

CHRISTY BATTA DESIGN

Using Great Graphic Design to Lead with Clarity

**Let's make friends
with this process.**



1. Pitfalls & Challenges
2. Setting a Clear Direction
3. Letting it Roll

PART 1

PITFALLS & CHALLENGES

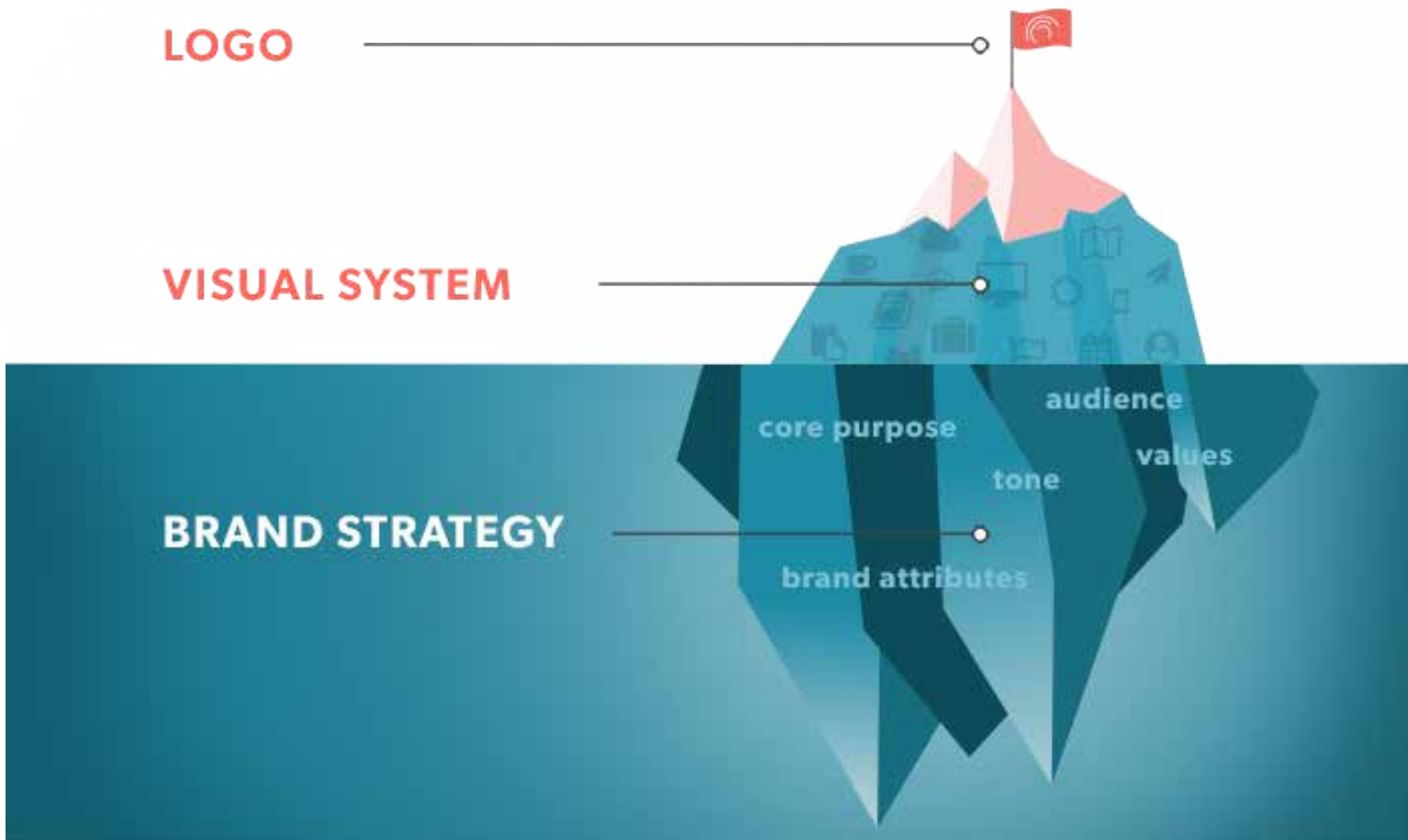
You know design
is important, but
do you know why?

