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thesis statement

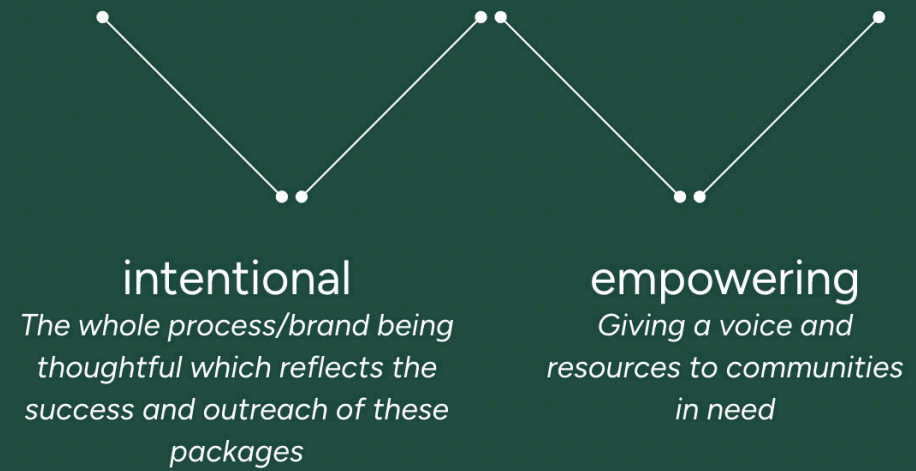
Creating a brand to be a resource for all women in need to get free, accessible, care packages of basic necessities.

project goals

inclusive
*For all women in need
(including others in need who
menstruate)*

accessible
*Being supplied at various
institutions at the ready/for
free*

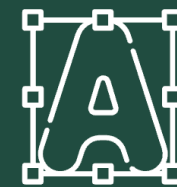
communal
*Leading to conversations and
support for these
communities*



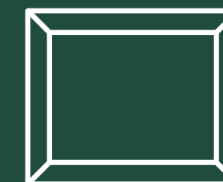
intentional
*The whole process/brand being
thoughtful which reflects the
success and outreach of these
packages*

empowering
*Giving a voice and
resources to communities
in need*

touch points



brand
identity/guide



packaging



promotional
animation

*secondary
touchpoints:
brand
applications
+ icon
system*

interviews

1
on-site

2
online

follow
ups

online literature/media
review

supplies
in need

period
poverty

other
org.'s

research

interview 1

interview 2



Haven House of Pickaway County

- A domestic abuse/homeless shelter created to empower individuals and give them the help they need
- What they provide:
 - Emergency Shelter
 - Transitional Housing
 - Counseling
 - Case Management
 - Safety Planning
 - Referral
 - 24-Hour Crisis Line
 - Court Advocacy
 - Crisis Intervention
- Co-founded by my late grandmother, Doris Yamarick, who believed in the power of women collaboration

Girl Up @tOSU



- "At Girl Up Ohio State, our mission is to stand up and advocate for the Rights of every girl. Through activities like fundraising and storytelling, we wish to raise awareness towards the various issues that girls continue to face."
- They hold various events for donation purposes, education, and empowerment
- Primary Leader: Sakshi Raval
- Secondary Leader: Annabelle Dolney

Interview: Annabelle Dolney, Co-President
Where: Online

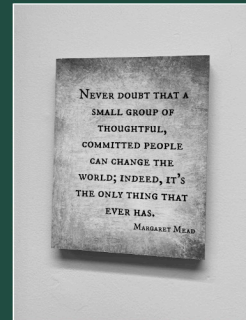
- Tell me a bit about what you guys do and how you got involved!
- What has been some service projects your organization has done?
 - a. What was your experiences with them?
- Have you noticed major trends developing in things that women face? Or just the continuance of other issues?
- How do you stay connected/educated with your community?
- If you have any thoughts, what do women need most in terms of support (both with tangible needs and emotional needs)?
- Is there anything I should be particularly intentional about when creating a brand about helping women in need?
- Anything else you'd like to add?

"Know your audience. You also do not want to be patronizing. I think many women push away help and resources due to this."

"We create a safe atmosphere where everyone can connect."

"I have found that making connections built on trust has impacted girls in my club the most."

"One of the main trends I personally have noticed is the disdain for feminism. I think that it has such a negative connotation, that even women don't want to be associated with it."



- Lots of colorful decor
 - Quilts
 - Wreaths
 - Painted Logo
- Inspirational quotes and affirmations everywhere
- Rooms with bunk beds
- Playrooms and craft rooms
- Multiple kitchen for guests

Interview: Lisa Johnson, Executive Director
Where: In person @Haven House

- What are your biggest needs in terms of products to donate?
- How else do you support those you are helping?
- Is there a need for bags or some other thing that can be used for storage?
- Do you have any other businesses you partner with for resources?
- What's your heart for women specifically?
- Is there anything specific I can include in my project that would best represent you and your community?

"Walk your talk"

"Your grandma was a badass woman. Follow her passion to help women and the community."

"Look to serve people in more ways than one."

* overall insights

- Put love and care into everything you do
- There are constant needs for supplies and support everywhere
- You must be receptive and patient with your audiences in need
- The importance of community and understanding each other's need
- The biggest focus throughout should be on the audience
- Focus on language // Trust, support, community

supplies in need

Underwear/ Bras	Period Products	Toiletries/ Cosmetics	Hygiene Products
Socks	Cellular Devices	School Supplies	Gas/Bus Cards

"Nearly all of the women I worked with requested help with clothing and hygiene products. Undergarments were on top of so many lists."

- Dana Marlowe in her initiative that donated 1000+ bras and 7000+ period products

"There's basic needs that have to be met on a daily basis in order to feel good about yourself."



period poverty

"2 in 5 people struggle to purchase period products due to lack of income. That is Period Poverty."

"The study also uncovered how period poverty is disproportionately impacting Black and Latina people, as well as the impacts of COVID-19 on the issue:

- A quarter of Black (23%) and Latina (24%) people with periods strongly agree that they've struggled to afford period products in the past year.
- 27% of all respondents said the COVID-19 pandemic made it difficult to access period products, with two-thirds (65%) of those who have struggled stating they lacked access because they could not afford them.
- Over one-third (38%) of low-income women report missing work, school or similar events due to lack of access to period supplies.
- Nearly seven in ten (68%) people agree that period poverty is a public health issue, yet only 4% of Americans are aware of a local resource where free or reduced cost period supplies are available.

**Alliance for Period Supplies from a 2021 study from U by Kotex

"Around the world, women and girls face isolation, shame, and danger because of misinformation and stigma around their periods. Menstrual health should be an uncompromised piece of comprehensive sexuality education.

Hygiene products must be affordable and available to ensure that girls are able to manage their periods with dignity."

- Those with periods face shame and embarrassment to ask for help due to this taboo
- They go to other things to use as menstrual supplies
 - Newspapers, rags, etc.
- There is a lack of education leading to unhealthy practices

**UNFPA: the United Nations sexual and reproductive health and rights agency



other organizations


The use of inclusive language doesn't always seem to be implemented.

There aren't very many brands with updated guidelines/everything feels outdated.

There aren't brands (that I could find) that caters to all products women need.

Aunt Flow and Period Proud are models I definitely want to follow.

These organizations with these similar missions support each other (women supporting women).



