

ADPR 3200 Design Brief | Next Step

Date: April 11, 2019

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Project Name: Next Step Visual Identity Logo Design

Client: Next Step Clinic | Next Door Foundation | Community Partners (please see attached partnership infographic)

Client/Project Contacts: Leah Jepson, Wendy Krueger, Amy Van Hecke, Mary Carlson

Project Decision Maker(s): Ultimately logo design will be decided by Milwaukee Coalition for Children's Mental Health (MCCMH) after considering extensive community-based feedback. **Client:** Next Step Clinic | Next Door Foundation | Community Partners (please see attached partnership infographic).

Organizational Background

The Next Step Clinic is a mental health clinic tailored to the needs of one of Milwaukee's most severely de-industrialized and downsized inner-city neighborhoods. The clinic will seek out and serve Milwaukee families adversely affected by racial and socioeconomic health disparities, with a focus on families that have been experienced adverse childhood experiences, trauma and developmental delays, according to the university.

A team consisting of Marquette University faculty and community partners have been selected as the first winner of the President's Challenge Award. The team will open a new clinic, the Next Step Clinic, located at the Next Door Foundation, to address the mental health and developmental needs of Milwaukee's underserved children and families.

Like much of Wisconsin and the nation, Milwaukee lives with a shortage of qualified trauma-responsive social workers and mental health practitioners.

Crucial in a city known for extreme segregation, where racial distrust is deep enough to hamper efforts by well-intentioned downtown agencies that parachute into neighborhoods without rapport, the proposed clinic will collaborate with existing grassroots organizations and churches.

The clinic will be housed inside the Next Door Foundation, an innovative neighborhood center in the heart of the once-industrial 30th Street corridor, a north-south succession of shuttered factories that in places looks like a canyon of industrial graveyards and barbed wire. Next Door's facility itself is housed in a converted factory.

Goals | Objectives | Guidelines

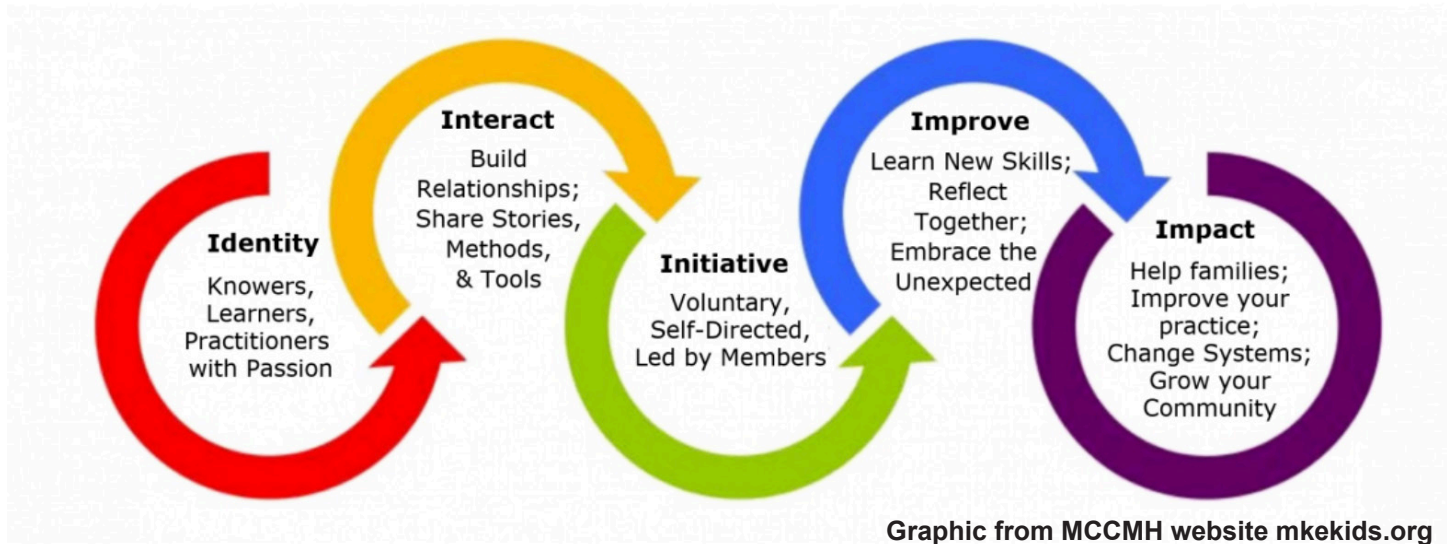
The focus of this project needs to be on the design of a clean and simple graphic mark that identifies the organization and is memorable and recognizable.

The logo design needs to be a graphic mark easily identifiable from afar, even without being able to read associated words/typography. The graphic mark needs to be customizable with community partner names. The logo

is how people in the community will recognize and identify with services offered by the organization. The audience profile is demographically and psychographically diverse so logo should be designed to be visually inclusive and non-demonstrational. Creating an inclusive visual design means being thoughtful with use of imagery, icons, and colors in the design, and understanding how your graphic mark design could embrace or exclude potential users.

Visual Tone

welcoming, inclusive, equitable, supportive, safe, innovative, empathic, respectful, trustworthy, collaborative, interactive, friendly



Deliverables

Mounted print version of logo design, digital files of design in project file and documented design rationale.

Project Deliverable Timeline

Creative Brief Presentation: April 11

Ideation and Thumbnail Sketches Due for Evaluation: Tuesday, April 23

Concept Prototype Design: April 25, 30 & May 1

Final Project Deliverables Due: Wednesday, May 8