

# BRINGING A BRAND TO LIFE



DOWN SYNDROME  
INNOVATIONS

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*A lifetime of support for a life full of opportunities*

## Contents

3. Mission, Vision & Values
4. Brand Differentiators
5. Logo Design Elements
6. Logo, Color Palette & Typeface
7. Messaging—Content Themes
8. Website
9. Digital Media
10. Events
11. Rebrand Rollout
12. Identity Implementation
13. Timeline

# PREFACE

**Rebranding is more than just a new logo, new colors, or a new name. A brand is our promise to our stakeholders; it's what we DO, not what we say. So we must let that promise lead all that we do as an organization.**

The Down Syndrome Guild Board of Directors approved a rebrand for the organization that includes an updated mission, vision and values as well as a new logo and name change to Down Syndrome Innovations.

### **Our core brand message:**

*We specialize in Down syndrome, pioneering best practices that educate and support the people we serve. We're an expert resource, helping communities better serve and create new opportunities for people with Down syndrome so everyone benefits.*

### **Our core brand story:**

*We offer: "A lifetime of support for a life full of opportunities."*

Our updated organizational story, brand elements and name will better express not only our mission and vision in terms of services and support, but also our essence of realistic optimism and influence on community change.

The following will serve as a high-level plan for how we will roll out our updated brand identity elements. As with all plans of this nature, there will be changes that require flexibility. As such, we will adjust as needed throughout this process.

## MISSION, VISION & VALUES

### MISSION

**Our life-changing support and services enable people with Down syndrome to live to their fullest potential.**

### VISION

**We serve as the expert resource and lead community mobilizer, sharing knowledge and creating solutions for people with Down syndrome.**

### VALUES

- **Community** – we promote meaningful connections in everything we do
- **Innovation** – we think broadly and boldly in pursuit of excellence
- **Individuality** – we value the unique potential of every person
- **Passion** – we are deeply and personally committed to making a difference
- **Trust** – we work collaboratively to ensure mutually beneficial outcomes

# BRAND DIFFERENTIATORS

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- OUR **SINGULAR FOCUS ON DOWN SYNDROME** GIVES US EXPERTISE AND EXPERIENCE UNIQUE TO OUR WORK.
- OUR **BROAD VISION** INCLUDES MULTIPLE FACETS ACROSS THE FULL LIFESPAN FOR SEAMLESS TRANSITIONS IN SUPPORT.
- OUR **INFORMED OPTIMISM** SEES BRIGHT POSSIBILITIES FOR PEOPLE WITH DOWN SYNDROME BASED ON DECADES OF REAL EXPERIENCE.
- OUR **INNOVATIVE SPIRIT** KEEPS US AT THE FOREFRONT, IMAGINING POSSIBILITIES AND ADVANCING THE FIELD OF KNOWLEDGE.

*(What makes us unique)*

## KEY DESIGN ELEMENTS



- The center, emphasized with color, alludes to our clear focus on serving people with Down syndrome.
- The boundaries of the large box are broken by the other elements, alluding to the “out-side-the-box” ideas and innovations developed by our organization.
- It also suggests how we are breaking the boundaries of past limitations placed on people with Down syndrome.

With multiple squares overlapping and interacting with each other, the logo also conveys two key concepts:

- The complexity and progression of the self-advocate’s journey through successive phases and stages of life.
- The interconnectedness and support of a community of people brought together around supporting and advancing opportunities for individuals with Down syndrome.

## KEY DESIGN ELEMENTS

# LOGO, COLOR PALETTE & TYPEFACE

Primary Version (always first option for use) | Vertical



One color | Reversed



Primary Version (secondary usage) | Horizontal



One color | Reversed



Logomark (logo without name)



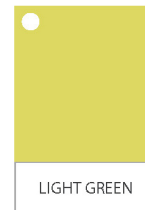
One color | Reversed



Primary:



CMYK 87 | 56 | 50 | 32  
RGB 33 | 79 | 90  
# 214F5A  
PANTONE: 7477 C



CMYK 16 | 6 | 76 | 0  
RGB 221 | 216 | 97  
# DDD861  
PANTONE: 609 C



CMYK 75 | 12 | 33 | 0  
RGB 36 | 168 | 174  
# 24A8AE  
PANTONE: 7710 C

Secondary:



CMYK 56 | 20 | 100 | 3  
RGB 126 | 160 | 62  
# 7EA03E  
PANTONE: 576 C



CMYK 49 | 100 | 13 | 1  
RGB 146 | 37 | 128  
# 922580  
PANTONE: 2415 C

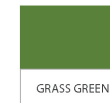


CMYK 82 | 33 | 49 | 9  
RGB 43 | 126 | 125  
# 2B7E7D  
PANTONE: 7718 C

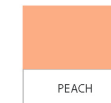


CMYK 72 | 52 | 88 | 64  
RGB 39 | 53 | 24  
# 273518  
PANTONE: 5605 C

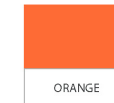
Tertiary:



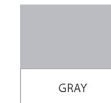
CMYK 69 | 30 | 100 | 14  
RGB 89 | 129 | 58  
# 59813A  
PANTONE: 575 C



CMYK 0 | 38 | 48 | 0  
RGB 252 | 173 | 132  
# FCAD84  
PANTONE: 7410 C



CMYK 0 | 72 | 84 | 0  
RGB 255 | 107 | 53  
# FF6B35  
PANTONE: 1645 C



CMYK 27 | 21 | 18 | 0  
RGB 187 | 188 | 193  
# BBBCC1  
PANTONE: COOL GRAY 4 C

**TYPEFACE:** Omnes\* is the primary font family that should be used in all official marketing communications to project a consistent visual identity. This includes all print materials such as promotional materials, advertising and digital assets, when appropriate.

\*Omnes is an Adobe Font \*\*Rubik is an acceptable font substitution

## CONTENT THEMES

Key messages and phrasing that encapsulate the brand story will be developed and used through all materials and communication. Examples: insert for outbound letters and packages; embedded text at the bottom of outbound emails; and embedded text in every outbound newsletter, etc.

### RATIONALE

- Repetition of key messaging will be critical to growing the understanding of consumer mindsets.

#### DOWN SYNDROME FOCUS

Highlights our specialized focus & depth of experience with Down syndrome.

- **Brand Differentiator:** Our singular focus on Down syndrome gives us expertise and experience unique to our work.
- **Messages:** we focus exclusively on Down syndrome; we are the expert resource; we want to teach our community about the latest best practices and news, cutting-edge research, medical and legislative updates about Down syndrome.

#### LIFESPAN GUIDES

Highlights our breadth of services & support across life stages, including our role as “guide” to help families prepare for what’s next in the journey.

- **Brand Differentiator:** our broad vision includes multiple facets across the lifespan for seamless transitions in services and support.
- **Messages:** our staff has specialized education/experience; we create new or unique services; join us no matter where you are in the journey; reassurance of an ongoing partnership (we’re with you for the whole journey).

#### PROMISE OF POTENTIAL

Highlights our positive outlook & understanding of how to support self-advocates (and their caregivers) in creating a fulfilling life.

- **Brand Differentiator:** our informed optimism sees bright possibilities for our community based on decades of experience.
- **Messages:** big dreams are possible; here are examples of those who are thriving; we celebrate successes (big or small); our community benefits from embracing those with Down syndrome.

#### NEW, DIFFERENT, FIRST

Highlights our passion for innovating and testing new ideas and approaches, always striving to better serve self-advocates and their caregivers.

- **Brand Differentiator:** our innovative spirit keeps us at the forefront, imagining possibilities and advancing the field of knowledge.
- **Messages:** here’s a successful new approach we’re piloting; we’re using technology in new ways; here’s how we’re innovating and always getting better.



## WEBSITE

### REDESIGNED WEBSITE

A redesigned website will become the destination to tell the story of our rebrand. It will be the online focal point at launch of our new name, brand story and identity. It will explain the organization we have grown to become over the last, nearly four decades. Our new URL will be [kcdsi.org](https://kcdsi.org), which is only one character different from our URL ([kcdsg.org](https://kcdsg.org)) that is ingrained in many of our families.

#### Splash/Landing Page Leading Up to Launch:

Prior to our launch event (Birthday Bash/Grand Opening) in June, we will have a dedicated “Coming Soon” splash/landing page, with the opportunity for visitors to sign up to be “the first to hear about our big day” that celebrates our new, expanded services and state-of-the-art campus! We will release various components of the campaign on this site first to create excitement, while continuing to drive interest throughout the public rollout.