Aunt Flow

- They provide free period products in public restrooms
- Committed to help end period poverty and promote inclusivity with their work
- Accessible dispensers that follow ADA guidelines
- Use of inclusive language



Dignity Matters

- A non profit that provides bras, underwear, and menstrual products to women in need
- They purchase these products to give out or they're donated
- Based in Massachusetts
- Partners with food pantries, shelters, schools, medical centers, etc.



Period Proud

- An organization fighting for menstrual justice specifically in BIPOC individuals who have to suffer economic and social inequality
- Meant to normalize periods and uplift marginalized menstruators
- To empathize and empower
- Use of inclusive language




Dignity Grows

- Providing individuals in need with hygiene and menstrual products
- They distribute totes of these period products
- Shine a light to period poverty in the United States
- Use of inclusive language



Rosie's Place

- An organization that provides care packages to those in need with hygiene products as well as gift cards
- They bundle these packages with groceries from their food pantry
- Aimed towards women, only these products though



Operation Gratitude

- An organization supplying care packages to to deployed troops, military children, recruit graduates, veterans, and first responders
- Includes notes from various donors and volunteers



note about using inclusive language:

It must be an **intentional part of my thesis to use gender neutral language when discussing period products**. I want to create a space that is safe, inviting, and inclusive. Language is a part of that, even if my audience is catered towards women in my overall organization. Since the menstrual packages will be given/available to all people with periods, the language must reflect that outreach.

personas



Gloria

Age: 42
Single Mom

Just recently got into a domestic abuse shelter with her 2 kids

She needs menstrual products/feminine hygiene care

She's in need of communal support to get through this impossible time

She didn't bring much with her to the shelter



Caroline

Age: 64
Retired Worker

Has been struggling financially and hasn't had the funds to go out to get hygiene products

Doesn't know where to go to get the specific things she needs

Has been feeling lonely and is in need of support as she's trying to take care of herself



Lauren

Age: 17
High School Student

Her family hasn't had the means to get menstrual products or hygiene needs

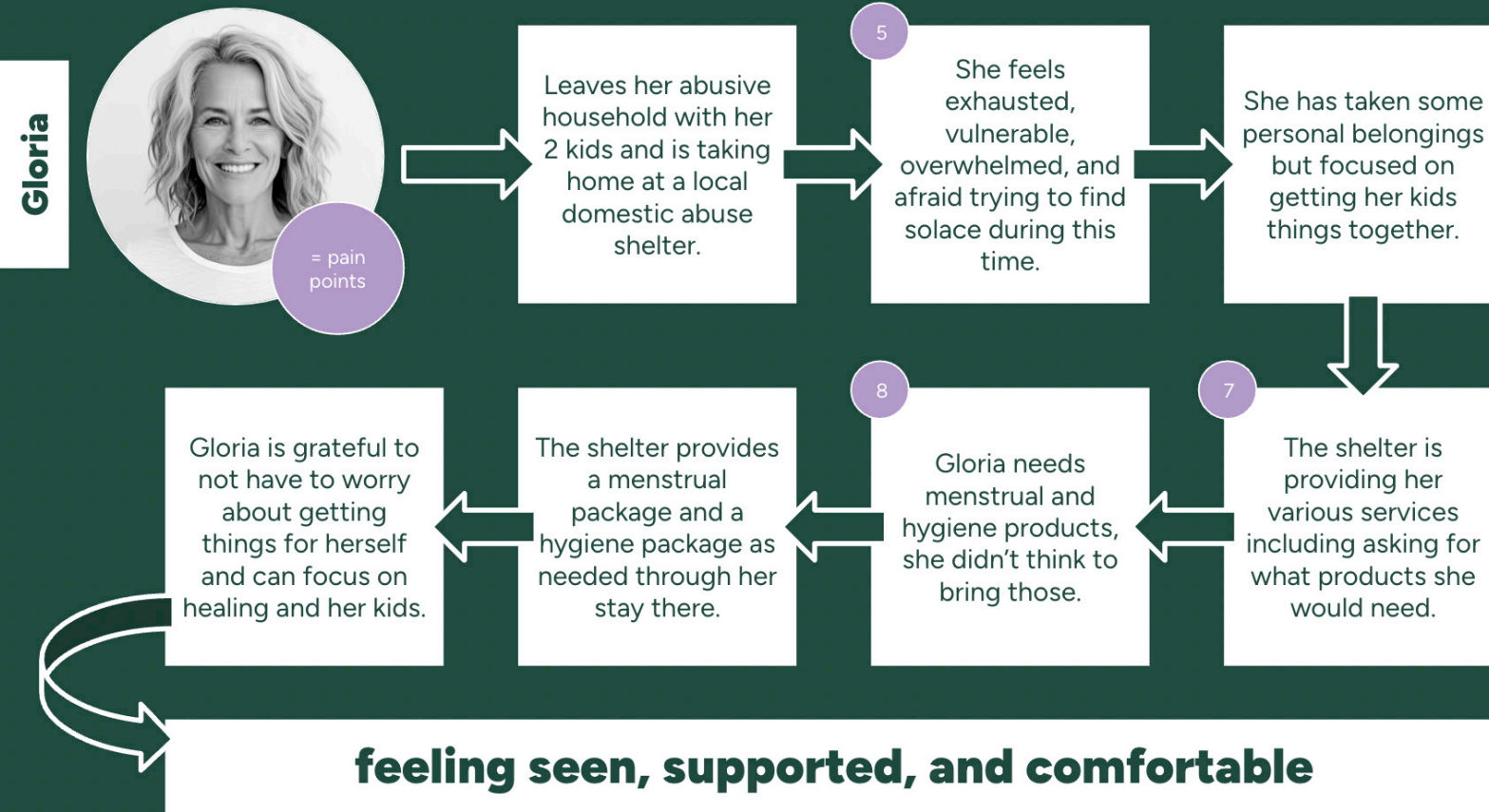
She's a junior in high school and wishes she could discreetly get the things she needs

