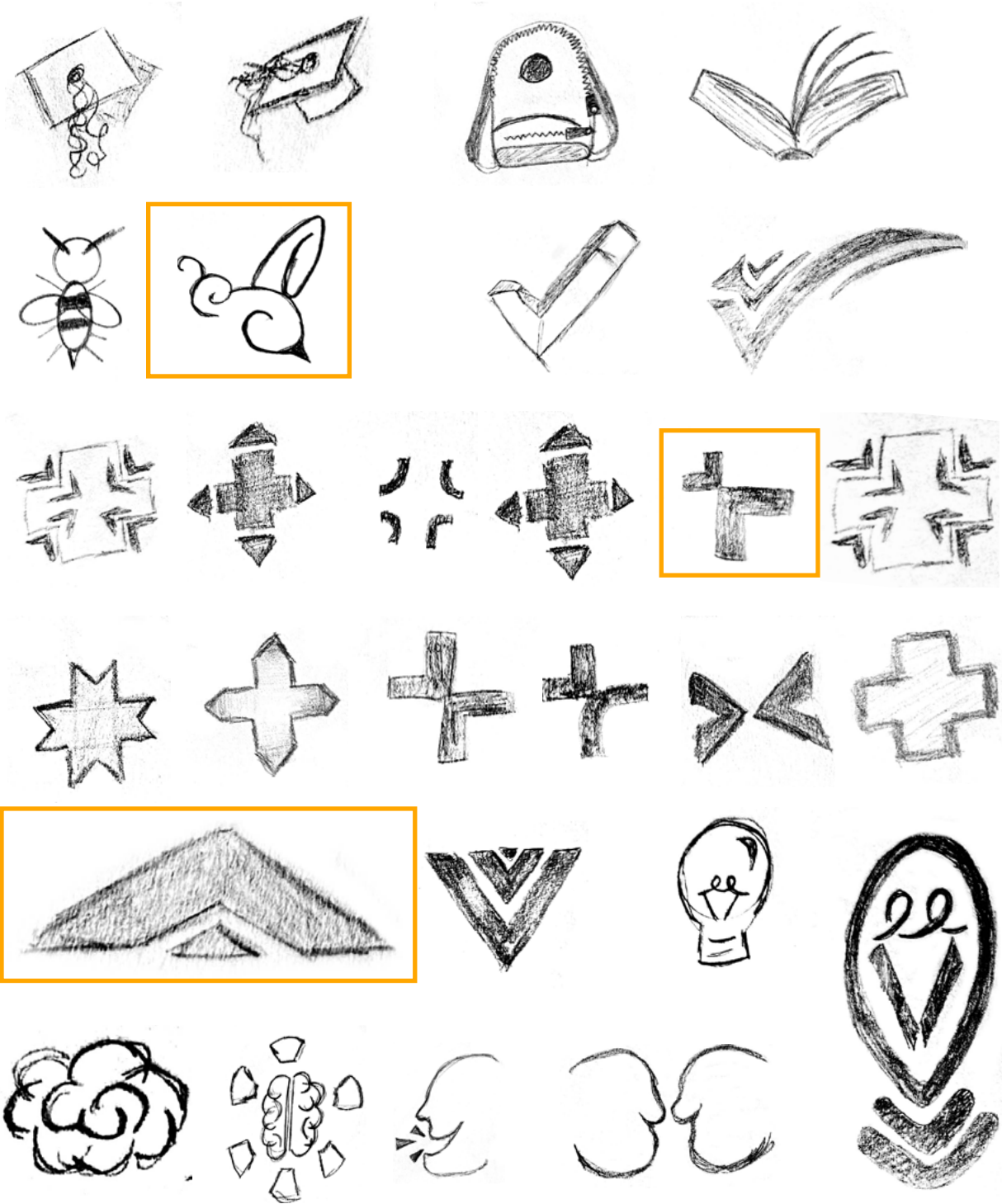
HELPING ALL WITH OPEN ARMS AND HEARTS

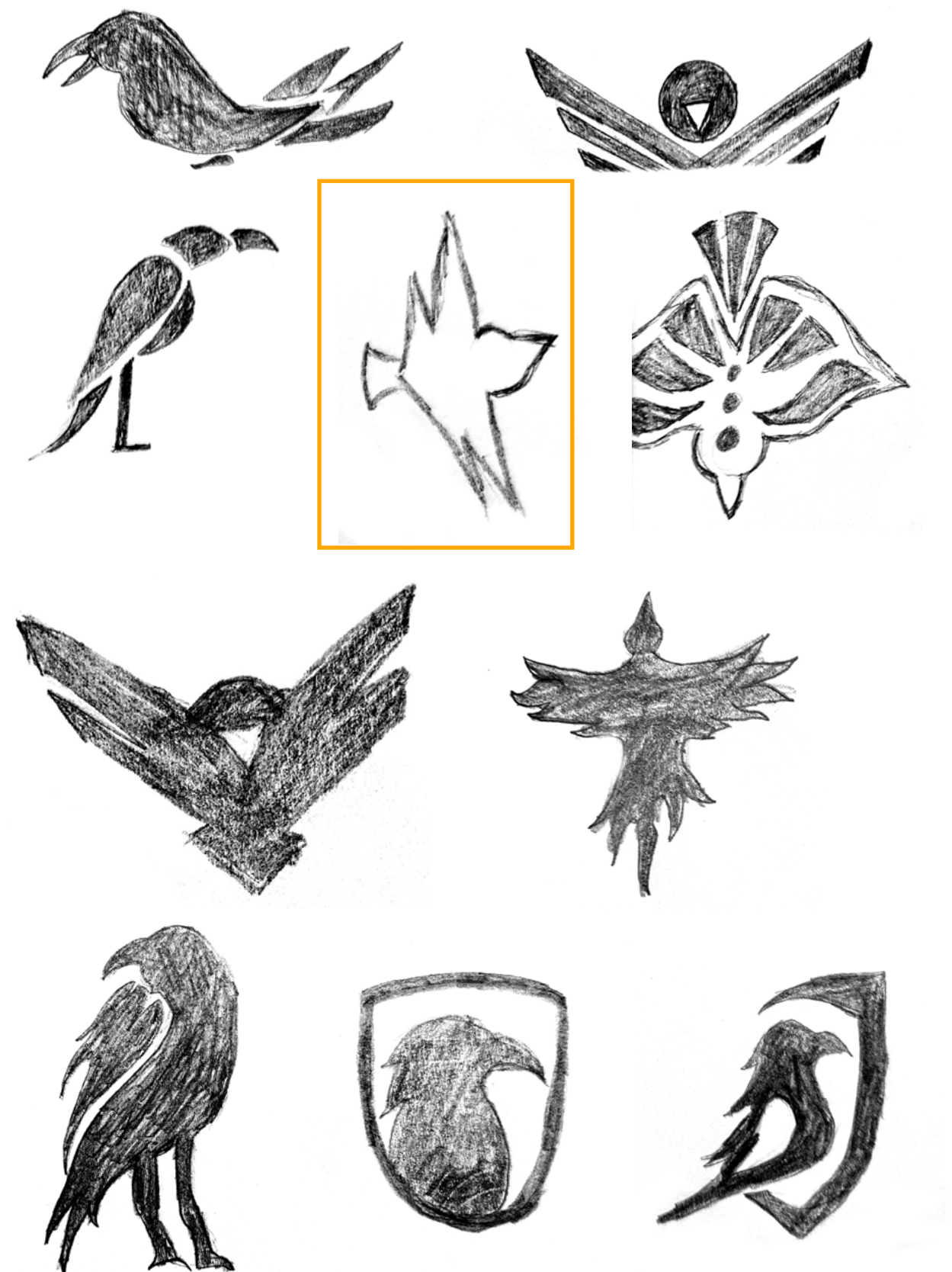
ROUND 1: LOGO PROCESS

KEY PHRASE 1: WORRY LESS, FOCUS MORE (ON YOU)

INFORMED

We aim to take away the mental burden people have when it comes to their health. We will focus on your health so you can focus on other things. Someone who is informed has been given relevant and accurate information that enables them to make well-informed decisions with a comprehensive understanding. We aim to provide this information to people so they can worry less about the research and focus more on themselves and how they want to move forward in different aspects of their lives. The following sketches have been inspired by the key phrase developed from the keyword "Inspired".