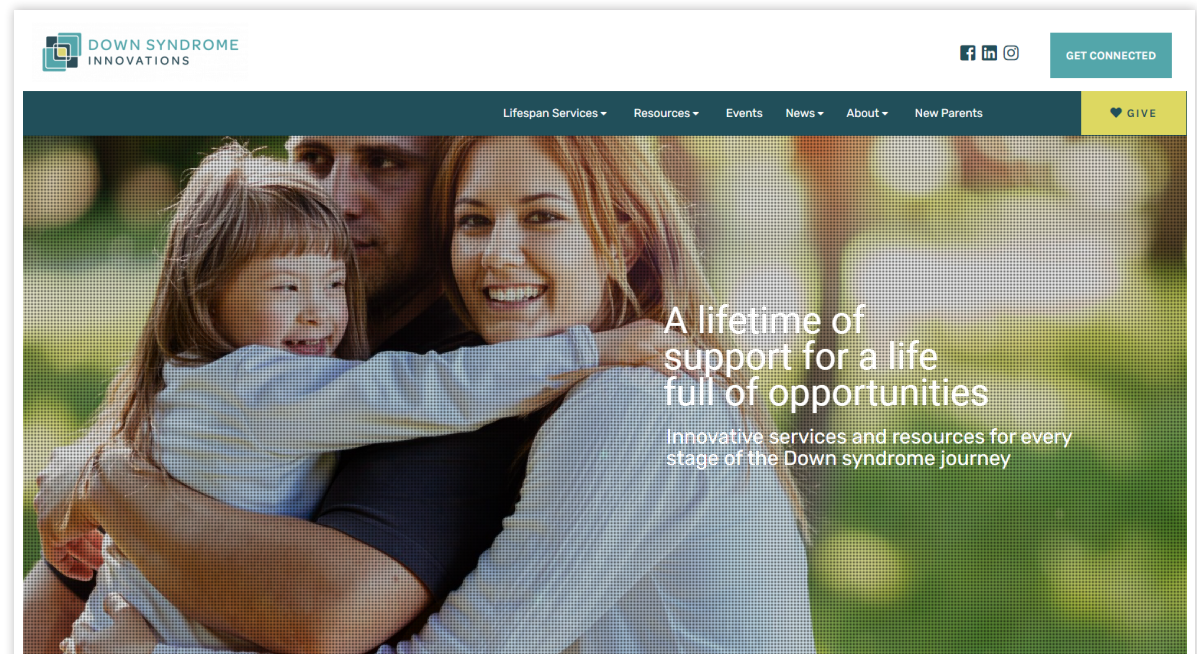
This group, as well as our families engaged in services within the last 18 months, will receive “special” communications and previews before they hit the public. At the launch event, we will have special offers, swag, etc. for this group to thank them for their engagement.

#### POST-LAUNCH REDIRECT

Upon launch, we will have a redirect from our former site ([kcdsg.org](https://kcdsg.org)) to allow time for the market to adjust.

#### RATIONALE

- A focused destination to share our story and engage our stakeholders.
- All rebranded materials will promote [kcdsi.org](https://kcdsi.org) as the hub to find out more and get connected with our new, expanded services and campus.





## REIMAGINED DIGITAL PUBLICATIONS, SOCIAL MEDIA & VIDEO

Our digital media approach will become more effective by being reflective of our updated brand identity and messaging. We will tailor our approach based on each audience's unique needs.

### LEADING UP TO THE LAUNCH

We will share our excitement for what's to come with our new, expanded services and campus by rolling out a campaign to take our various audiences on this journey with us, that ultimately culminates with our official launch event (Birthday Bash/Grand Opening).

We will utilize emails, newsletters, social media, and video to create hype and excitement. Topics will include previews of services and our new campus, contests, stories, etc. We will take our audience along with us as we reflect on where our organization/s started and our exciting journey ahead, together.



### RATIONALE

- Our most consistent communication tool with stakeholders.
- A cost-effective means to communicate with our various audiences.
- Digital publications are a much more nimble/responsive way to share stories and information to engage our stakeholders.
- Can touch on all messaging "content themes" identified and/or segment content as appropriate.

A lifetime of support  
for a life full of opportunities



## EVENTS

# CREATING A BRANDED EXPERIENCE

Events are an interactive opportunity to share our new name, brand story and identity. We will capitalize on each opportunity to build awareness of our journey throughout every event.