Helps people
remember you

**ON AVERAGE 5 TO 7 BRAND
IMPRESSION ARE NEEDED FOR
SOMEONE TO REMEMBER YOU**

Pam Moore

Helps people
understand
why you matter







How do folks
make it harder
to remember &
understand them?

OVERLOADED

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CONFUSING



**No
hope.**

Hope. When something like Haiti happens it goes. But you can give it back. Hope is emergency aid on standby. Food, water and shelter delivered. Humanitarian experts on the ground to save lives. Right now, Oxfam is protecting people in 26 disasters worldwide. To be there every time, we rely on you. Start a regular donation to Oxfam's emergency work with **Oxfam 365** and save lives 365 days a year.

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Give hope direct. Start a monthly gift to Oxfam 365. 

Please pay Oxfam £ _____ each month starting on ____/____/____
(Allow at least one month between signing this form and the date of the first payment)

Title _____ Name _____ Address _____
Postcode _____

Instruction to your Bank or Building Society to pay by Direct Debit

Name(s) of account holder(s) _____
Bank/Building Society account no. _____ Branch sort code _____
To the Manager (branch name and address) _____

GENERIC



PART 2

SETTING A CLEAR DIRECTION

Define your organization's personality

**CARING
FRIENDLY
EFFECTIVE**

Define how that personality looks

Color Palette:

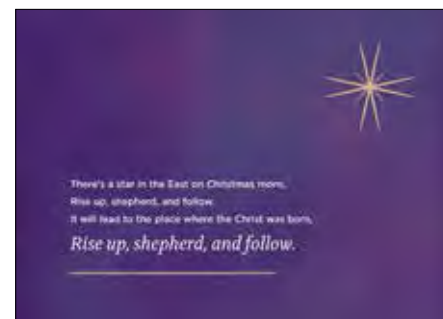
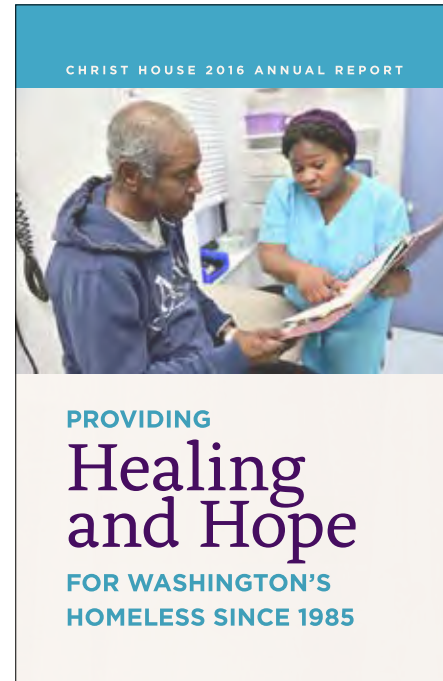


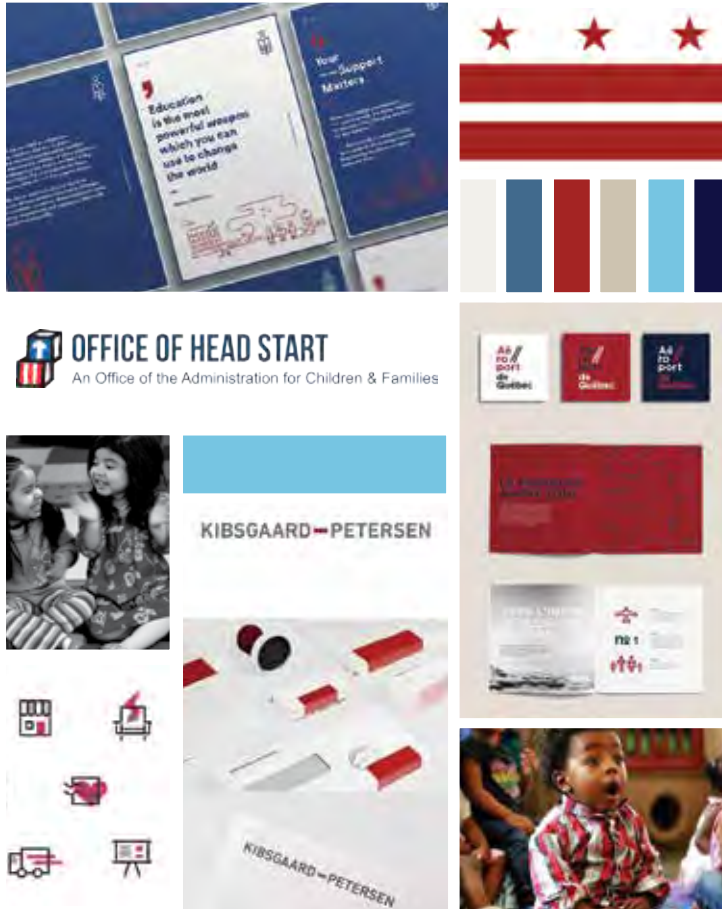
Inspiration:



CARING FRIENDLY EFFECTIVE

Prepared by SW Creatives, LLC - CONFIDENTIAL



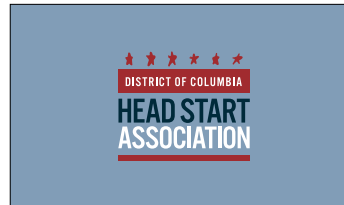


**KNOWLEDGEABLE
UNITED
INTENTIONAL**

★ ★ ★ ★ ★ ★

DISTRICT OF COLUMBIA

HEAD START ASSOCIATION



ADVANCING THE EARLY LEARNING
MOVEMENT IN THE NATION'S CAPITAL

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info@dheadstart.org | www.dheadstart.org



★ ★ ★ ★ ★ ★

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DISTRICT OF COLUMBIA

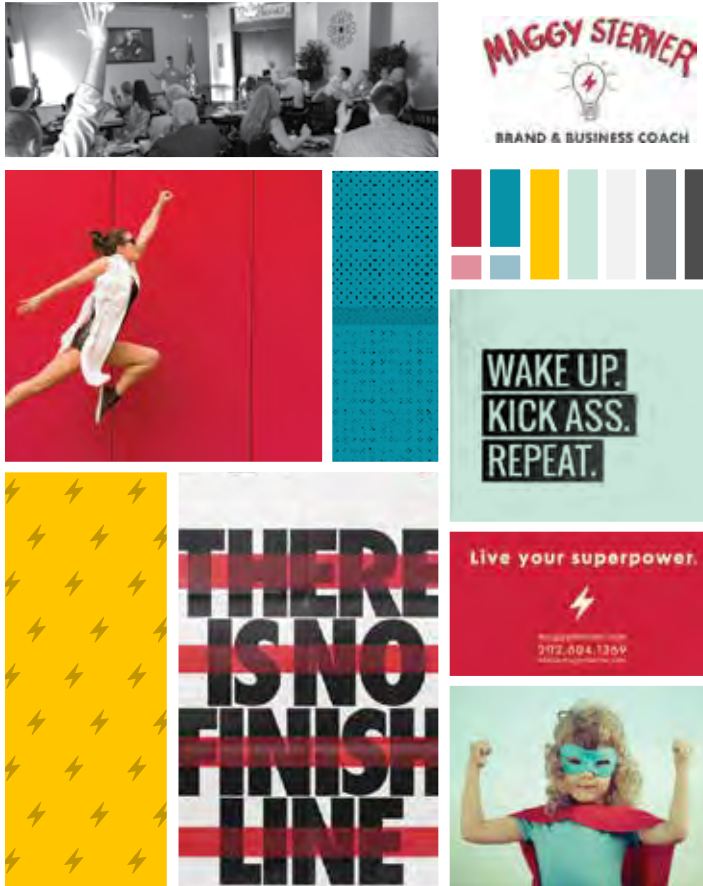
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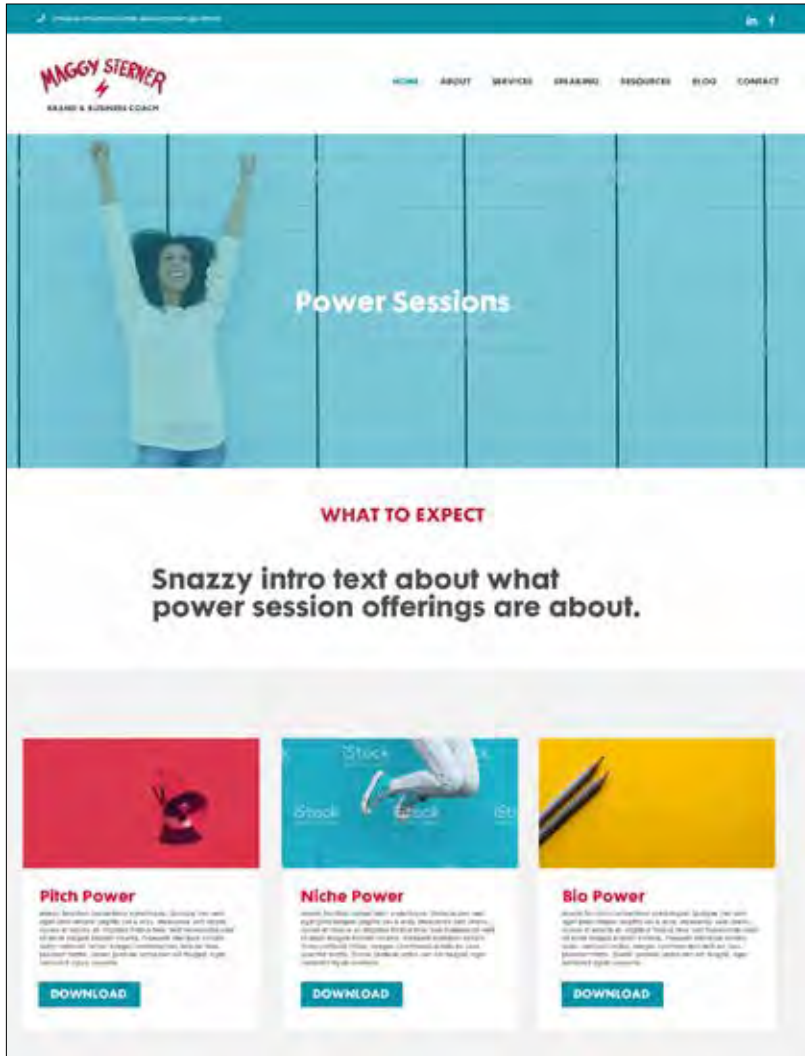