PLANNED

planned
livelihood

PLANNED

planned

PLANNED

PLANNED

PLANNED

PLAN

planned

planned

PLANNED

PLANNED

PLANNED

PLANNED

planned

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planned

PLANNED

PLANNED

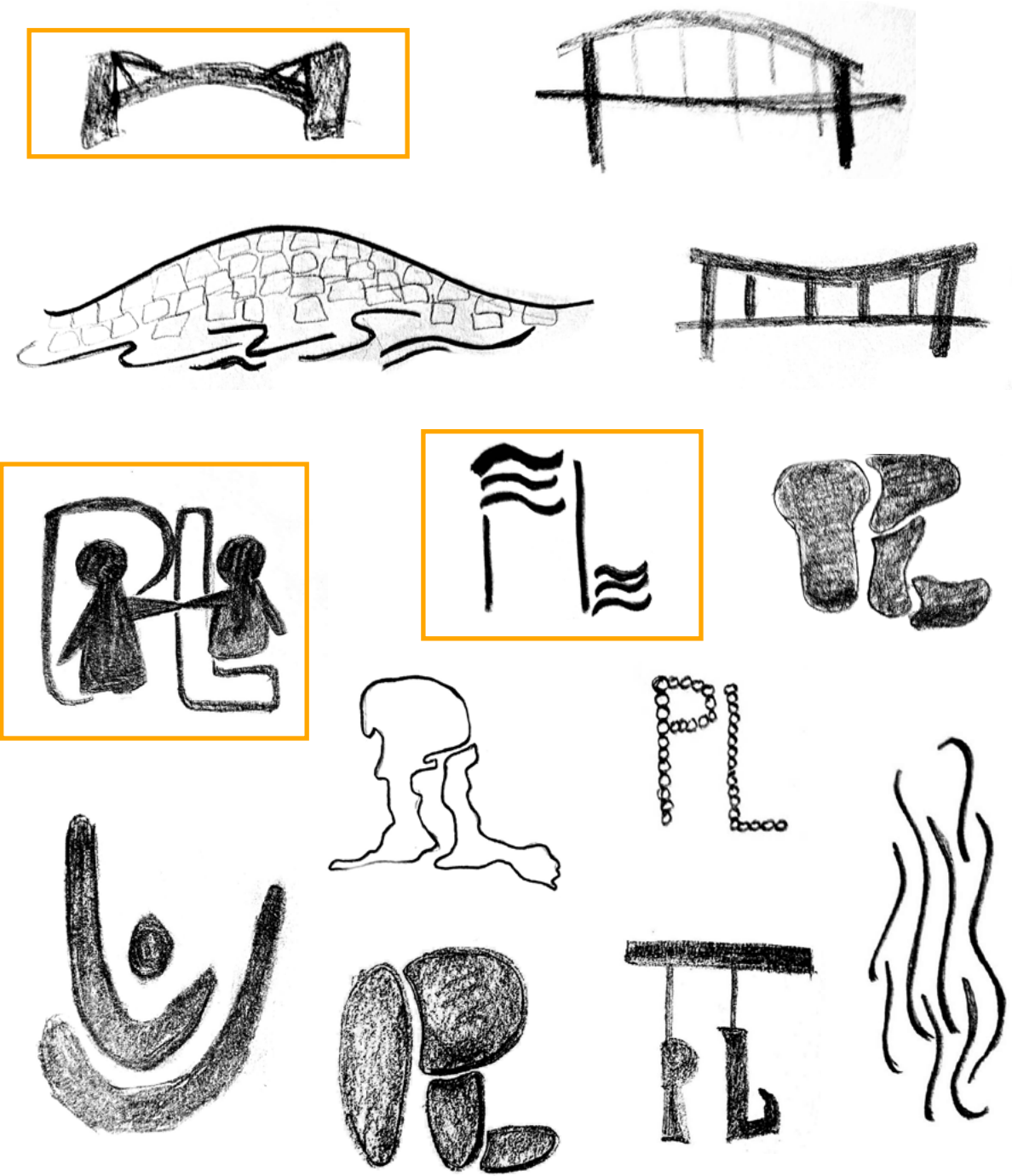
PLANNED

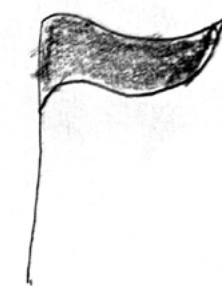
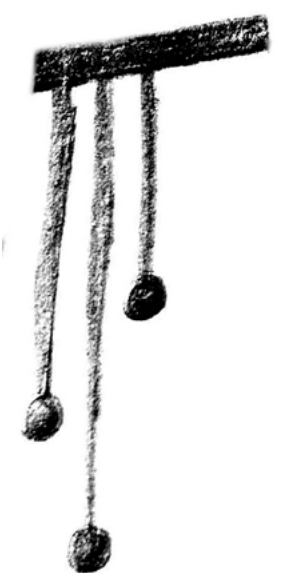
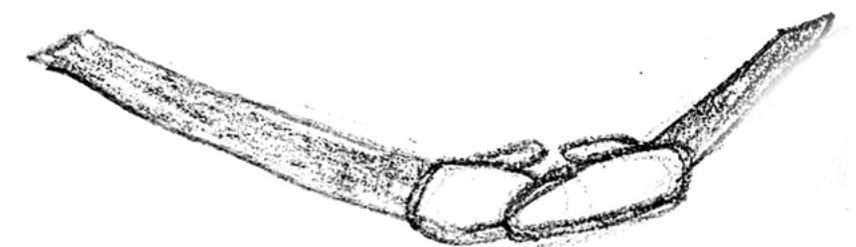
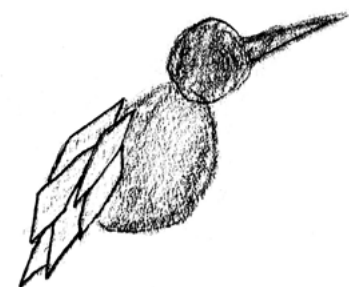
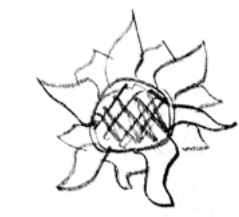
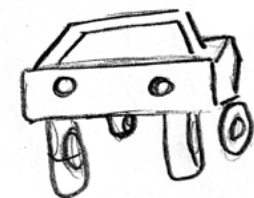
ROUND 1: LOGO PROCESS

KEY PHRASE 2: YOUR BRIDGE TO WELLNESS

ACCESSIBLE

Health and overall wellness are 2 of our focuses that allow us to help you cross that bridge to live the life you choose to live. We aim to promote the idea of making things available and usable to the widest possible range of individuals. We support people of all backgrounds and work hard to ensure people have access to the support they need when they need it without worry.