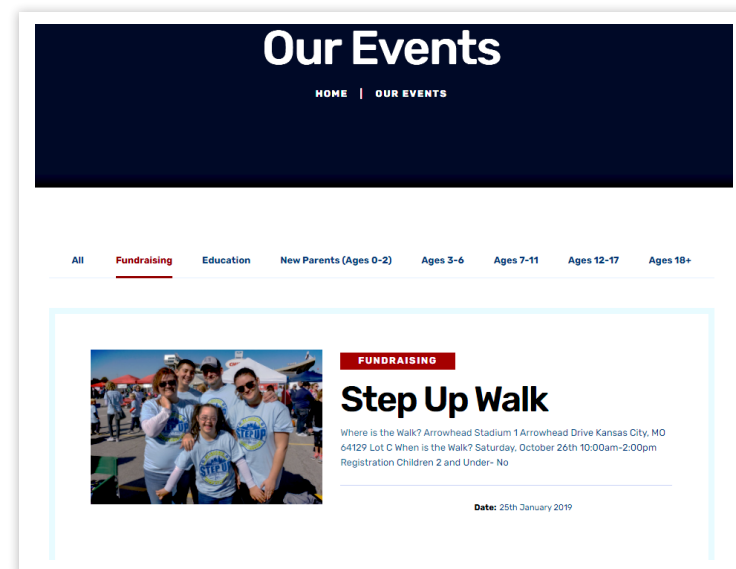
## THE FOCUS ON ENGAGEMENT

Each event will be carefully and thoughtfully planned, tailored to the outcomes for how we would like to engage attendees, including:

- Donors and community partners will get to see firsthand how the mission they support comes to life and the impact on the families we serve.
- Families and people with Down syndrome will enjoy time to engage with our staff, learn more about our state-of-the-art Campus, and connect with other families.
- Prospective families will learn how we are a lifespan partner, meet our specialized staff, understand the vision behind our new facility, and meet other families.
- Regional community leaders will have a chance to see what's possible when supporting people with Down syndrome.
- Neighbors of our Campus will enjoy the opportunity to see the facility, meet staff and families, build a stronger relationship with our organization, and better understand our brand.

## RATIONALE

- Allows for more personal engagement with the brand
- Drives home how our community, together, makes an impact
- Messaging can touch all themes
- A platform for our brand story to be told and reflected
- Opportunity to engage in other aspects of the mission



## REBRAND ROLLOUT

As this is a time for us to “reintroduce ourselves” to our various stakeholders, there is no better time to share our excitement for what’s to come with our new, expanded services and campus.

### CAMPAIGN APPROACH

With the postponement of our rollout so that it could coincide with our grand opening of the Lifelong Learning Campus, we took this opportunity to pivot our approach to a gradual rollout over a period of several months.

Beginning in late February 2021, we will gradually start to roll out a campaign that will invite everyone to reflect on this journey with us, which will ultimately culminate with our official launch event (Birthday Bash/Grand Opening) in June.

We will utilize a splash page, emails, social media, newsletters and video to create hype and excitement. Topics will include previews of services and our new campus, contests, stories, etc. that fall within our new, branded content themes.

### RATIONALE

By engaging our audience with the journey, we will create more awareness and understanding for how this rebrand is truly a reflection on the organization we have grown to become. Reinforcing the message that our stakeholders, past and present, have gotten us here: to an expansion of (innovative) services that will meet the needs of people with Down syndrome of *all* ages. All now possible, because of the expansion of our Campus.

We will take our audience along with us as we reflect on where our organization/s began and our exciting journey ahead, together. Through this campaign “journey” we will clarify our brand for our stakeholders over a period of time.

**LAUNCH EVENT (BIRTHDAY BASH / GRAND OPENING):** To be hosted in June in honor of our organization’s birthday, this event will be the focal point of the campaign that invites our stakeholders to join us for a family-friendly, celebratory gathering and ceremonial “grand opening” of the Lifelong Learning Campus. This is our chance to engage our stakeholders in all facets of our new brand.

Pending COVID social-distancing protocol, considerations to engage various stakeholders include (but are not limited to) hosting tours with activities for people with Down syndrome and families to engage with services/support in a fun, interactive way; providing special offers, discounts, giveaways, contests, etc. for attendees; offering VIP access and possible commemorative branded merchandise (e.g. shirts made by ACE participants) to important stakeholders and those who followed our “Get Connected” prompts throughout the campaign; finding various opportunities for donor recognition throughout the event and within activities, e.g. participation in ribbon cutting; and hosting a 5K Walk/Run to benefit a special fundraising opportunity, such as the adaptive playground, etc.

