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# IMA PROCESS

Define the scope of the project. Create list of priorities and timeline for project, while empathizing with the community collaborating as partners. Research the community and begin the creative process by finding inspiration to identify a visual style. Begin creative process in close collaboration with partners.

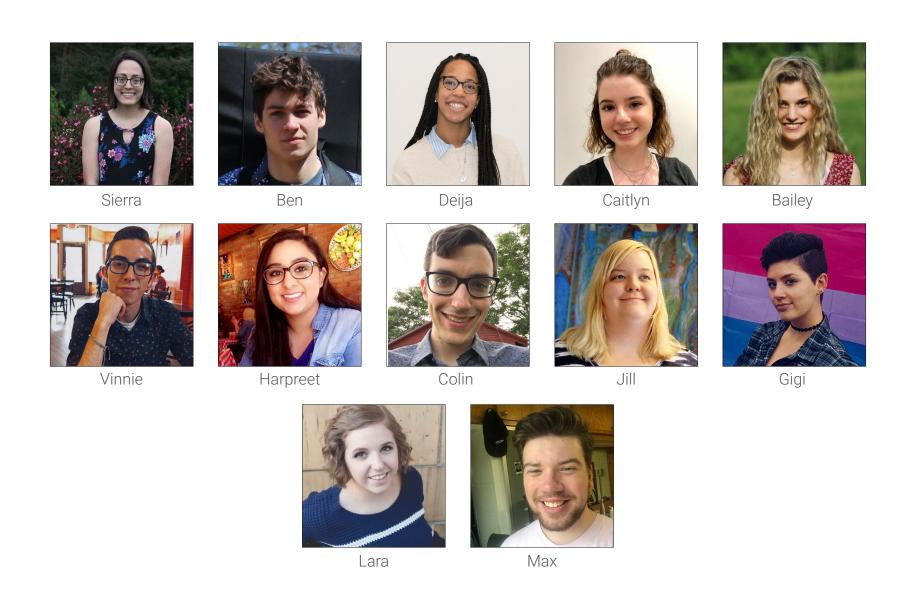
Present to community partners, constituents, and community voices that are part of the team. Implement the materials in print, web, and social.

Define Assess Research Design Deliver

Visit the community partner site, evaluate the current assets, and unique characteristics. Consider budgets for materials to be produced.

Create visual elements that are sustainable to update and maintain for community partners, volunteers, and future IMA student designers.

# **TEAM**

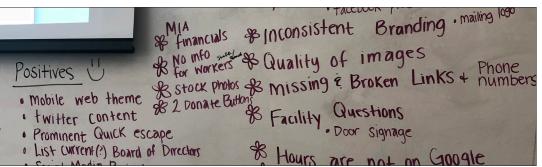


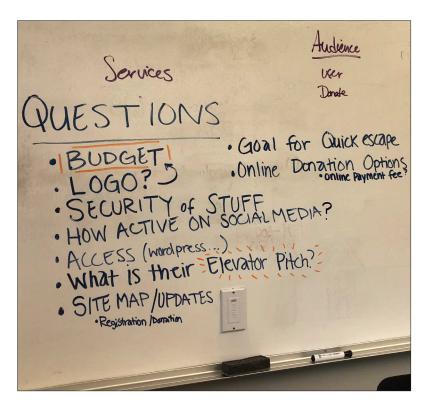
04 **HH** IM275 / Fall 2018

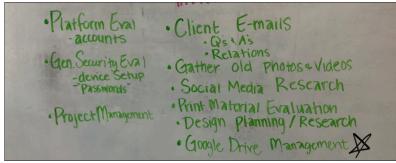
#### **DEFINE**

The design team spent the start of the semester defining the project, researching and meeting with the community partners, and creating a deadline structure and timeline based on the design teams skills and goals.









### **DEFINE**



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#### **ASSESS**

After identifying the scope of the project with the community partner, the team visited the Huntingdon House offices and met with members of the nonprofit organization to evaluate their current assets, challenges, and opportunities. During this visit the team collected print materials and captured photos of the space to use during the creative process.