PLAN PLANNED

PLAN

THINK

PLANNED

PLAN
NEED

PLAN

planned

PLANNED
LIVELIHOOD

PLANNED

PLAN

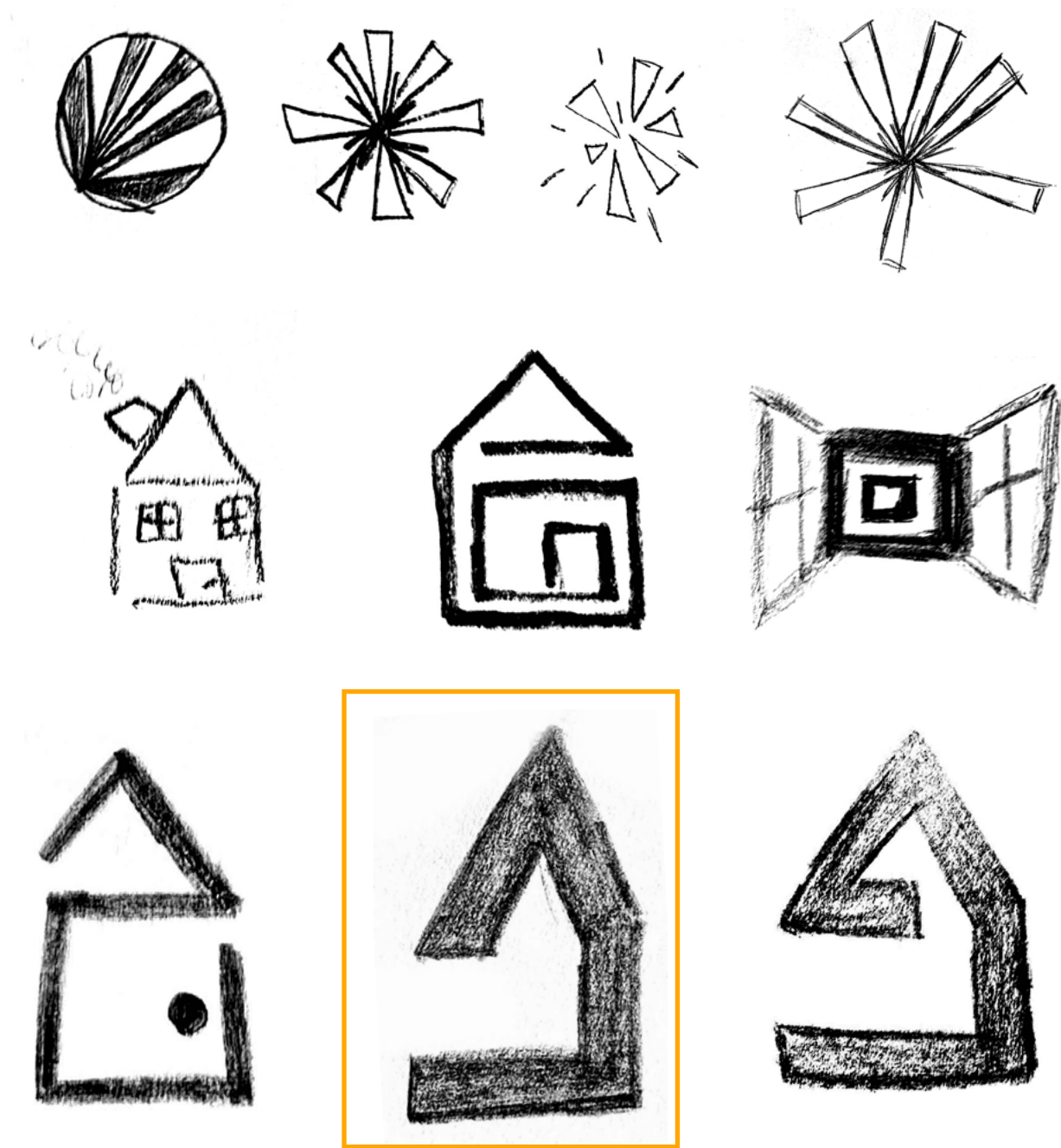
PLANNED

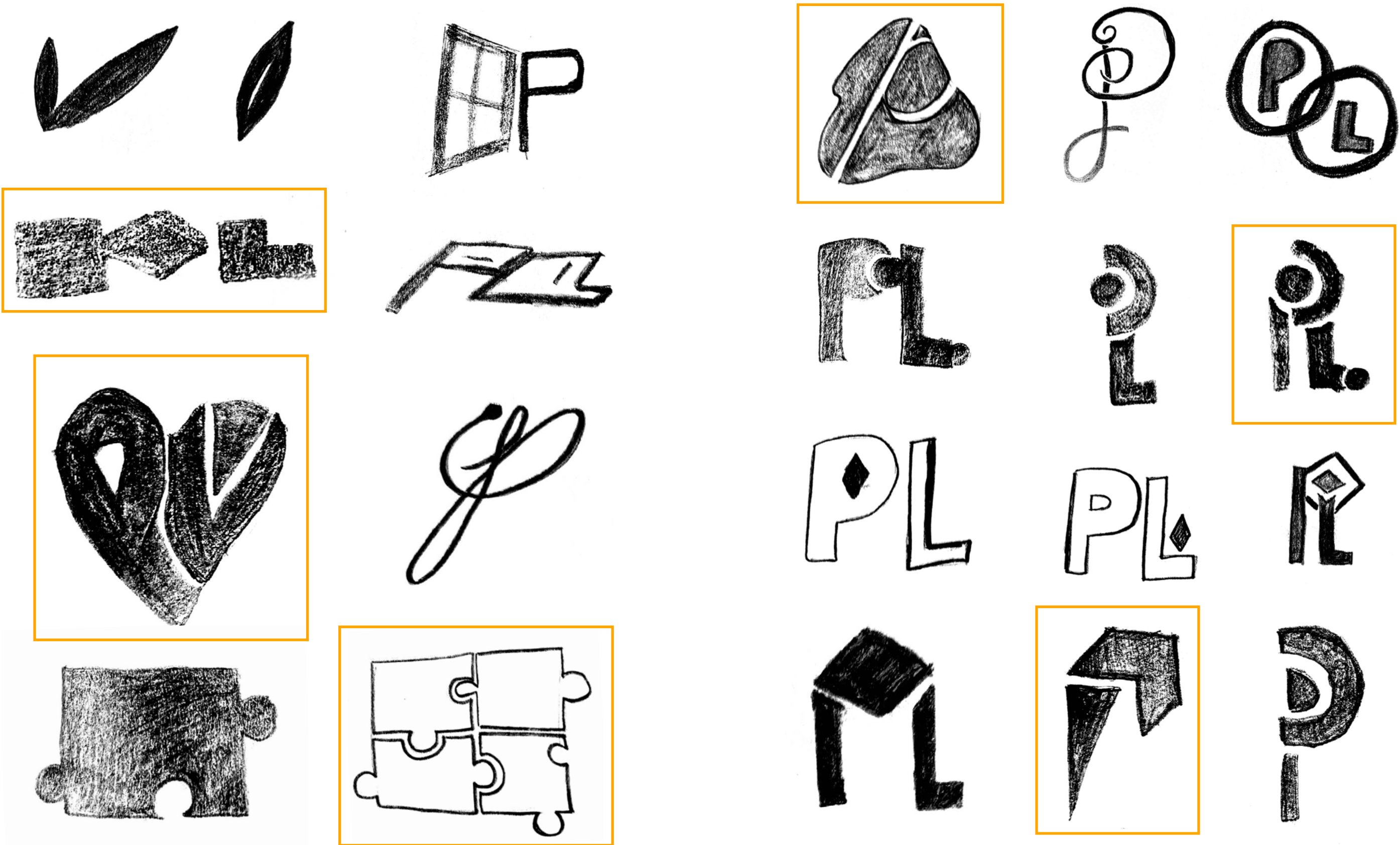
ROUND 1: LOGO PROCESS

KEY PHRASE 3: HELPING ALL WITH OPEN ARMS AND OPEN HEARTS

INCLUSIVE

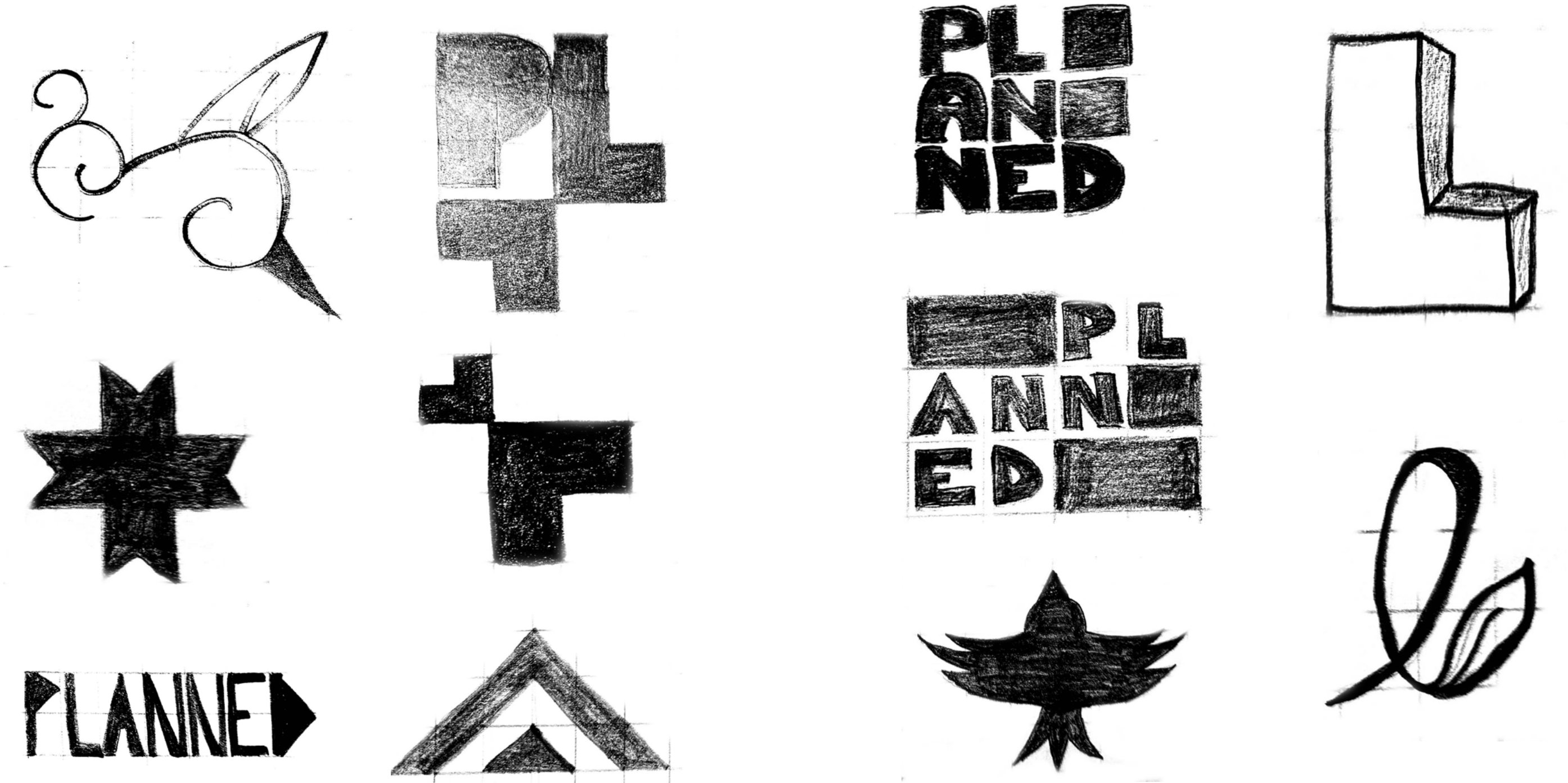
Our goal is to be prepared to help guide any person, regardless of background, financial stability, sexual orientation, or choices they make for themselves. We are here for everyone and want to help them live the lives they choose to lead. In an inclusive environment, everyone feels valued, respected, and welcomed. We aim to foster a sense of belonging and equal opportunity for people of all backgrounds, sexual orientations, and circumstances to ensure they are treated justly.



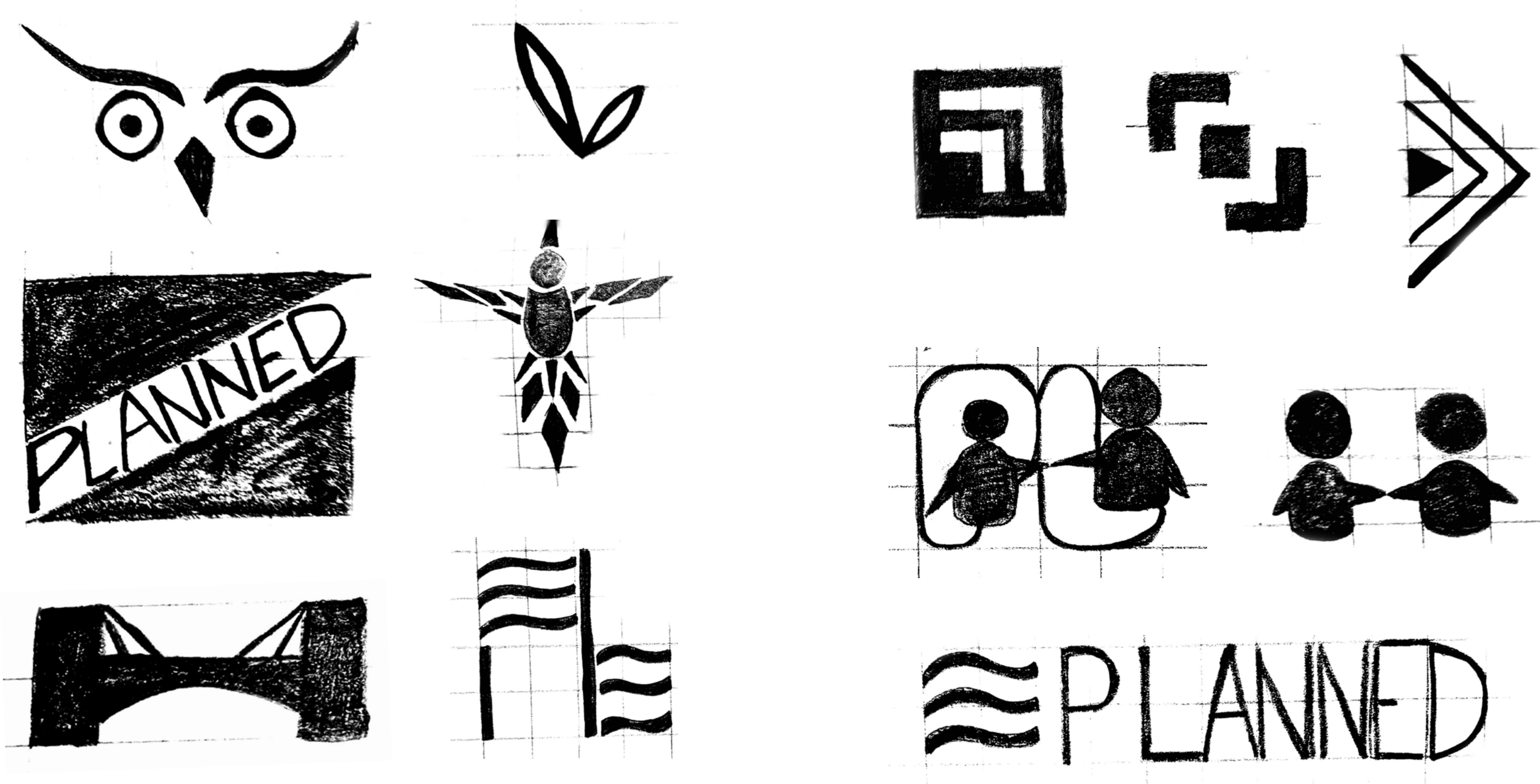




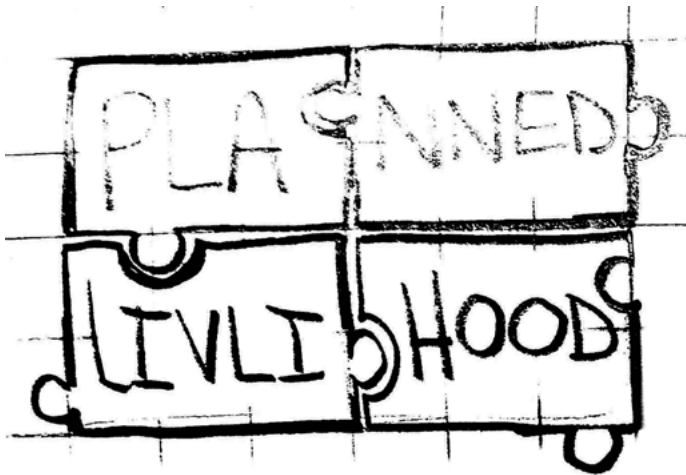
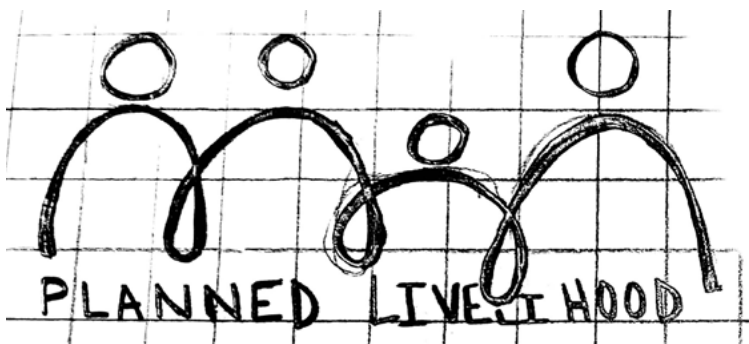
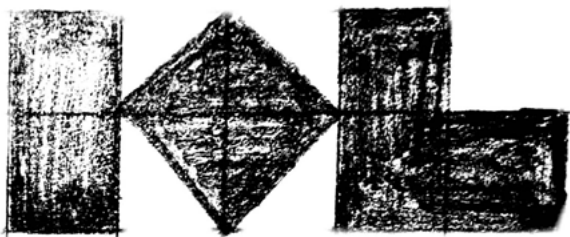
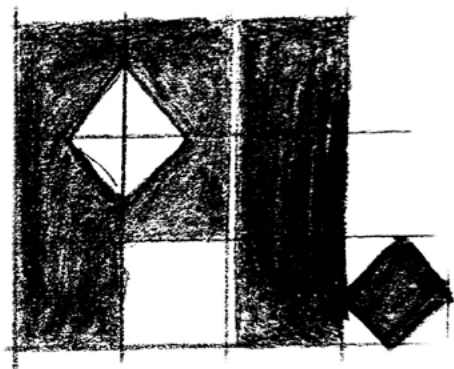
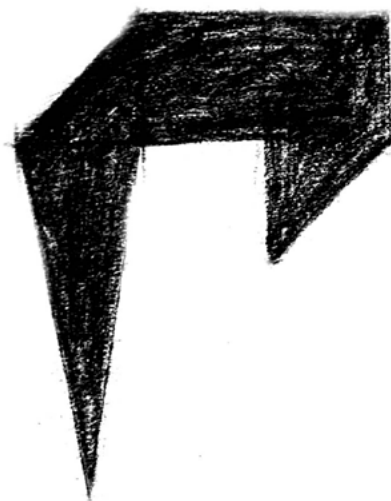
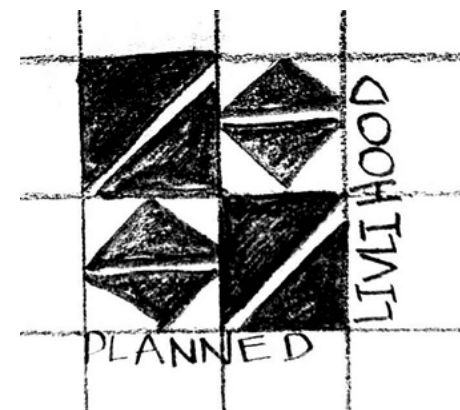
ROUND 1: REFINED SKETCHES—INFORMED



ROUND 1: REFINED SKETCHES—ACCESSIBLE



ROUND 1: REFINED SKETCHES—INCLUSIVE



ROUND 2: KEY PHRASES

WAIT, WHY A ROUND 2?

Key words and phrases are constantly evolving throughout the research and developmental stages of creating an identity. With new ideas comes new words and phrases that better capture the spirit of the mission statement. By combining the ideas behind the previous key phrases (Informed, Accessible, and Inclusive) new words and phrases begin to form.

EMPOWERED

A SOLID FOUNDATION FOR PEOPLE TO
MOVE FORWARD—TOWARDS THE PATHS
THEY CHOOSE.