She's embarrassed to reach out for help, doesn't know much of self care

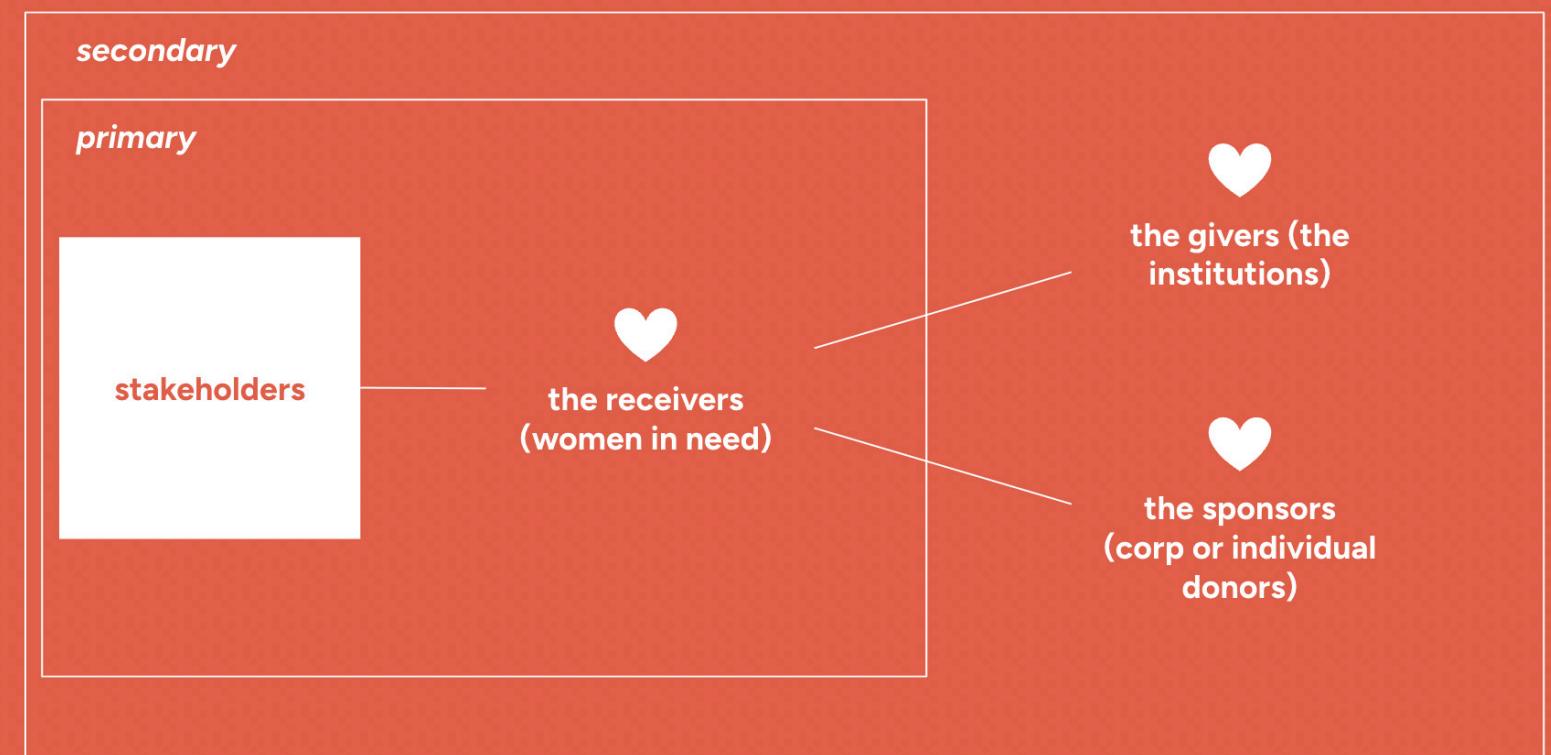
pain points



user journey map



stakeholder map





**design
concepts**

FLEUR

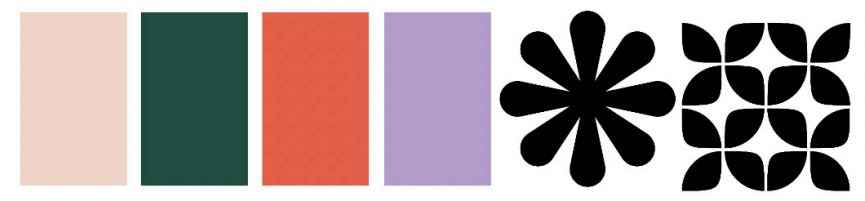
(french) flower

[noun] 'fleur'
[verb] 'fleurer'

// petals in cohesion to make a
whole beauty

concept 1

BOLD
WARM
AUTHENTIC



Headline Type: Owners XWide Black
Subhead Type: Figtree Medium

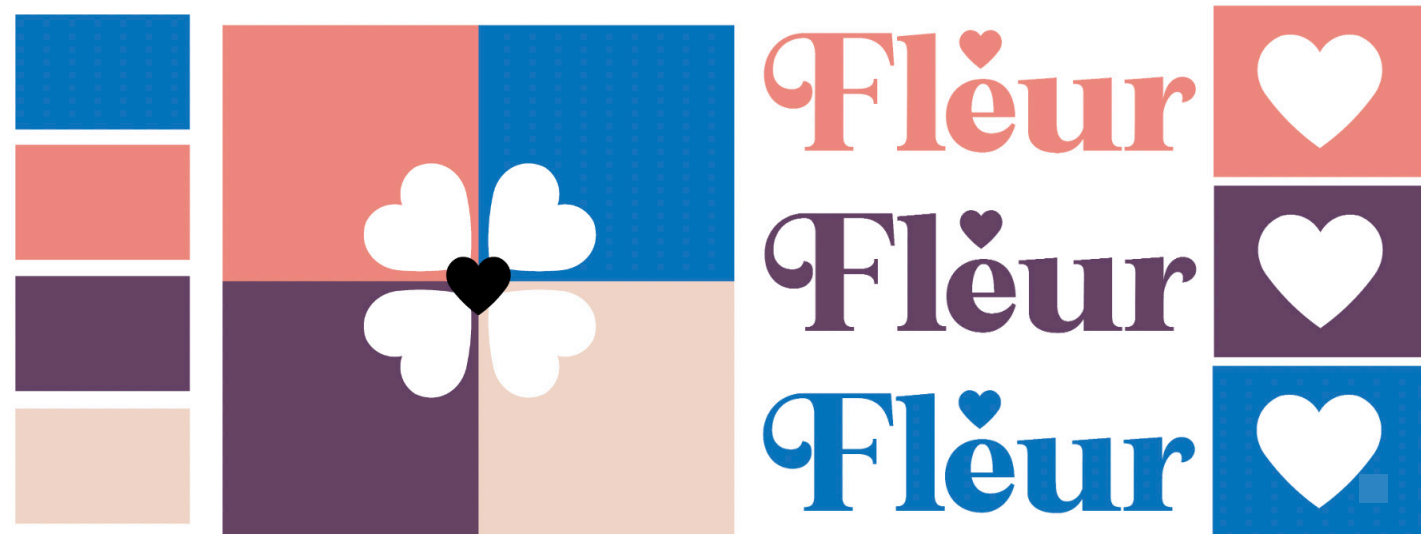


concept 2

SOFT
SIMPLE
FAMILIAR



Headline Type: Brodies Stylish
Subhead Type: Figtree Medium



Between these two concepts I came up with, it was clear that concept 1 was the best choice. It adhered to what I gained from my research while also fitting what I wanted to brand to convey.