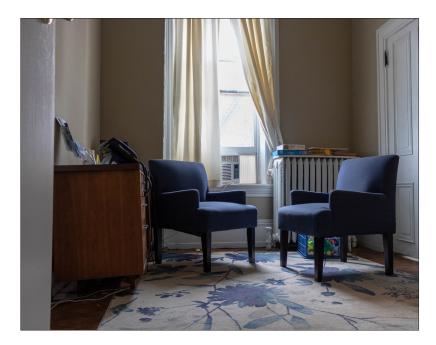




401 7th Street Huntingdon, PA 16652

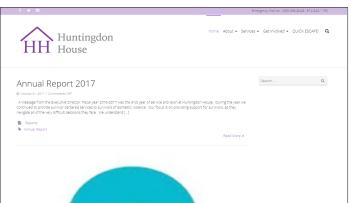
Phone: 814-643-2801 Hotline: 814-643-1190 Fax: 814-643-2419

info@huntingdonhouse.org www.huntingdonhouse.org









### **ASSESS**

After reviewing the current print materials the design team identified a key priority for the semester: a consistent visual identity showcased in print, digital, social, and web platforms.



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#### RESEARCH

The design team prioritized research as the first step in the design phase which was key for the Huntingdon House project. Materials needed to be relevant and consistent to the viewers while sensitive materials were created. This is where we began collaborating closely with our community partners to identify a style and tone for the final design deliverables.













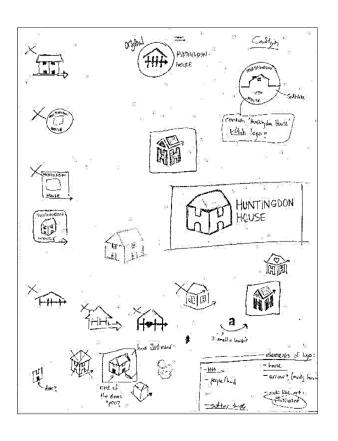


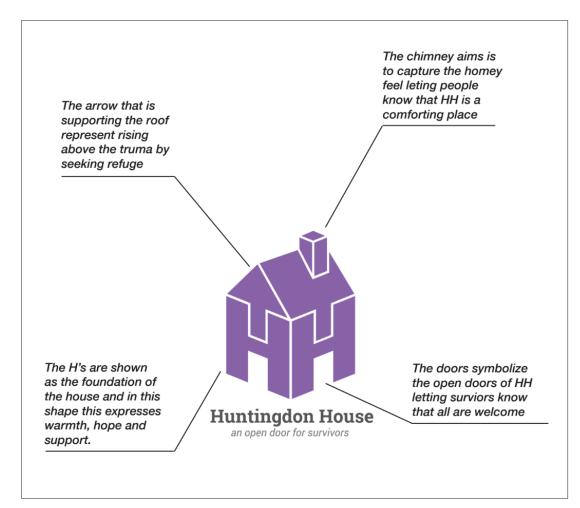
If financial abuse wer

it'd be easy to stop.