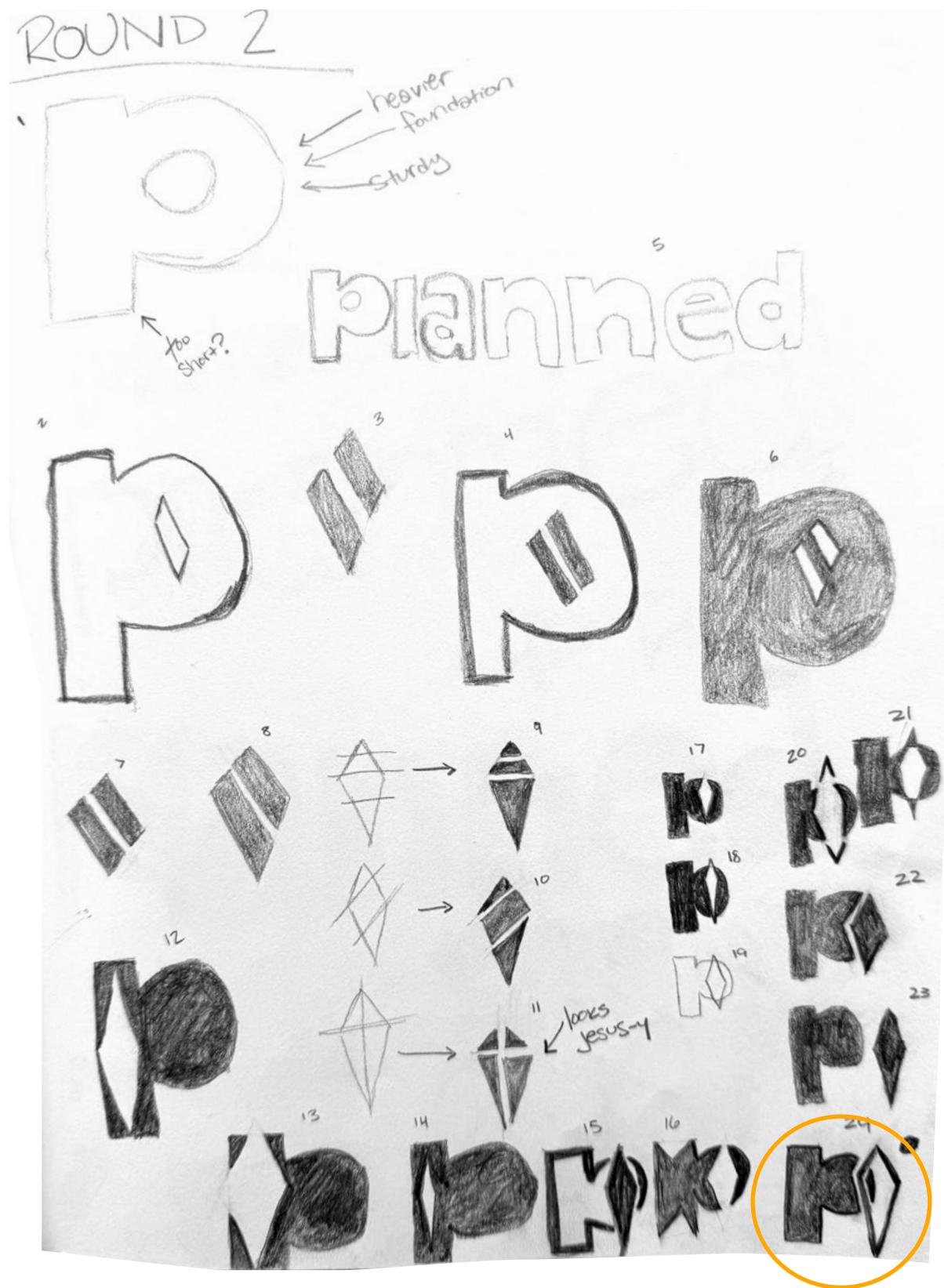
ROUND 2: LOGO PROCESS

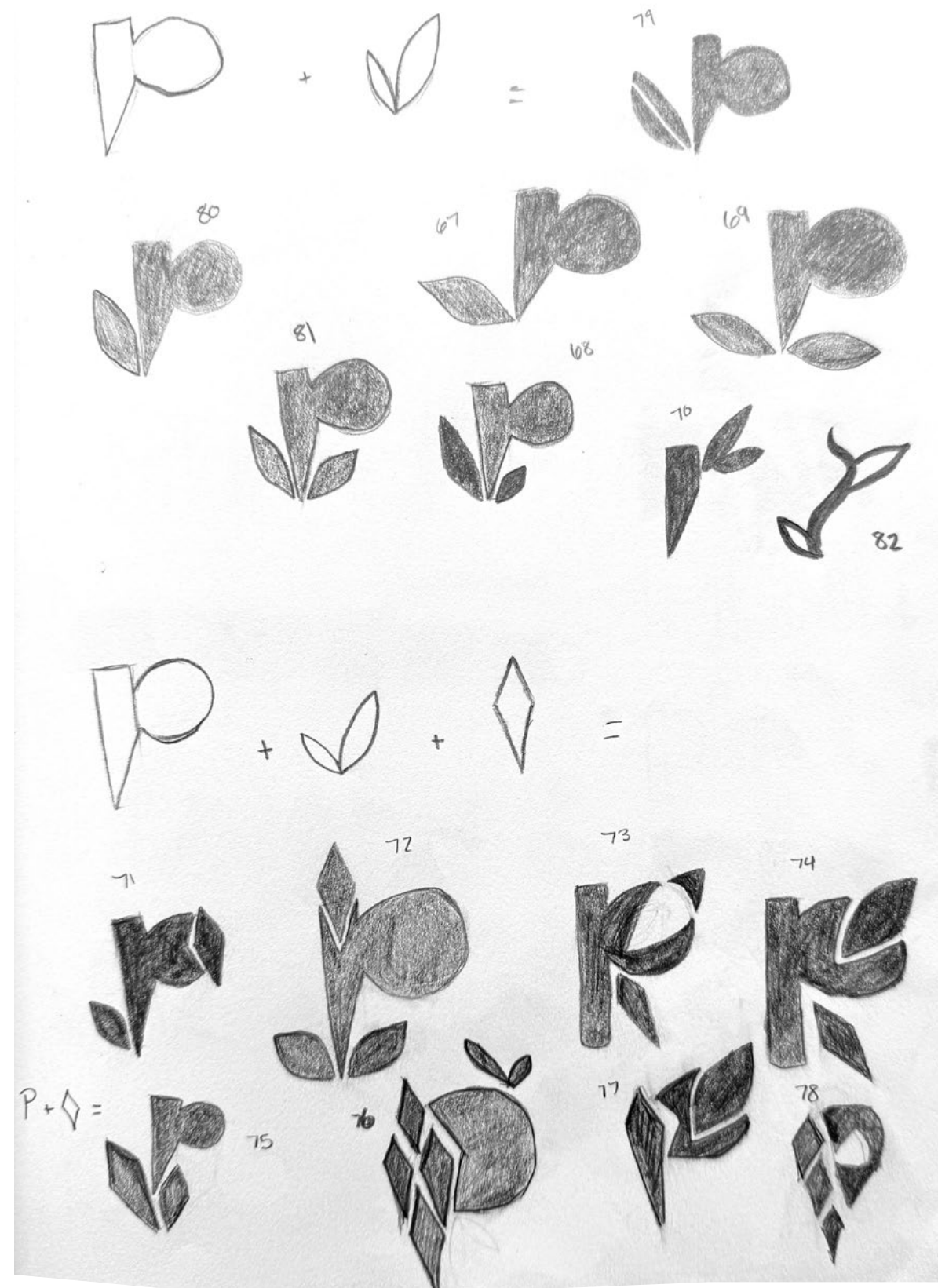
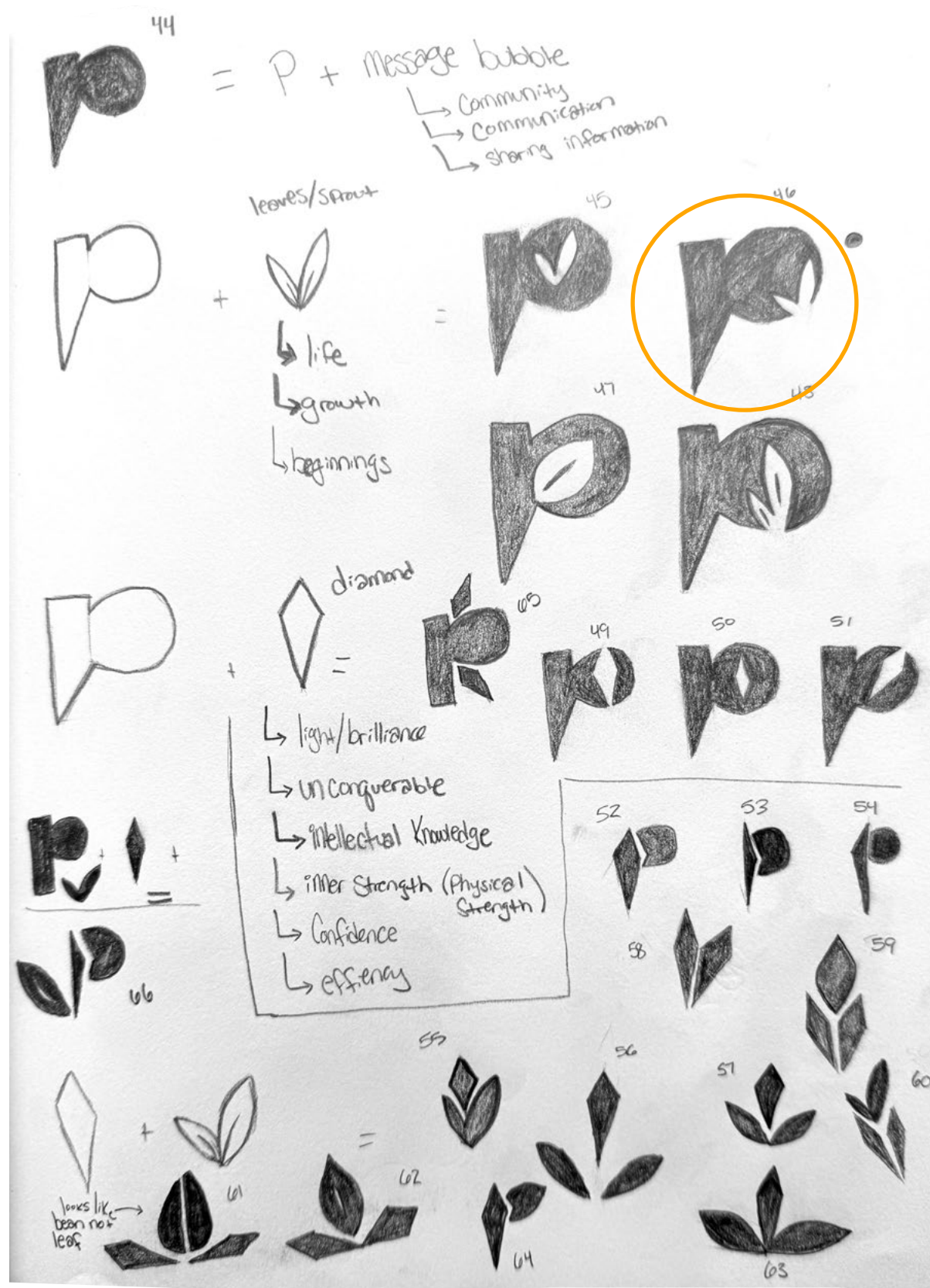
NEW KEY PHRASE:

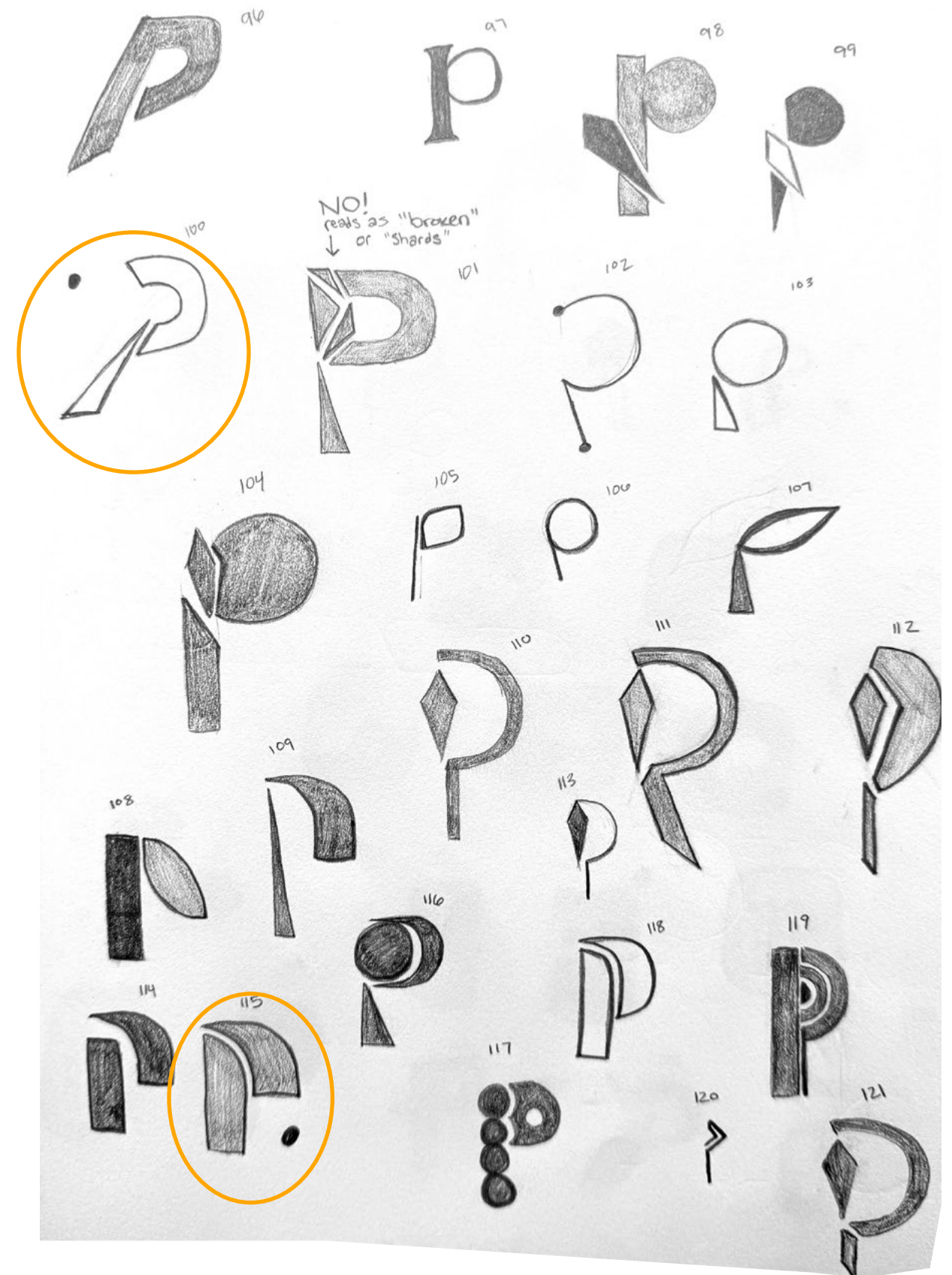
A SOLID FOUNDATION FOR PEOPLE TO MOVE
FORWARD, TOWARDS THE PATHS THEY CHOOSE.

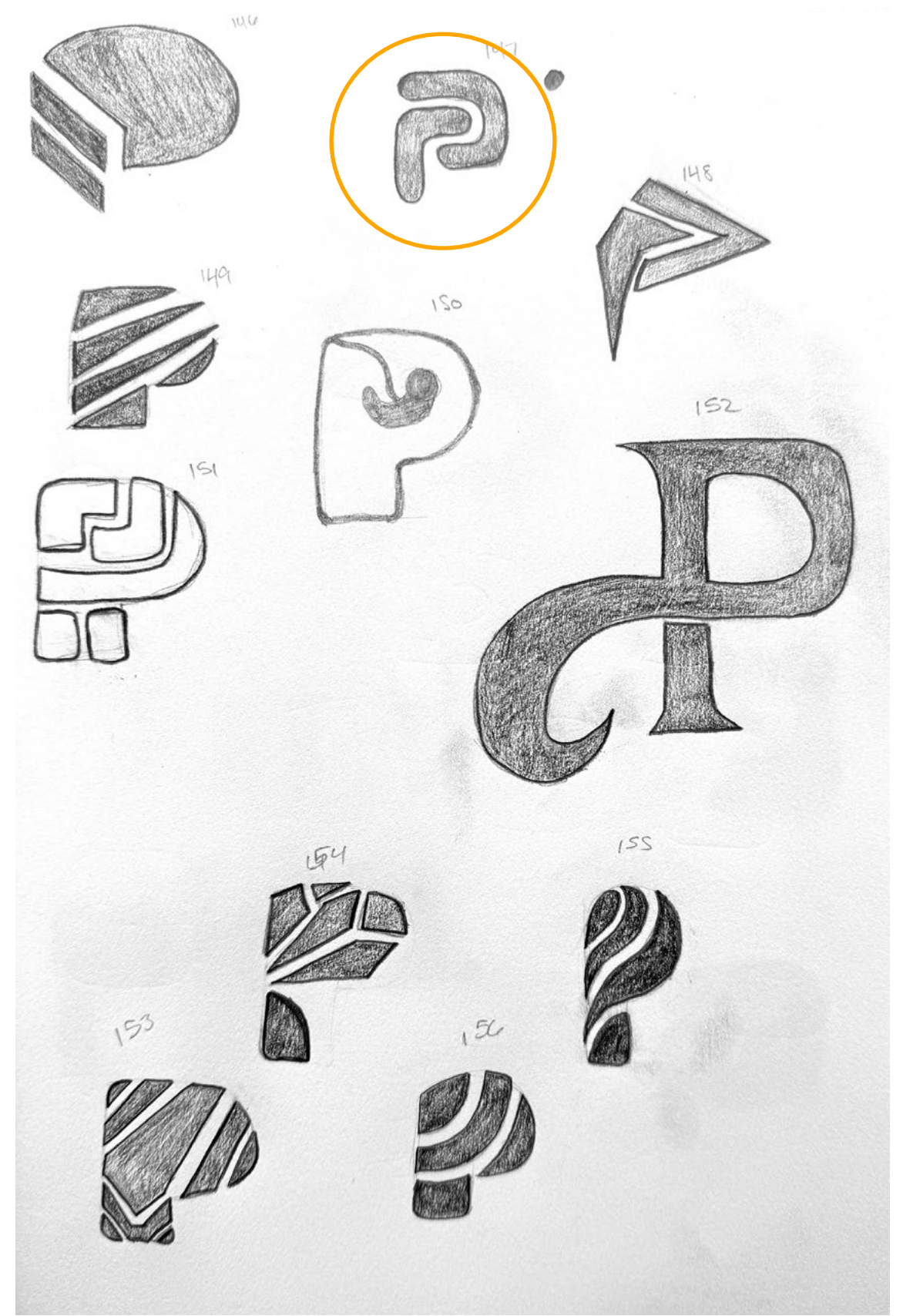
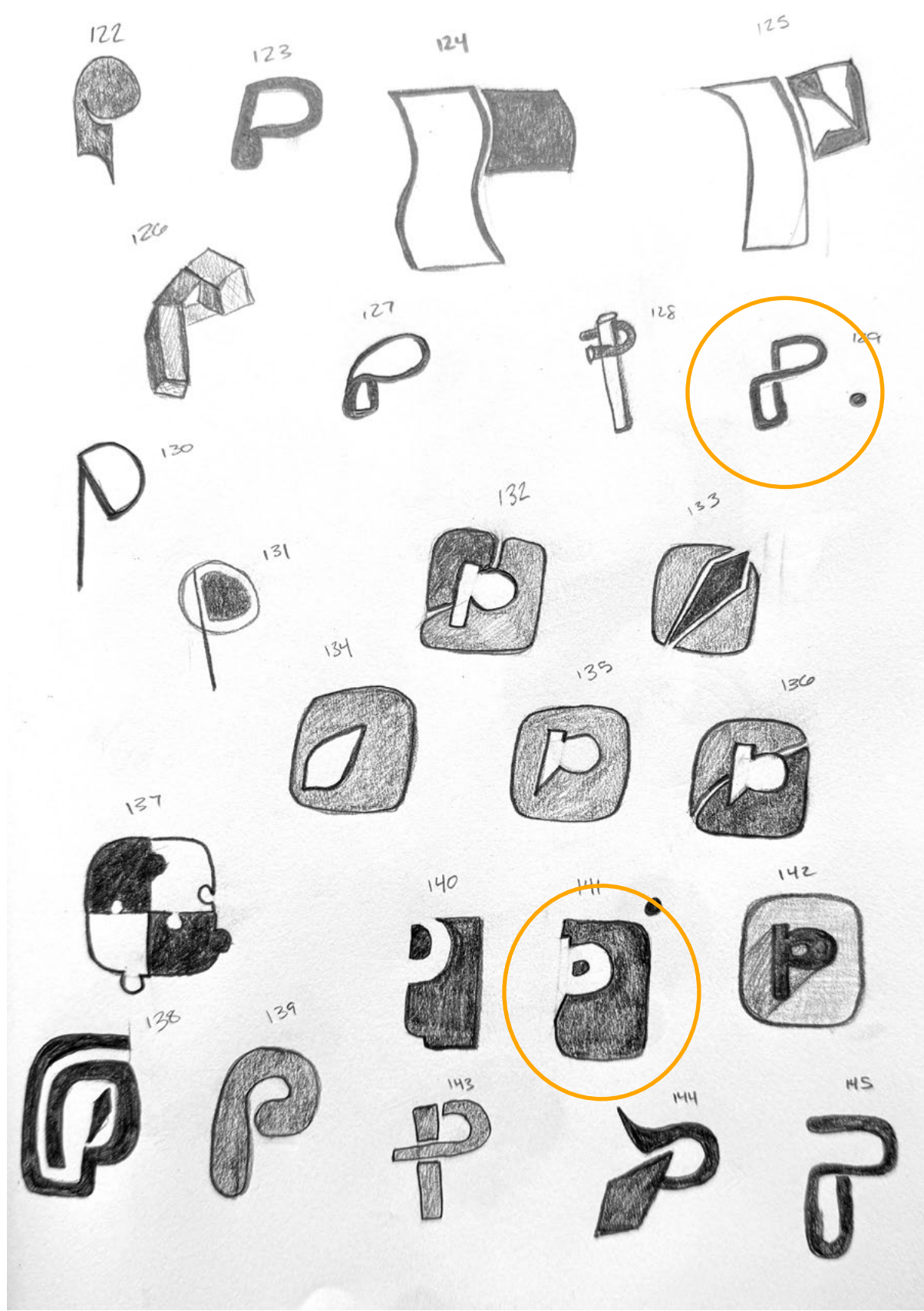
EMPOWERED

Empowered is a combination of "informed" and "strength". Round 1 was a blank canvas to start exploring all the possibilities this could go. Round 2 is a combination of all the best ideas, but has been refined to better visually express our core beliefs.