Mood Board Final

Maggy Sterner Branding



**BOLD
FUNNY/FUN
COURAGEOUS**





FONTS

LEMON TUESDAY

AKTIV GROTESK BOLD

COLOR



C= 40
M= 10
Y= 100
K= 38

R= 109
G= 141
B= 36

#6D8D24



C= 100
M= 11
Y= 30
K= 0

R= 0
G= 157
B= 179

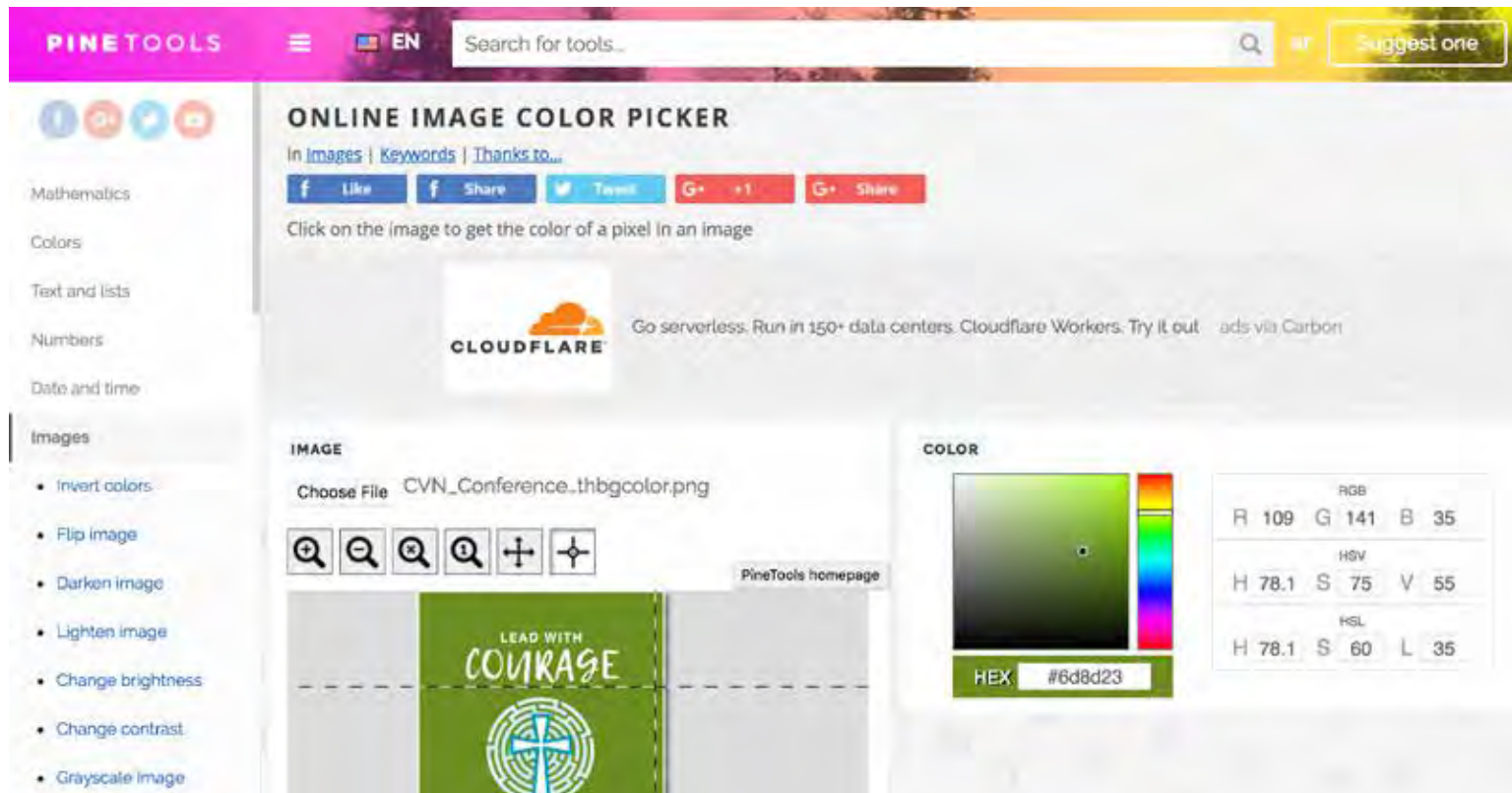
#009DB3



C= 23
M= 0
Y= 5
K= 0

R= 192
G= 230
B= 239

#C0E6EF



PINETOOLS.COM/IMAGE-COLOR-PICKER

Brand Personality Exercise

How to build your own mood board

DISCOVER YOUR BRAND BY ANSWERING A FEW QUESTIONS.

Which adjective best describes your company?

Question 1 of 12



Progressive

Playful

Passionate

Creative

Sophisticated

Confident

Sleek

Friendly

Approachable

brandgenie.com

Color My World



FRESH
MODERN
ENERGETIC
INSPIRING



EVERYDAY JOE



FAMILY
HONEST
DEDICATED
TRUSTWORTHY



URBAN VILLAGE



DYNAMIC
HIP
INTELLIGENT
PROGRESSIVE



Classic Beauty



ELEGANT
BEAUTIFUL
POLISHED
GRACEFUL



CUP OF CAPPUCCINO



EUROPEAN
DEBONAIR
CONFIDENT
SUAVE



TOWN SQUARE



FAMILY
GENUINE
FRIENDLY
HAPPY




Browse Palettes DAY WEEK MONTH ALL

Giant Goldfish by manekineko



702	4113	525617	8409
COMMENTS	FAVORITES	VIEWS	LOVES

(o " o) by sugar!