#### **DESIGN**

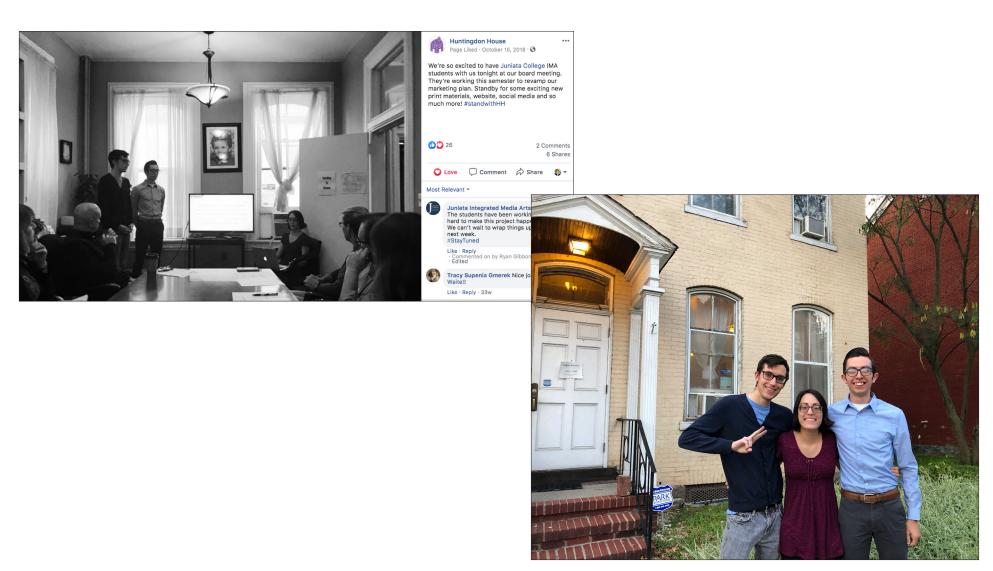
The inspiration for the new identity was comfort, compassion, and support. The original brand identity was very rigid and corporate and did not accurately reflect the organization. This new identity was created to be more welcoming.





#### **DELIVER**

A portion of the design team was invited to present at the November monthly board meeting. During the meeting the student designers were able to share the progress of the project, ask for feedback, and identify final priorities as they worked to wrap up the project. The board unanimously approved the new visual identity and the direction students proposed for print and web.



#### **DELIVER**

The design team created a new visual identity including a logo and branding guidelines, a new website with sections for volunteers and donors and those seeking services, a social media campaign with images and a detailed posting schedule, print materials including letterhead and brochures to educate the community, and stationery for Huntingdon House employees.

















## **DELIVER**

The design team created a color palette for the organization and their volunteers to use when working on campaigns.

Primary colors				Secondary colors					
C 50	C 80	C 0	C 0	C 0	C 3	C 55	C 13	C 69	C 40
M 70	M 100	M 0	M 0	M 0	M 30	M 17	M 60	M 44	M 9
Y 0	Y 5	Y 0	Y 0	Y 0	Y 88	Y 42	Y 54	Y 20	Y 83
K 0	K 0	K 30	K 60	K 100	K 0	K 0	K 0	K 1	K 0
HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX	HEX
#8c66a9	#5d3289	#bcbec0	#808285	#231f20	#f3b648	#7cad9e	#d77f71	#5e81a3	#a5bf5f
R 140	R 93	R 188	R 128	R 35	R 243	R 124	R 215	R 94	R 165
G 102	G 50	G 190	G 130	G 31	G 182	G 173	G 127	G 129	G 191
B 169	B 137	B 192	B 133	B 32	B 72	B 158	B 113	B 163	B 95



#### Students design rebrand for local agency

By APRIL FEAGLEY Staff Writer

Students studying within Juniata College's Integrated Media Arts (IMA) program partnered with Huntingdon House to undertake a dynamic rebranding effort which will aid in disseminating the agency's mission and message throughout the community.

The new marketing materials and logo were unveiled to the organization committed to supporting and advocating for survivors of domestic violence Tuesday.

is beautiful, and all of the resources they created for us are things we would probably not have been able to afford had we not been offered the opportunity by this class," said Nicole Houck, assistant executive director at Huntingdon

House. "They did an amazing job and I'm very impressed with their work."

"The finished product House board president Brent feel some compassion about Rader worked with the team of students, who were guided through the process by Ryan Gibboney, assistant professor of Integrated Media Arts.

"We approach the class and the whole semester as real-world experience," Gibboney said. **Huntingdon House** "At the start of the semester, I

proposed a variety of community partnership proj-Houck and Huntingdon ects. Ideally, I want them to the organization they are working with."

Several of the students felt strongly about working on the project and were excited to undertake the work.