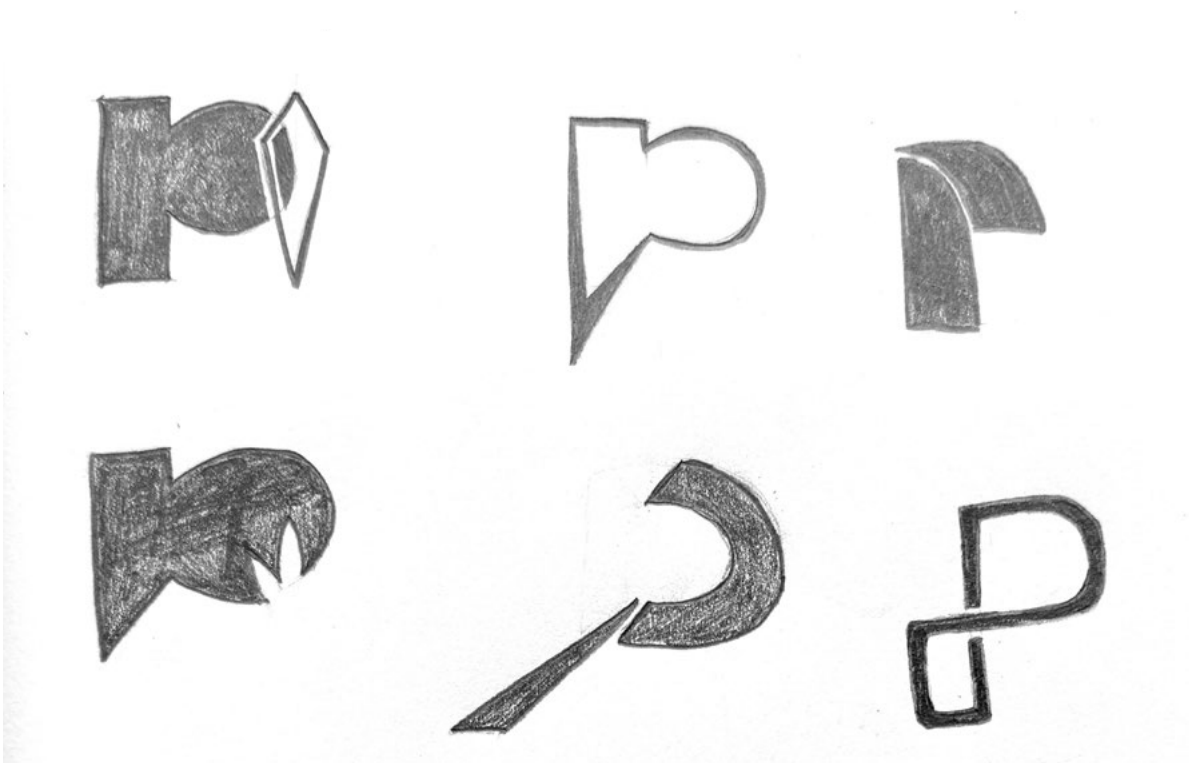
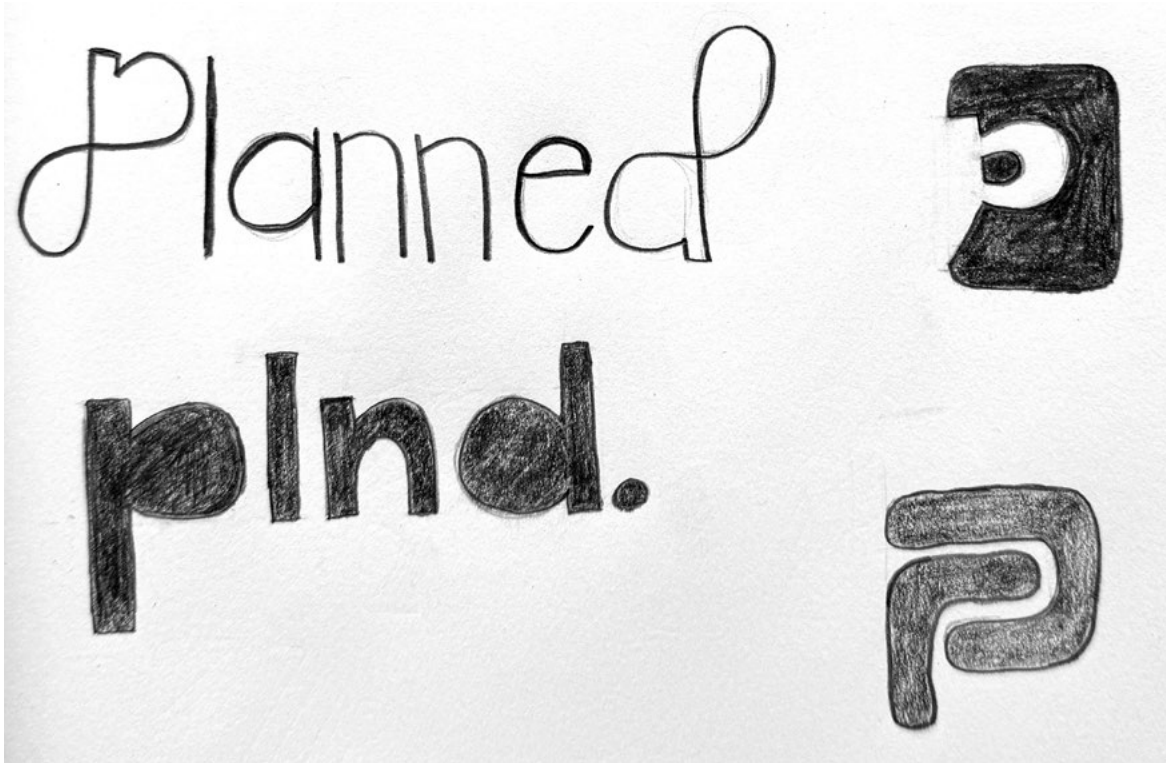








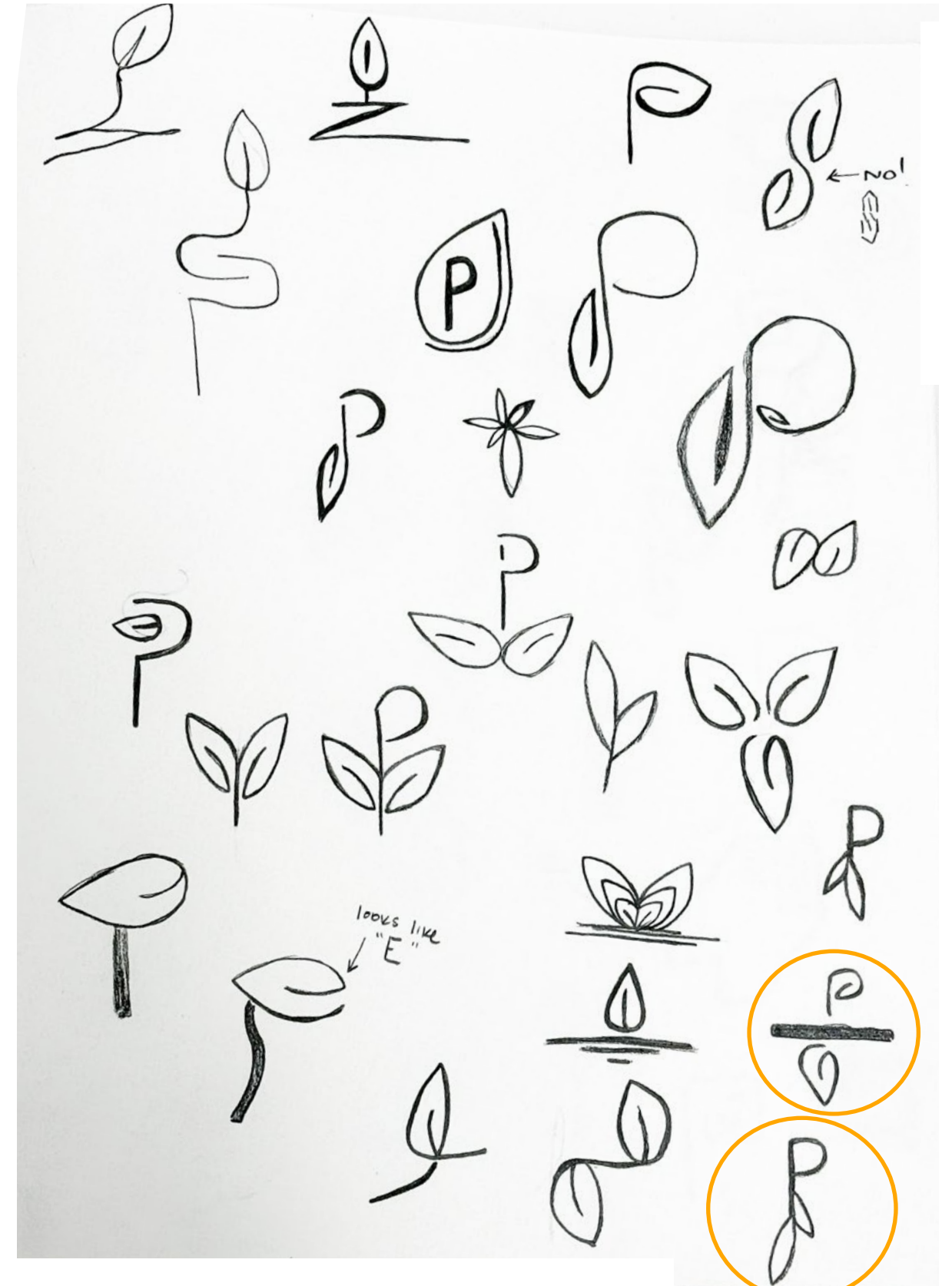
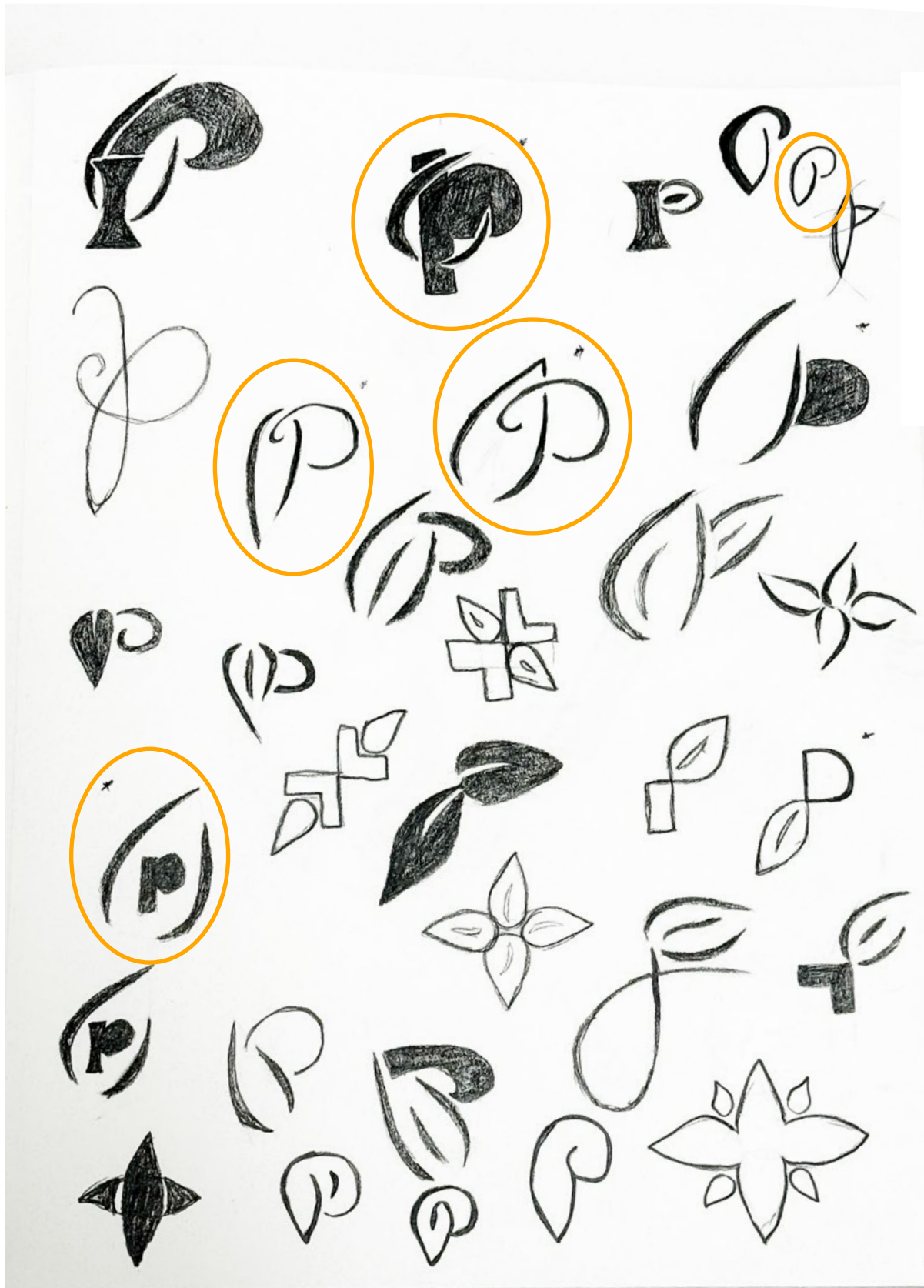
ROUND 2: REFINED SKETCHES—EMPOWERED