1

**brand identity +
applications**

Fleur's brand essence

Women and people in need are not supplied at all times with products for their daily lives. This brand serves as an instrument to supply various institutions with care packages of those products. Fleur is meant to **promote community, collaboration, and a breaking stigma of asking for help in times of need.**

tone of voice

Inclusive
Empowering
Non-Patronizing
Genuine

brand personality

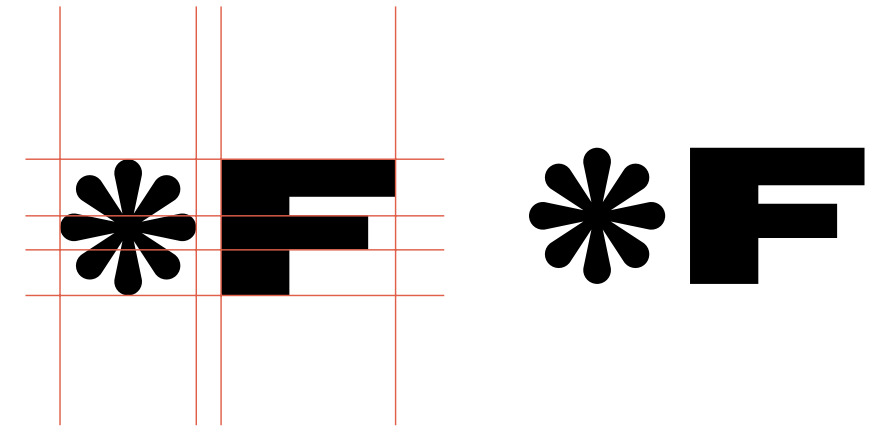
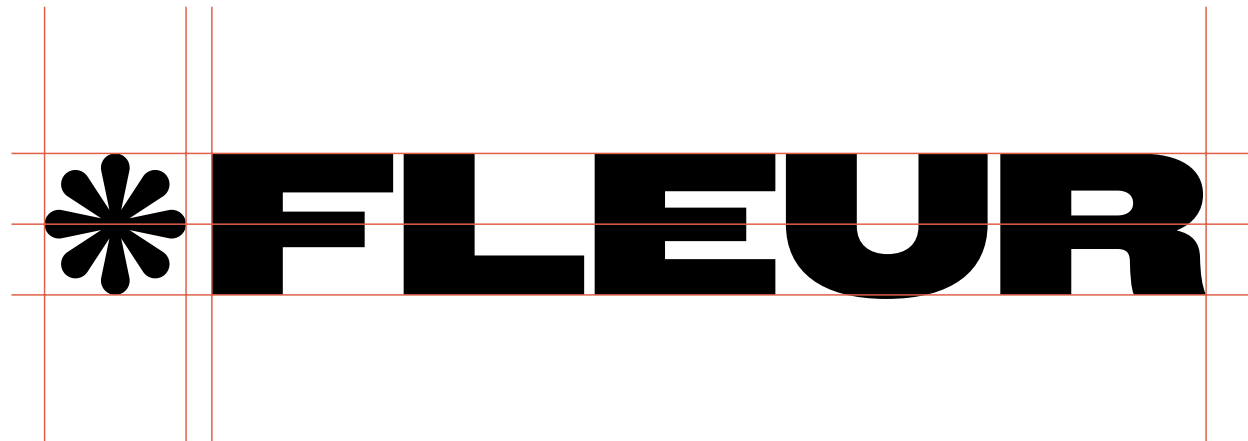
Understanding
Communal
Inclusive
Approachable
Bold

visual language

Warm photography with inclusive models
Modern and clean
Discreet/Not using the expected colors
Flower icon used throughout

main logo

secondary logo



mom's quilt

#DF6049

lavender soap

#B39BCA

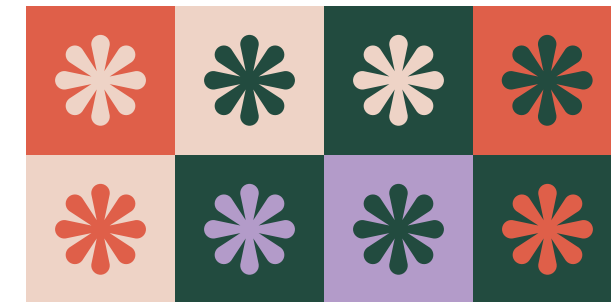
sneaker night

#224C40

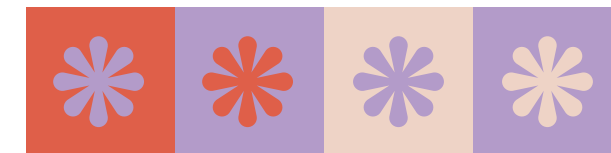
vanilla scrub

#EED4C7

***can use**



***can't use**



main typeface

Owners XWide Black

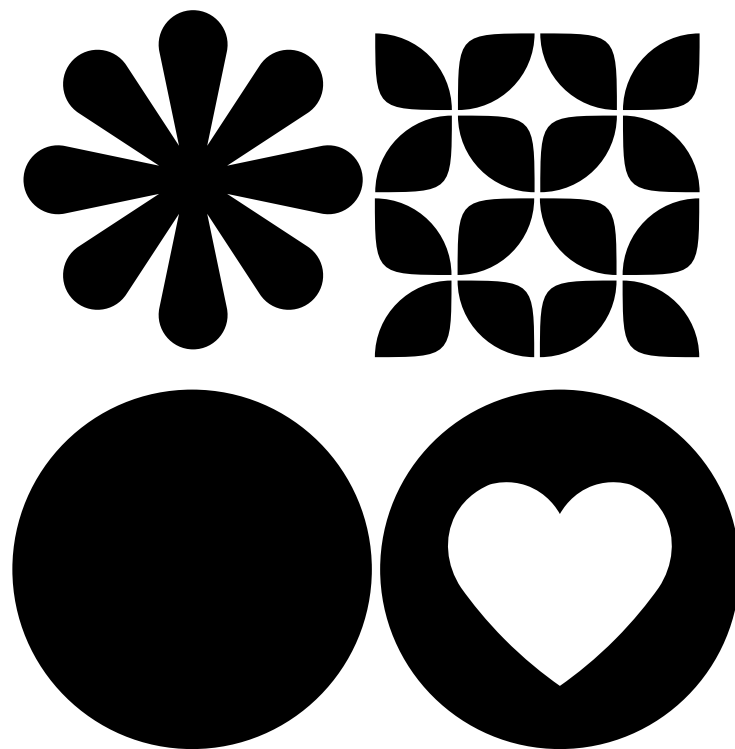
**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
WXYZ 1234567890**

secondary typeface

Figtree Bold

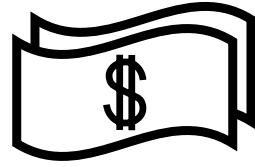
**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