361	2258	191034	6130
COMMENTS	FAVORITES	VIEWS	LOVES

Thought Provoking by Miss_Anthropy



366	2729	266046	6097
COMMENTS	FAVORITES	VIEWS	LOVES

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Aleo AaBbCcDdEeFfGgHhIiJjKkLl



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Anaphora Zetafonts 2 Styles

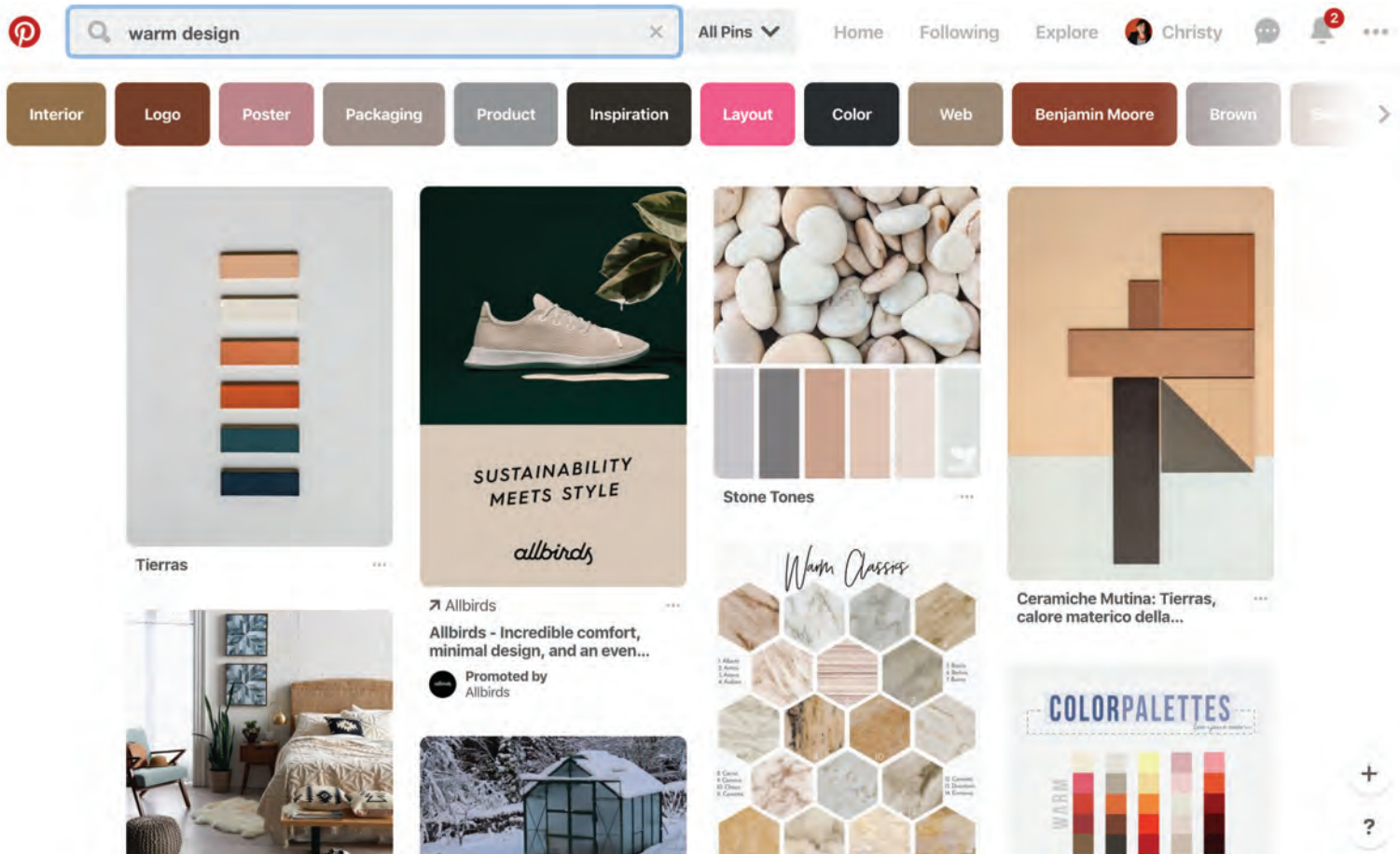
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Arbutus Slab AaBbCcDdEeFfGg