## IMPLEMENTATION

# IDENTITY IMPLEMENTATION

Another key piece of our rebrand rollout is the implementation of our new identity across all platforms and assets. Below is a list of items that were either rebranded last fall or are in the process of being transitioned to our new identity. As new projects or items pop up, we will transition as needed.

### Newsletter Redesign

- Internal newsletter
- External newsletter

### Website Redesign

- Research and register new domain
- Redesign website
- Landing page (coming soon & sign ups)
- Update keywords for SEO
- Update listings in online directories
- Update links pointing to the site
- Update all copy/images
- Update all staff emails
- Transition branded look and URLs of other sites, e.g. mykcdg.org (family portal)

### Social Media Enhancements

- Revisit strategy on what to keep, merge or retire
- Change names/images/profiles
- Update urls
- Start new pages that link to old ones
- Create templates
- Video sizzle

### Business Collateral

- Capabilities brochure
- Business cards
- Letterhead
- Envelopes
- Blank cards
- Birthday cards
- Folders
- Email signatures
- Electronic letterhead
- Auto generated emails
- Voicemail, off-hours messages
- Signage & office decor

### Marketing Materials

- Rollout campaign graphics
- *Style Guide*
- PowerPoint template
- Print ads
- Email headers, footers, etc.
- Digital ads
- Logo reveal video
- Infographics
- Existing flyers, brochures, handouts
- Display items: banners, table covers, logo backdrop
- Signage
- Media kit
- Giveaways
- Event templates

### Operational Items

- Legal transition to new name
- Update invoices, statements, receipts
- Terms and Conditions
- Staff-related documents
- Contracts
- Office access control badges & lanyards
- Credit cards
- Branded merchandise for staff, including face masks
- Scripting & FAQs for staff

### Education & Advocacy Materials

- Headers, footers, graphics
- Certificates

### Marks/Logos and Appropriate Collateral to Partners

- Sponsors & community partners
- Educational partners
- Referral sources

### Rollout Campaign

- Content, graphics, videos, splash/landing page, launch event materials, media kit

# TIMELINE

## JANUARY

- Continue transitioning all collateral and assets to new brand
- Finalize redesigned website and user experience journey
- Develop rollout video

## FEBRUARY

- Finalize *Rollout Booklet* and prepare campaign
- Begin testing new website
- Develop “Coming Soon” landing page with sign-up for “insider” communications and previews
- Execute internal rollout
- Launch external rollout campaign
- Deploy first teasers to engaged stakeholders
- Deploy teasers to external audiences
- Initiate KFC Coupon Booklet Scavenger Hunt / Contest

## MARCH

- Begin teasing out organizational journey --> vision for expanded services (all ages) and Lifelong Learning Campus
- Build excitement with announcement about launch event (Birthday Bash & Grand Opening in June)
- Begin contests for “Getting Connected”
- Finalize back-end functionality of fundraising and peer-to-peer websites
- Capitalize on World Down Syndrome Day to begin introducing new, branded messaging and content themes
- Broaden awareness of journey --> new mission and vision

## APRIL

- Celebrate the collective journey that led to expansion of services and campus (all stakeholders who made this possible, e.g., community, donors, families)
- Begin highlighting “what’s new” & “innovative” in expanded services and Campus; evaluate soft launch of Lifespan Services website pages
- Perform final testing on external & fundraising websites, portal and user experience
- Share more details about launch event, encouraging “getting connected” with contests with goal to convert leads
- Soft launch of Step Up Walk fundraising websites

## MAY

- Launch rebranded website by opening registration for launch event
- Soft launch internal assets to new brand
- Launch reimagined digital publications, social media and video
- Focus digital strategy on driving traffic to website and converting leads
- Create hype for (Birthday Bash & Grand Opening) with previews of campus and services
- Deploy earned media campaign
- Finalize event details and engagement plan for various stakeholders

## JUNE

- Execute launch event (Birthday Bash & Grand Opening) and transition any final assets
- Throughout all messaging channels, celebrate the collective journey to this milestone and reinforce messaging around vision and innovation that will continue for generations to come
- Transition rollout campaign to drive leads for services, support and philanthropy
- Deepen external awareness through branded messaging and content themes through remainder of year



DOWN SYNDROME  
INNOVATIONS