graphic elements



iconography system

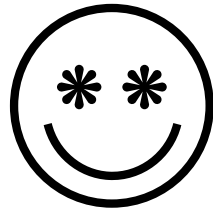
donate



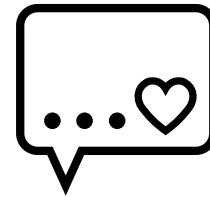
ways to give



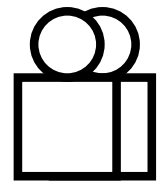
our story



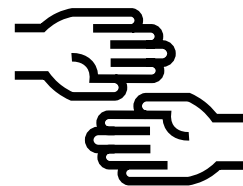
our language



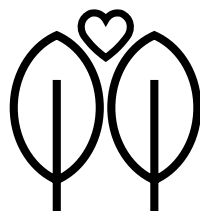
support



volunteer



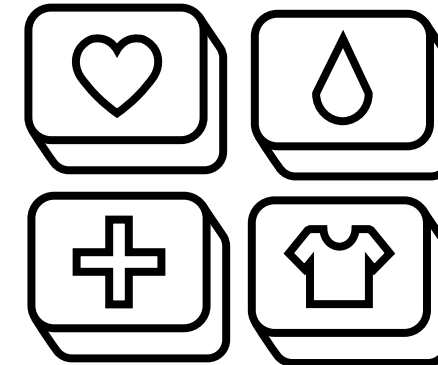
our sustainability



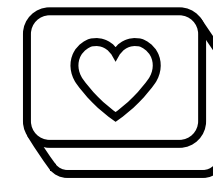
our partners



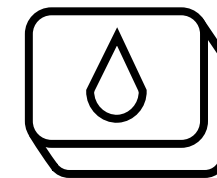
types of packages



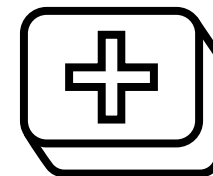
basic package



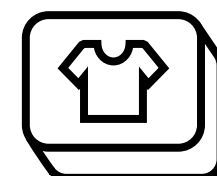
menstrual package



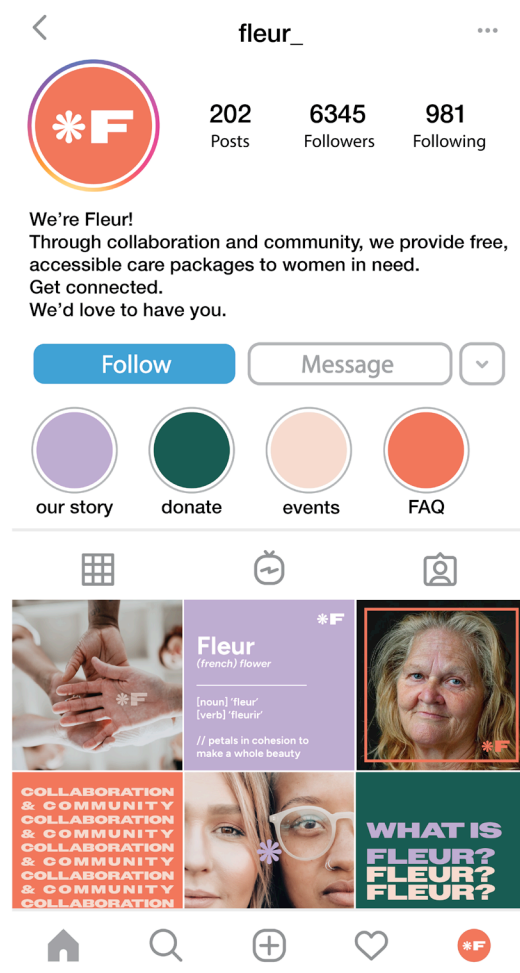
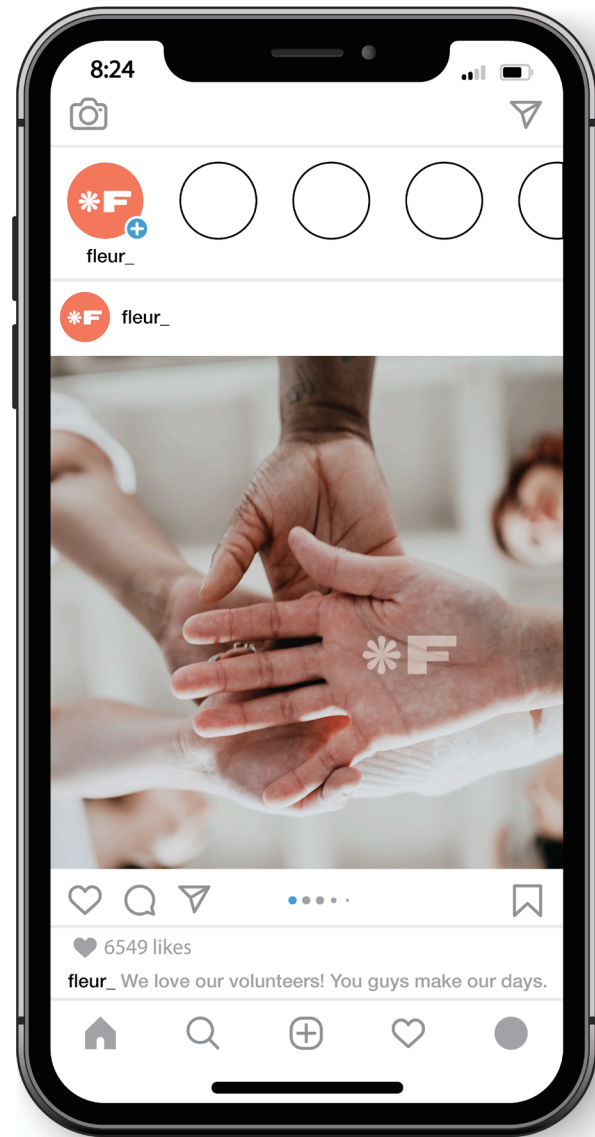
hygiene package