"You have to take a holistic approach and think about the overall visual identity of the organization," she said. "For Huntingdon House, the branding had changed frequently and those branding changes were not something

> See Students Page 2

#### **Students**

Continued from Page 1

that created a holistic mes-

To learn more about what Huntingdon House offered and what that visual identity should ideally encompass, Gibboney and her students spent a great deal of time working alongside the staff.

"We wanted to look at all of the services and everything they offer to really create the feeling we get from their organization," said Gibboney.

In undertaking the project, it was quickly decided that the rebranding needed to capture the warmth and nurturing spirit of Huntingdon house.

"The whole effort is really more than just a new logo, it's a total re-think of our outward face," Rader said. "It's been a pleasure to work with the Juniata Integrated Media Arts students over this semester as they crafted a rebranding strategy for Huntingdon House. We're very proud of what we do at Huntingdon House, and of our staff, who have created a cutting edge domestic violence survivor advocacy organization in

As part of the new visual identity created by the students, Huntingdon House received updated pring and digital materials, a new logo, an updated website and enhanced social media pres- ing project undertaken by ence. The logo was designed by junior Colin Powers.

"We have a new logo that represents what we're about at Huntingdon House. It's warm and inviting, has open doors, which are important in our philosophy that everyone is welcome and has an arrow signifying progress as a survivor moves toward safety and a better life," said Rader. "The students have also redesigned all of our print materials, social media platforms, and website so that everything has a cohesive, professional appearance. We're very pleased with the results and the finished product is gor-

Huntingdon House executive director Jean Collins said the work was especially appreciated.

"This is something we'd never be able to do if we had to do it ourselves with limited resources," Collins said. "This was really helpful. The students were very professional and did a great deal of work for us."

This is the second rebrand-IMA students. The first was completed last year for the Huntingdon Community Center.

"As a final thought, we really appreciate that Ryan Gibboney, and Juniata College, choose to help community organizations in this class rather than to just work on mock projects," Rader said. "This provides the students with real world experience, and teaches them to do good in their community."

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#### **PRESS**

# Making Huntingdon House a Home: Juniata Students Craft Brand for Advocacy Organization



HUNTINGDON HOUSE · TUESDAY, DECEMBER 4, 2018

Huntingdon, Pa. – On Tuesday. Dec. 4, 2018, Huntingdon House, a local non-profit organization that supports and advocates for survivors of domestic violence, launched their new brand, which was created by students in Juniata College's Integrated Media Arts (IMA) program.

Huntingdon House impacts the community in many ways, providing individualized and survivor-centered support. Advocates at the organization also assist with a 24-hour hotline support, legal advocacy, individual and group counseling, emergency shelter space, permanent housing and more. Every year, they hold outreach events, including a Walk to End Violence and a candlelight vigil, that grow awareness of domestic violence.

"These services are very often the piece a survivor needs to move ahead with their plan for establishing safety for themselves and their family," stated Jean Collins, the executive director of Huntingdon House. "Huntingdon House provides support to all survivors of all

#### REFLECT

The design team is asked to reflect throughout the process of the project. These reflections show the level of engagement and insight the community engaged partnership unveils during the creative process.

"This project has made me more aware of the creative need that smaller, nonprofit businesses have but don't have the budget to fulfill. I think in the future I will open my options more to helping these businesses, Overall, I'm extremely grateful to have been given this opportunity to work with a nonprofit that gives support and resources to domestic violence survivors. What this small business does really hits home for me, and I feel like creating work for a business that gives back to the community on such a large scale is a rare opportunity."

Caitlyn

"This project has changed how I see myself as a student and a community member. As a student, I want to continue to develop leadership skills that focus on compassion, inclusion, and engagement. As a community member, I want to engage with others. As far as my career goes, I want to continue to work with small scale clients on a personal level. Through our teams work with Huntingdon House, an organization that works with and supports domestic violence victims and survivors, I learned I want to impact and advocate for people on an interpersonal level. Now, my vision is to use my gifts of outreach, storytelling, and creativity to connect with people through communication and design. Specifically, I want to focus on narratives within the health field and advocate for better doctor-patient relationships through interpersonal communication. "

Sierra