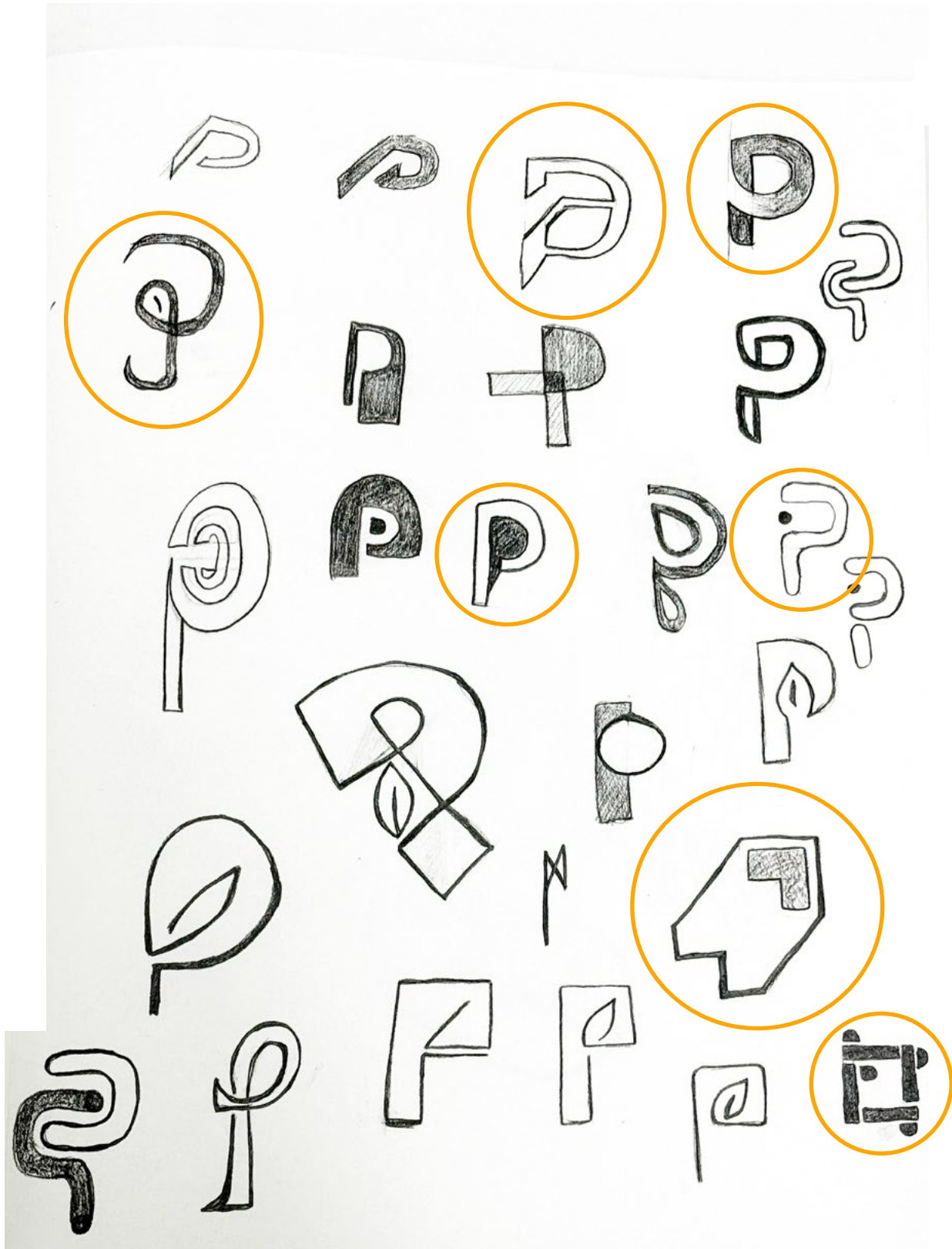


ROUND 3: LOGO PROCESS

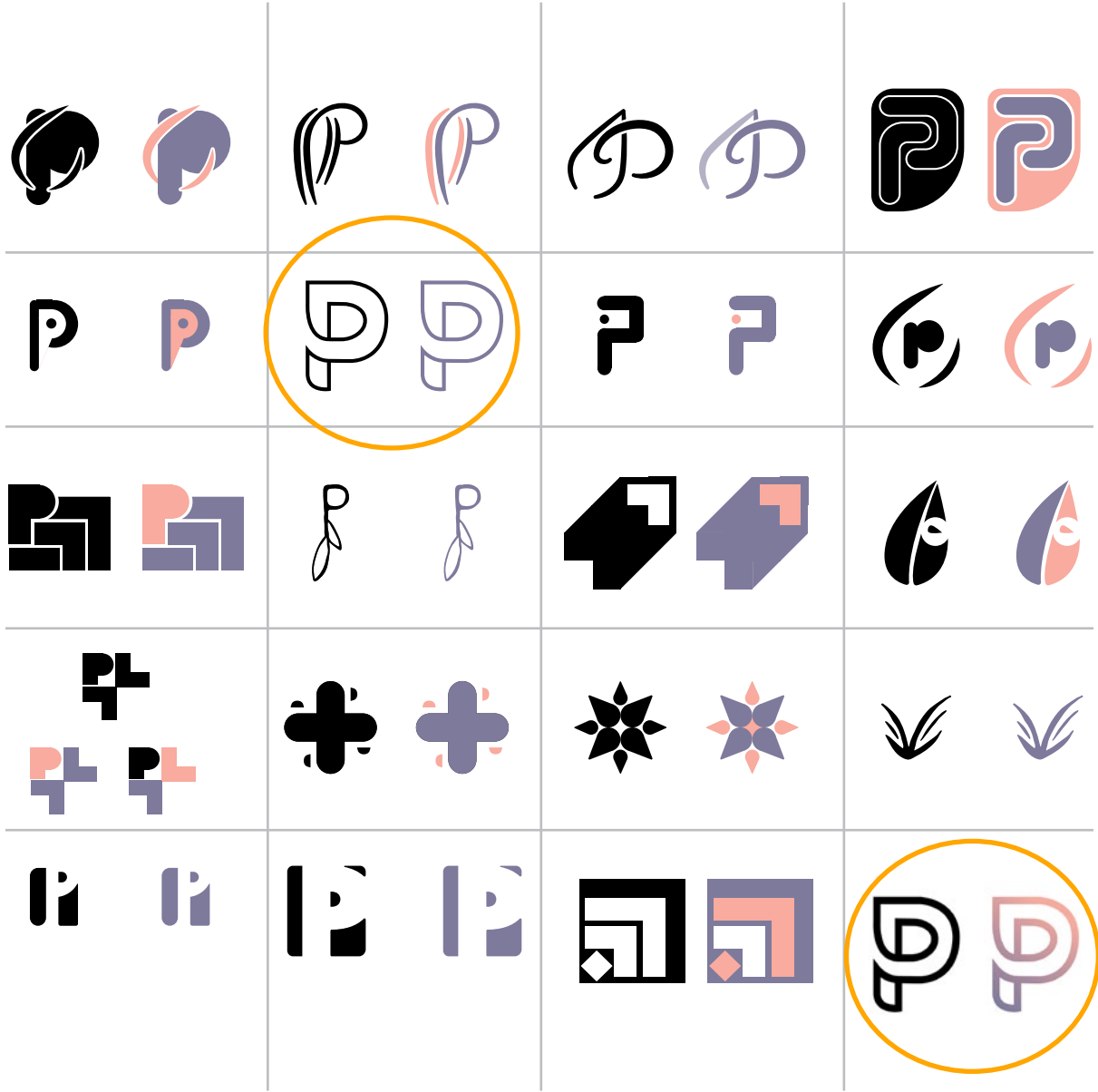
WE DON'T SLEEP UNTIL WE ARE DONE.

Entering into round 3, the best sketches from round 2 have been refined and flushed out into more hand-drawn ideas. These ideas were then further explored and brought to the computer. The beginning of the computer roughs are starting to form.





ROUND 3: COMPUTER ROUGHS



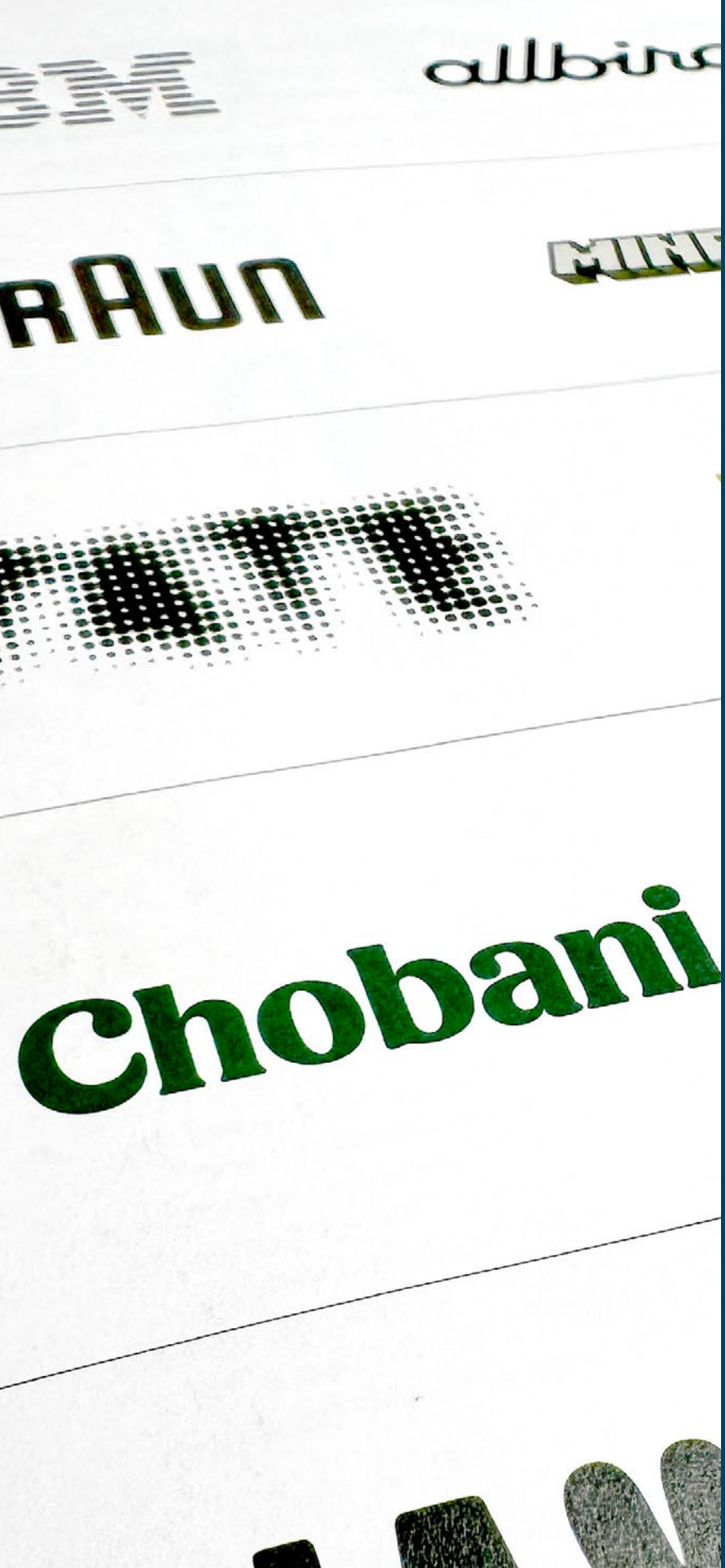


IDENTITY FUTURE



WHERE WE ARE GOING

We are introducing Planned, a sister company to Planned Parenthood that encompasses the different areas in life we plan for. We aim to signify strength, information, accessibility, inclusiveness, and empowerment for all people to feel free to make choices for their lives.



03

VISUAL INSPIRATION

INTRODUCTION

ANALYSIS OF INSPIRATION

LOOK ALIKE LOGOS

INTRODUCTION

VISUAL GUIDE INSPIRATIONS

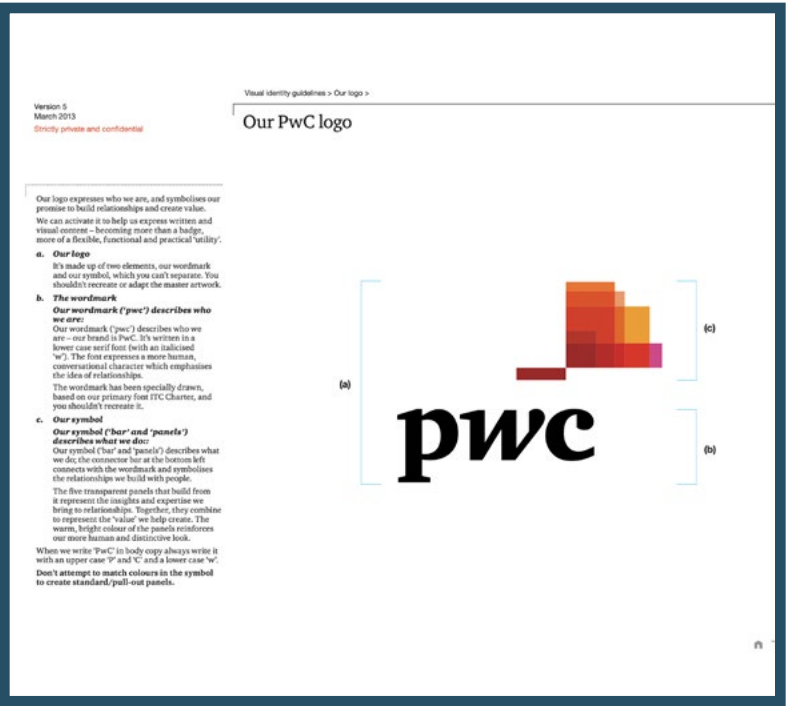
Visual research is an important step when developing a brand. A visual guide helps to better communicate a brand's visual standards to those looking to understand the decisions a brand makes regarding how their identity is used. Every brand has its own rules as to why and how their visual standards are to be used as well as clearly stated rules regarding how not to use their visuals. In this section, we will analyze existing examples for visual standards as a way to draw inspiration for this brand's growth and development. Through this research, we aim to strengthen our own visual guides.