clothing package

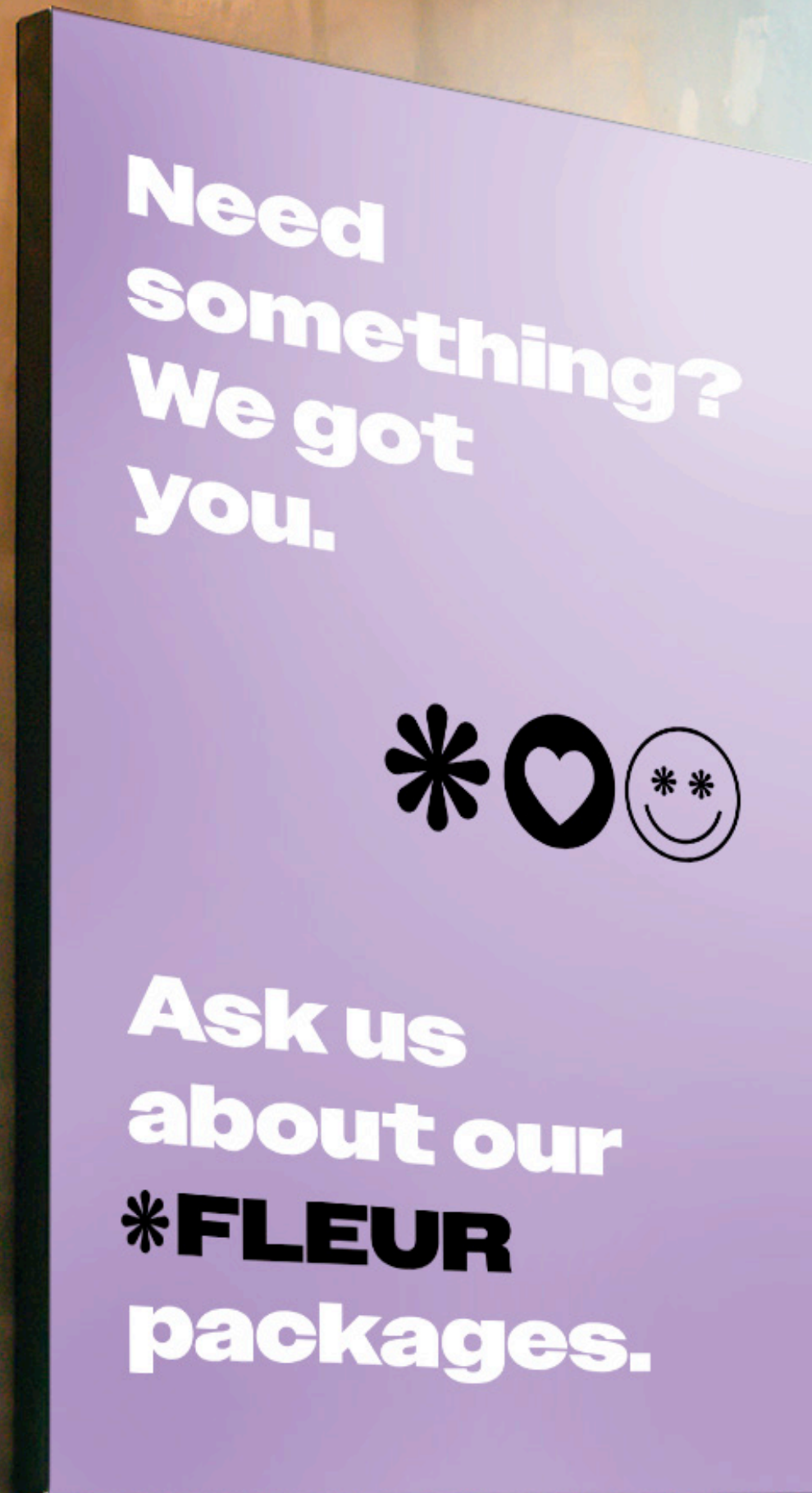


social media





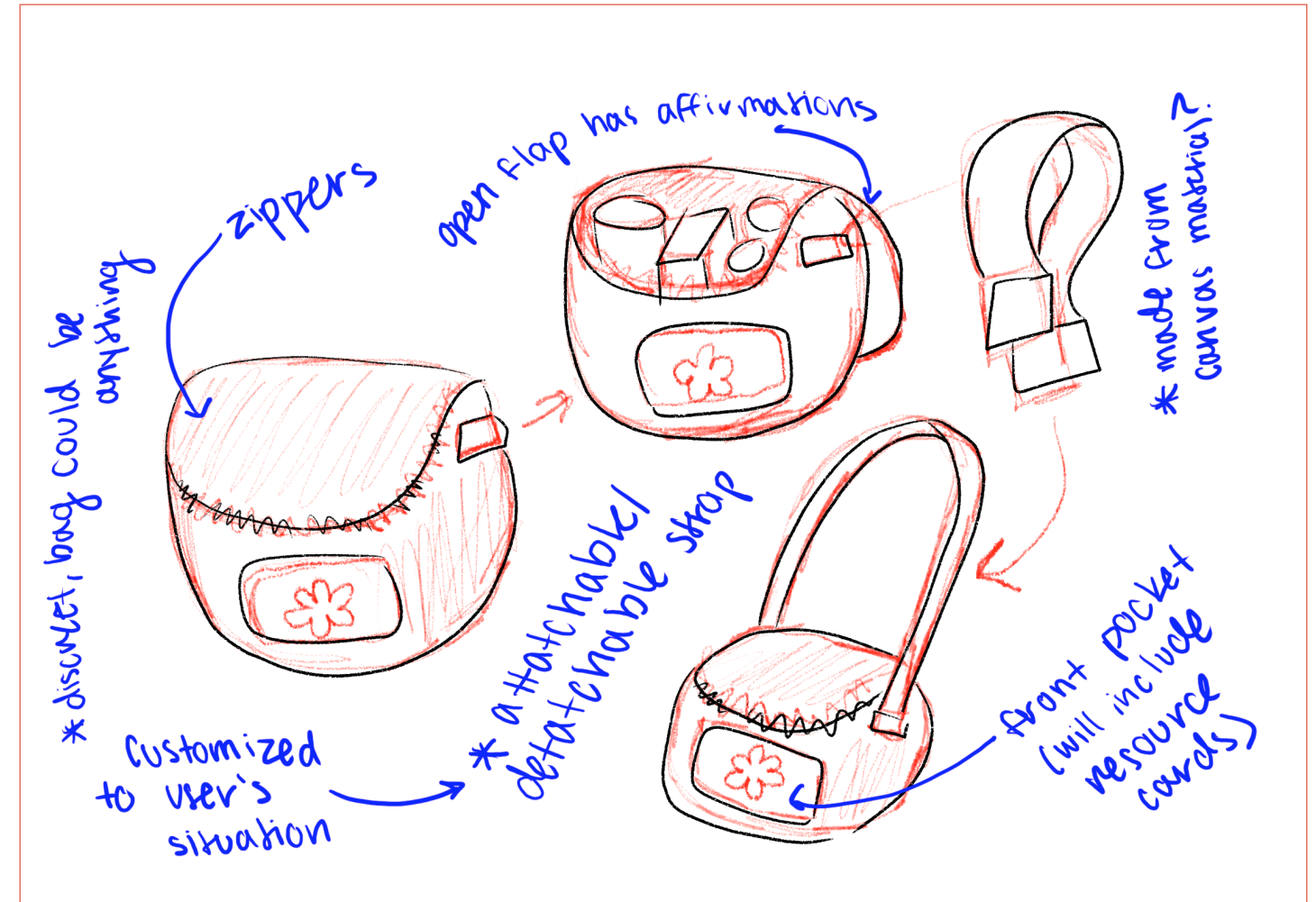
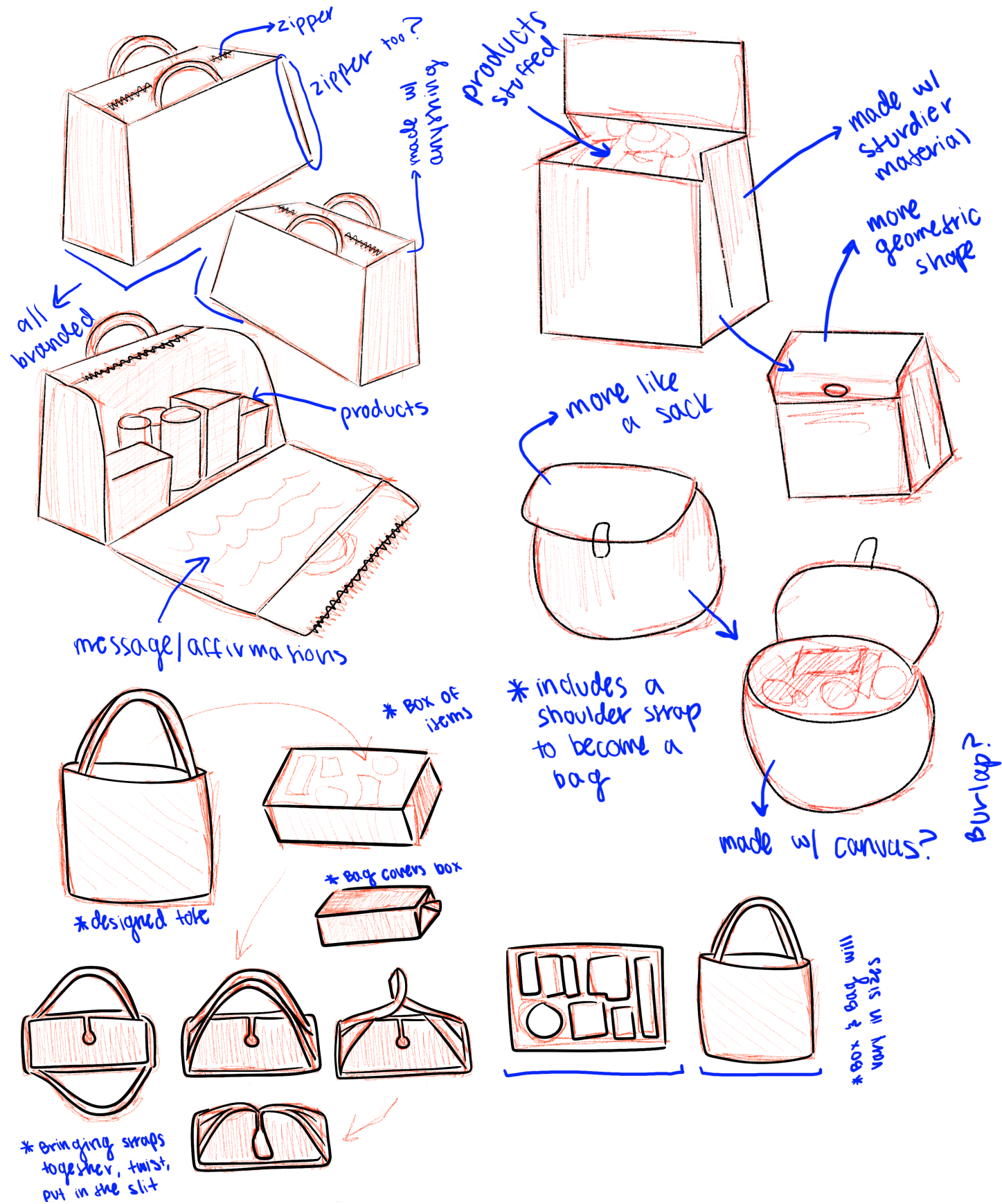
stationary + signage