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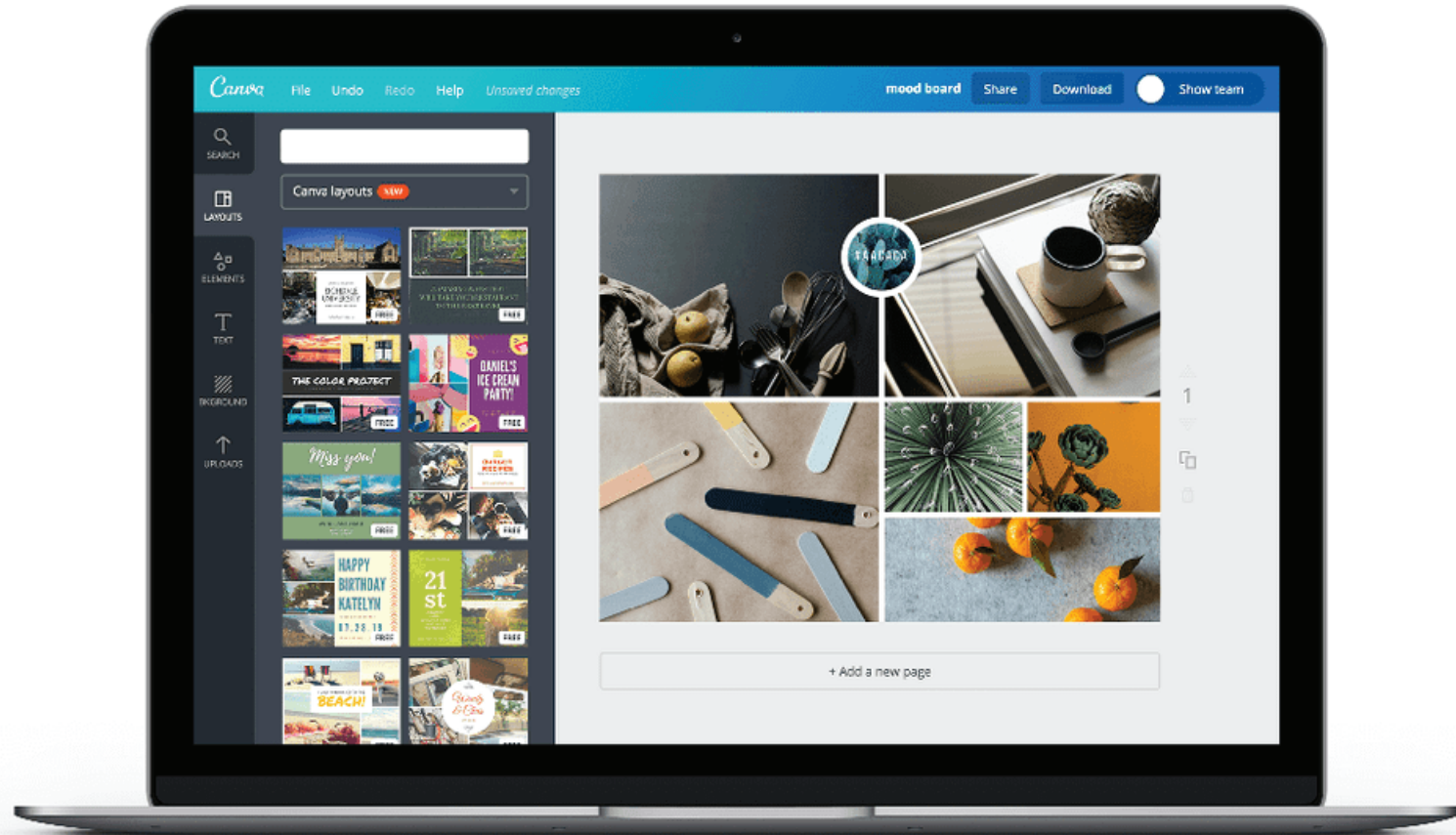
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canva.com/create/mood-boards

PART 3

LETTING IT ROLL

Stick to the plan.



LEAD WITH
COURAGE



FOLLOW WITH
FAITH



2018 NATIONAL CONFERENCE

Join leaders in faith-based service November 8-11 in Baltimore for four days of networking and inspiration.

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With over 185 different programs in the Catholic Volunteer Network community – you have a wide variety of service opportunities to choose from. Our online database can help you sort through programs based on the criteria that is most important to you.

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**Keep the reasoning
front & center.**

QUESTIONS

CHRISTY BATTA DESIGN

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