ANALYSIS OF INSPIRATION



1: NEW IDENTITY INTRODUCTION - VM WARE

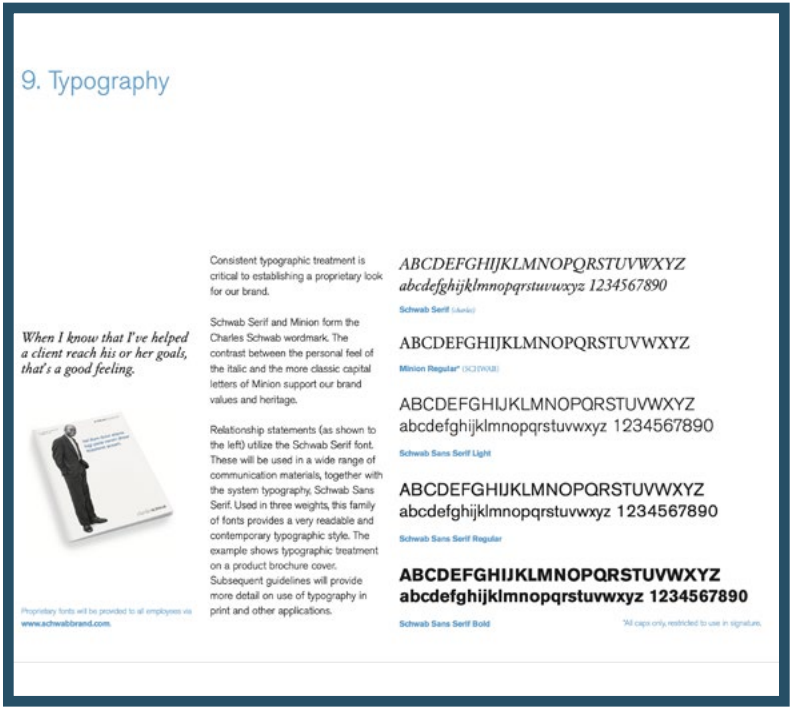
VMware addresses its past in order to set a foundation for the future. They explain that they wanted to match the new tone they've grown into so they can accurately reflect their values and characteristics.



2: LOGO ANATOMY - PWC

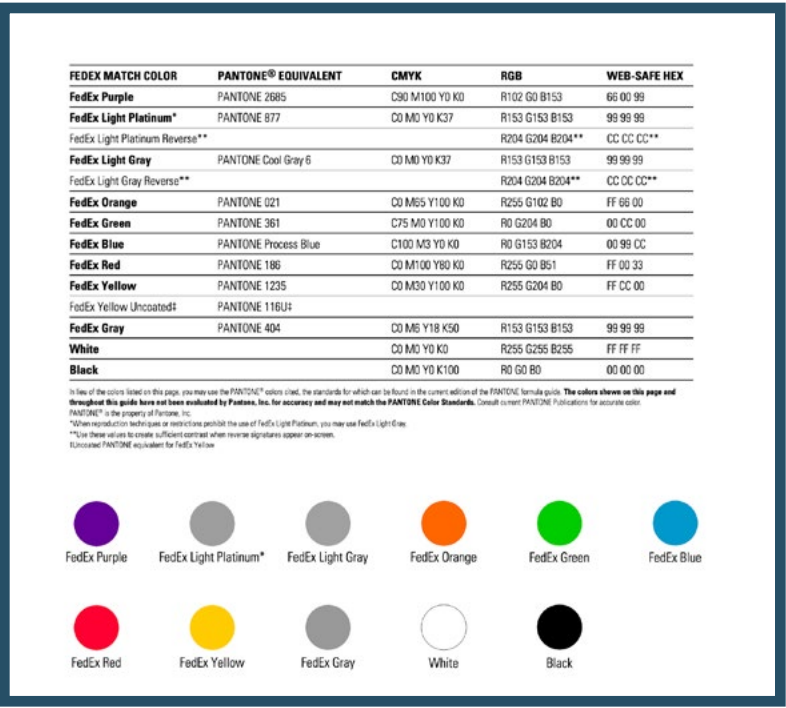
PwC provides a thorough explanation of what each part of their logo is and what it represents. They call out that it is a combination of a wordmark and a symbol and provides a detailed analysis for what they stand for.

ANALYSIS OF INSPIRATION



3: TYPE SPECS - SCHWAB

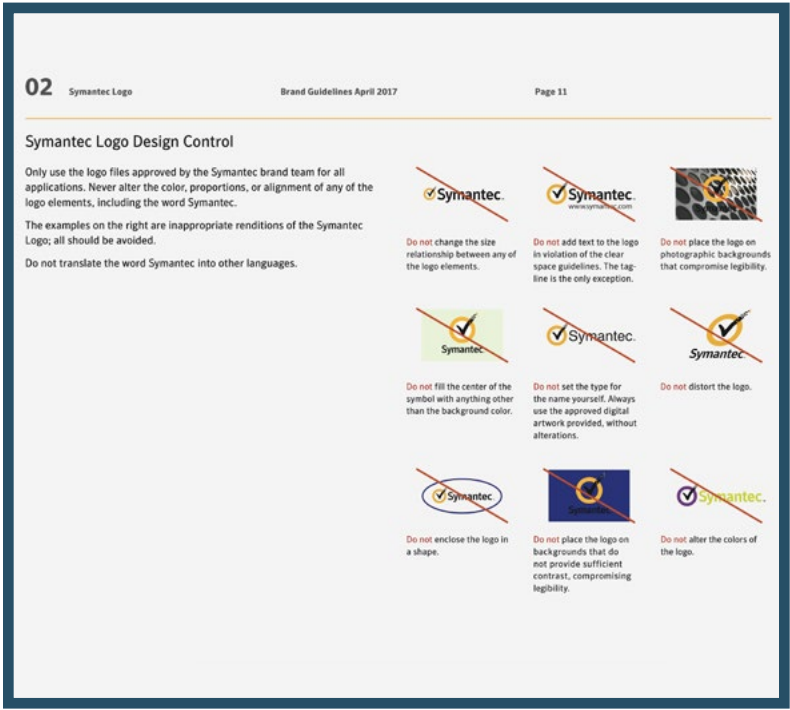
Schwab provides the typefaces they utilize, as well as the weights and treatments the typefaces can be used. They explain why, how, and when to use each one to keep the branding consistent across the vast aspects within the brand.



4: MAIN ID COLORS - FED EX

FedEx provides a thorough color guide that includes the Pantone, CMYK, RGB, and HEX colors for each of the colors they utilize within the brand. They go on to explain how each color is to be used to maintain a consistent visual standard across all of their factions.

ANALYSIS OF INSPIRATION



5: LOGO DON'TS - SYMANTEC

Symantec provides a detailed guide on how not to use their logo to ensure consistency. They explain that their logo should never be altered to other colors or shapes, as well as the different background that are not allowed to be used underneath.



6: ALTERNATE VERSIONS OF THE LOGO - DEVON

Devon kept their alternates simple and explain that the logo is available to use in two-color and one-color versions and give us a visual example on the correct usages as well.

LOOK ALIKE LOGOS

DOES THIS ALREADY EXIST?

Throughout the initial stages of logo creation, a lot of styles and ideas come out to play. Once those ideas get more refined and developed, they begin to resemble the final result. It is important to research existing logos that could be similar because nobody wants to put in all that work to find out that logo already exists. These logos are similar in idea and will serve as a visual example of what not to do while fine-tuning the final logo.



LOOK ALIKE LOGOS

LOGOS WITH LEAVES

1. Adidas: Known as the "Trefoil" logo, symbolizes the three pillars of the brand: performance, style, and authenticity.
2. Air Canada: The red maple leaf is a symbol commonly associated with Canada, representing their identity as the flag carrier airline of Canada.
3. Greenleaf Kitchen & Cocktails: Contains a 4-leaf plant with a knife and fork that replaces the "a" in "Greenleaf".
4. Maple Leaf: The maple leaf is a central symbol that represents the company's Canadian heritage and its commitment to providing quality food products.
5. Nature's Path: Nature's Path's logo incorporates a green, leafy design with the company's name displayed within.
6. The Body Shop: The leaf logo is a symbol of The Body Shop's dedication to sustainability, biodiversity, and community trade.
7. Timberland: Timberland's logo includes a silhouette of a tree, with leaves subtly represented in the branches.
8. Tropicana: Features a stylized orange with a green, leafy crown at the top. The leaf symbolizes the natural and fresh qualities.
9. Faithful to Nature: Represent their commitment to environmentally sustainable and natural products.
10. Whole Foods: A stylized leaf was added to the "o" having it resemble an orange with a stem and leaf. This ties into their health food persona.
11. Betula Restaurant: Depicts a more detailed leaf with the veins showing. It signifies the fresh ingredients that are used.



LOOK ALIKE LOGOS

LOGOS WITH A "P"

1. Pinterest: Features a stylized letter "P" enclosed within a red square. The red square represents the platform's pinboard-like interface.
2. P&G: A simple and distinctive representation of the company's identity
3. Panasonic: A bold, uppercase font, typically rendered in blue.
4. Prodigy: Lowercase letters, rendered in a friendly and approachable font
5. PayPal: Two overlapping, lowercase "P" letters in a blue color in a custom, rounded font creating a sense of movement and flow. Symbolizes the ease and convenience of PayPal's online payment services.
6. Polytron: The "P" is often depicted with angular lines, giving the logo a tech-inspired appearance.
7. PlayStation: The "P" is often depicted with a slanted line cutting through the loop, creating a dynamic and modern appearance.
8. Peppermill Casino: The "P" is often designed using custom typography that reflects the brand's sleek and modern identity.

1



2



3



4



5



6



7



8



LOOK ALIKE LOGOS

LOGOS WITH A "+"

1. American Red Cross: A simple yet powerful symbol recognized world-wide. A bold, equal-armed cross with arms of equal length.
2. Ion Television: Rendered in a modern, sans-serif font and are often depicted in a shade of blue or teal.
3. Paramount+: Uses a custom, bold font. The "+" symbol is often stylized with rounded edges and is slightly larger than the letters, drawing attention to it as a focal point of the logo.
4. Google+: Consists of the lowercase letter "g" with a plus sign ("+") symbol, forming a stylized "g+" combination.
5. Plus: The word "Plus" works in tandem with a rectangle divided into 4 sections. The bottom right section is filled using the word "Plus" but uses the same spacing as the other sections.
6. Slack: The hashtag symbolizes channels within the Slack platform where users can organize conversations and collaborate on projects.
7. Swiss: Consists of a stylized Swiss cross, which resembles a plus sign (+), positioned within a red shape resembling the tail of a plane.
8. Disney+: Consists of the word "Disney" written in their signature font, with a plus sign ("+") symbol added as a superscript.
9. Microsoft: The boxes are arranged in a grid pattern, creating a cohesive and visually appealing design. The negative space between the boxes resembles a plus (+) sign.
10. Flipboard: The letter "F" is stylized as a corner of a digital "page" being flipped. This design element represents the flipping motion users make when browsing through content on the Flipboard app.





THANK YOU

**FOR MORE INFORMATION, BE SURE TO EXPLORE MORE OF THE
REBRANDING PROCESS IN:**

BOOK 1: THE VISUAL BRANDING GUIDE

BOOK 3: THE VISUAL STANDARDS GUIDE

BOOK 4: THE VISUAL EXTENSIONS GUIDE

YOU CAN ALSO VISIT US ONLINE TO LEARN MORE AT

WWW.PLANNEDEMPOWERMENT.ORG