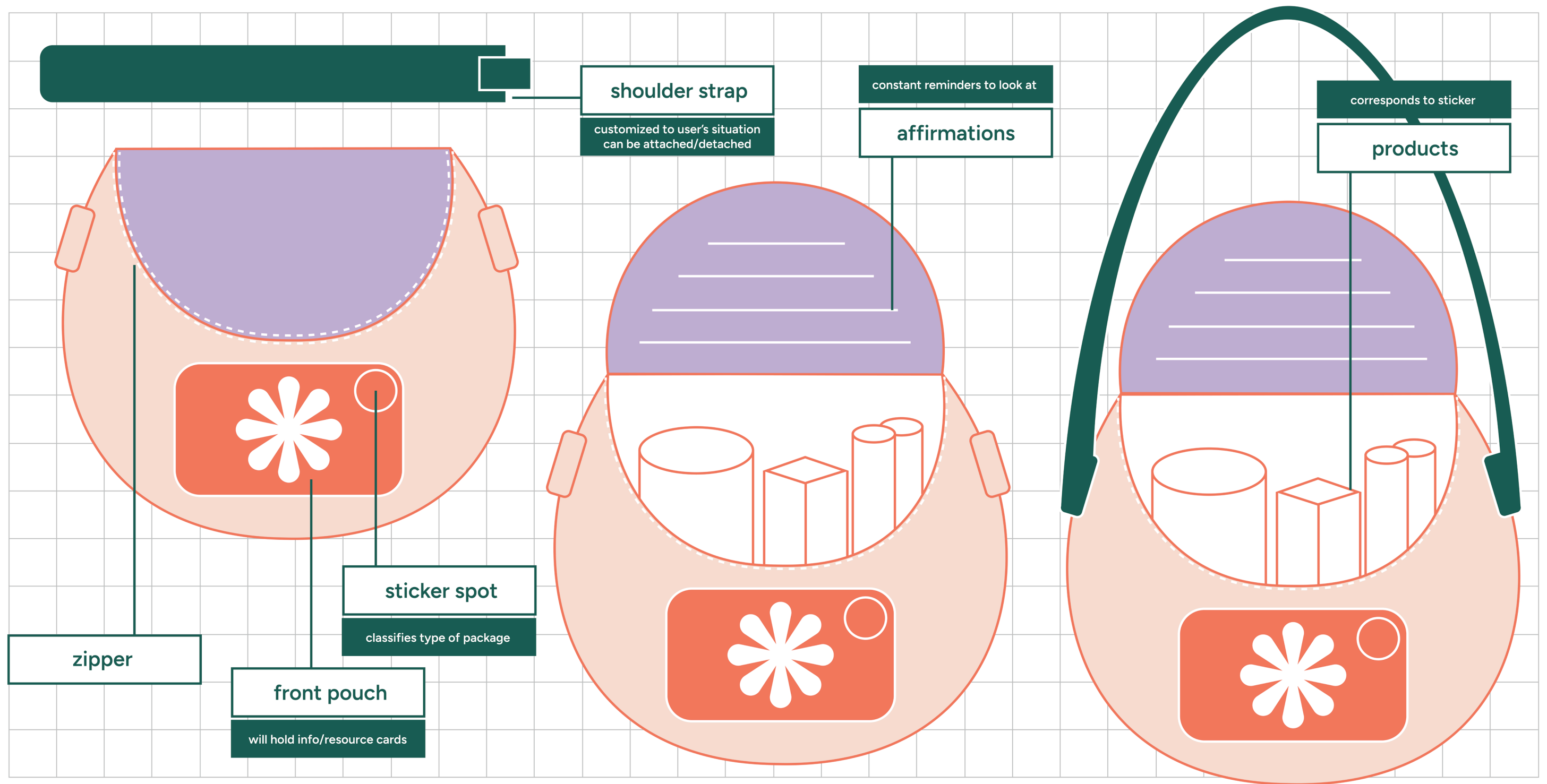
2 packaging + mockups

initial ideation



✿ After many sketches and ideas, I decided to combine the best parts of each of those sketches for the final product. I wanted to focus on making the deliverable more than just a package. I intended to make something that is personal to the user while being discreet and useful.

final package design





There is also secondary, reusable packaging so the user doesn't need to get a new bag every time. Along with stickers to specify what bag has what.



3D render





3

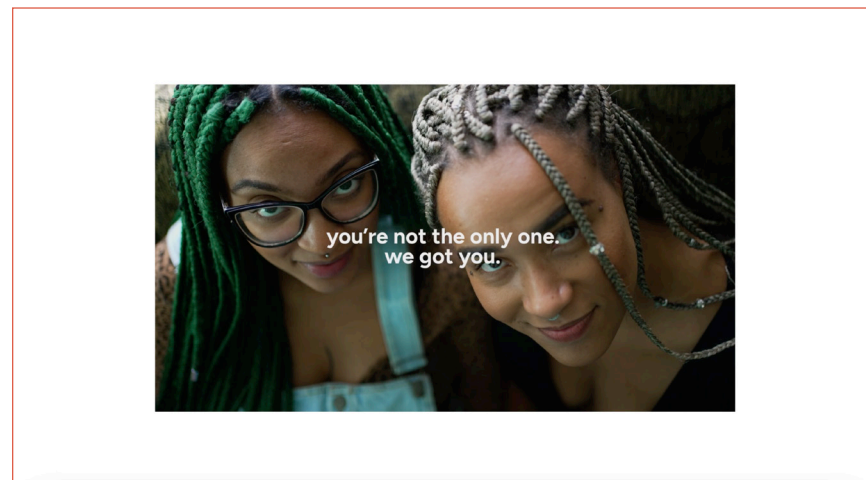
**explanation
video**



For this explanation video, I wanted to combine the depth of showing the brand while making it feel like a call-to-action. These are some of the frames from my final video along with their individual descriptions. The whole mood of the video is personal but professional while there is a lofi beat in the background that reflects the rising action.



The video first opens to various women to explain how this is a universal need. It establishes who the audience is before continuing. Using a second person narrative.



This is the final frame to wrap up the introduction that shows flashes of photos. Everything is in black and white until this frame. It is meant to give relief to the audience before explaining what the solution is.



This is the first time we see the brand, the brand name, and what they entail. It's showing the first thing Fleur wants to be known for: genuine, non-patronizing care for its audiences.

This is where the video goes onto explain the brand, what they make, and what goes into those made packages. This is in hopes to give context to the audiences before explaining the process.



This frame is an animated screen in which the brand is broken down; the essence, the definition of the name, and who the brand is for.

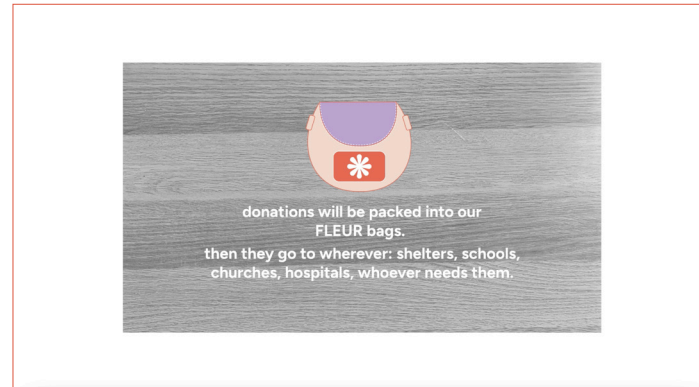
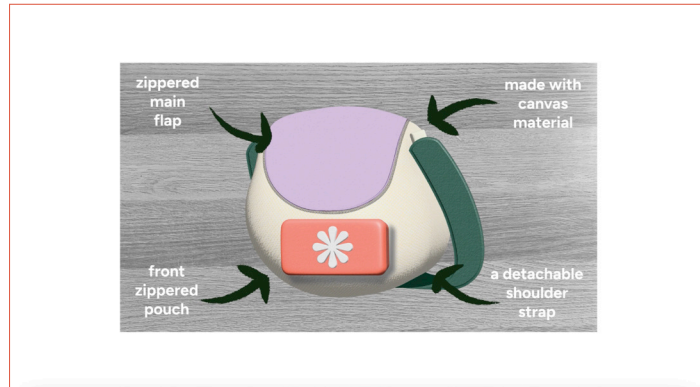


The explanation is taken further in showing what packages that Fleur supplies. It's accompanied with symbols from my iconography system.



This part of the video implements stop motion to what types of things that would go into a package. It's the last frame that wraps up the details of the brand.

These next frames lead the video into what the process of receiving the package would look like. It's meant to clarify the viewers to the reality of the brand.



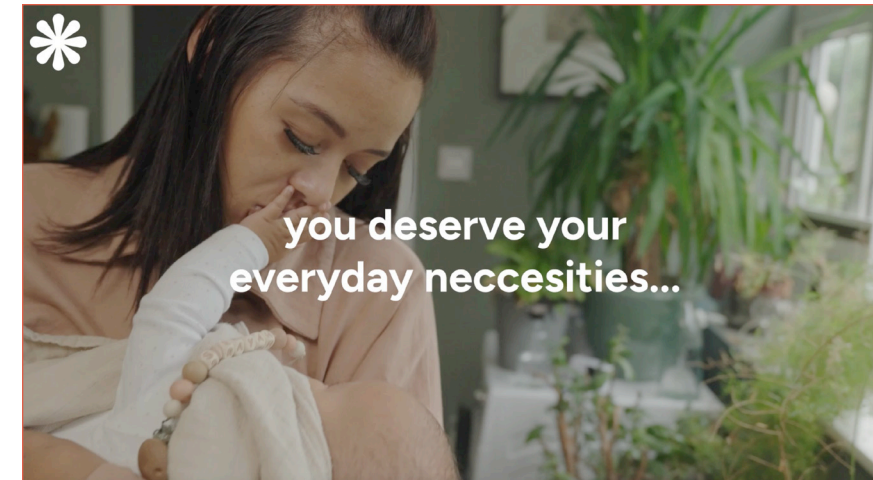
These frames look at what the actual packaging looks like and how it caters to the user's needs. It prepares the video to show the rest of the process by showing its validity. It also implements some more stop motion to continue that visual element used in the video.



This is a quick looks of what would be Fleur volunteers. Their mood is to show that "they got this". It is to comfort and ensure the audiences of this process.



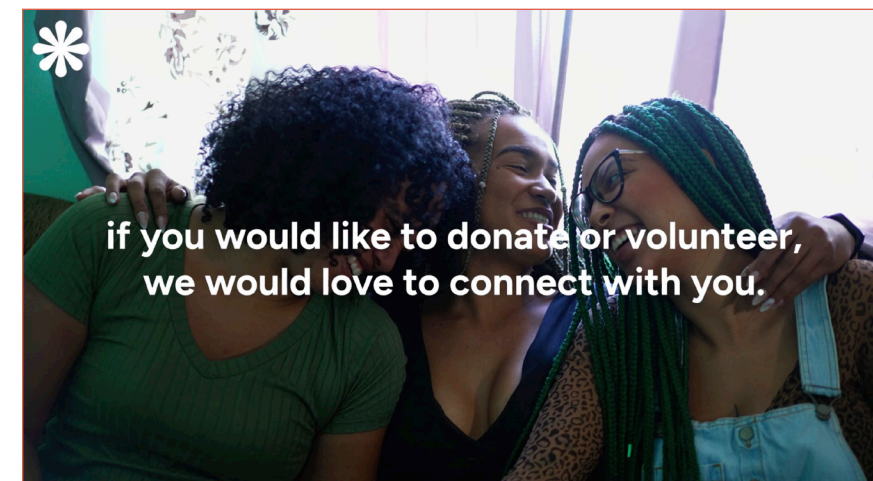
This is a frame of what a Fleur station would look like. It's not a fully designed space so the viewer can focus on the text being presented. While giving an explanation to the process, it's still validating the audience's struggles.



The outro of the video begins by empowering the viewer in their value. This is to reaffirm what Fleur stands for as a brand.



This frame is highlighted to further emphasize what Fleur is: when we are supporting each other, we can make something beautiful. Just like petals to create a whole flower.



The last part of the video calls to secondary/tertiary stakeholders by calling for connection with Fleur. It's also followed by how they can get connected as well.

This video uses inclusive models and warm tones that clearly reflects Fleur as a brand. It doesn't show every touchpoint to not muddy the message. The main focus is what the brand is trying to accomplish instead of throwing in time fillers. The process of making this video was just writing and creating as time went. I wanted the narrative to naturally write itself.



for my late grandmother, Doris Yamarick

She was a co-founder of the first domestic abuse shelter in Pickaway County of Ohio, Haven House. She believed in the collaboration of women and what we can accomplish when we support each other.

In an article from the Circleville Herald, "Yamarick was well known in Circleville as a community volunteer and a fierce advocate for women and the causes that she believed in. One of her greatest achievements was the creation of Pickaway County's first women's shelter" ...

"We hope to make her proud of the inspiration she has given for women supporting women."

