



Permission to Start Dreaming Foundation

Case Study

Overview

Client Name: Permission to Start Dreaming Foundation

Industry: Social Wellness

Business Type: Nonprofit

Timeline: January to May 2019

Budget: \$12,000

Engagement: Visual Brand Identity Extension

Contact:

Leslie Mayne,

lesliem@ptsdfoundation.org

Synopsis: In early 2019, the Permission to Start Dreaming Foundation, a not-for-profit dedicated to helping veterans and first responders with an innovative combat-related stress recovery program approached Allovus with an exciting challenge: to extend their existing visual brand identity across their four major yearly events into a unified marketing package. This would include materials for each event with a cohesive look and feel that could be applied to email templates, websites, print materials, and event swag.

Building on a dream

The extension of a visual identity for a veteran-focused nonprofit's key events

Building on a dream

Born out of the tragic loss of the founder's veteran son in 2009, the Permission to Start Dreaming Foundation began with a clear mission: to assist other veterans, first responders, and their families find the help they needed to move through the long journey of healing from the invisible wounds of war and service-related injuries. With the creation of the first "Race For A Soldier" event in Gig Harbor, WA in 2011, the Foundation grew into a 501(c)(3) nonprofit organization funded through private donations from individuals, foundations, and corporations.

By 2018, the Foundation had grown to offer combat-related stress recovery programs that incorporated activities and experiences designed to provide peace of mind, enhanced well-being, and a renewed sense of their place in the world to the participants. This critical training focused on healing trauma and rekindling a desire to live life with passion, purpose, continued service, and leadership.

Additionally, the Foundation had expanded on the successful "Race For A Soldier" event, and created three other annual events, each of which helped to both deliver on the Foundation's mission and serve as awareness-raising and fund-raising campaigns.

But this rapid, purpose-driven growth had an unintended consequence: the original brand and visual identity created for the Foundation in its early years seemed dated, and insufficient to carry all four large events and their coordinated marketing campaigns.

PERMISSION TO START DREAMING FOUNDATION
RACE FOR A SOLDIER
 10 MILER, 5K & VIRTUAL RUN

NEW 10 MILE COURSE!

SEPT. 16, 2018 | 7:45 AM
 — GIG HARBOR, WA —

The Permission to Start Dreaming Foundation exists to bring hope and healing to our military members, veterans and their families who deal with post-traumatic stress and combat trauma. The Foundation has given nearly \$300,000 to local alternative therapy programs serving our veterans organizations since its inception in 2011. As the Foundation has grown, it has spawned a dynamic movement in the Pacific Northwest, offering veterans real and tangible help, strength-based and solution-focused. In 2017, it delivered an innovative retreat program, fostering "post-traumatic growth" and will continue to develop that so more veterans from the PNW can participate. The Foundation offers connection for our military with monthly Veterans Huddles, currently planning its first wellness workshop in an effort to help them make peace with their past for a better future and strategically planning for the creation of the Northwest Passage, a comprehensive wellness veteran center. Race For A Soldier was our first event, and continues to be great example of the community joining us in that cause.

WWW.PTSDFOUNDATION.ORG

The previous brand and marketing materials were ready for a fresh approach.

2018 marks the 8th running of our flagship event, Race for a Soldier. This year we are excited to unveil a new 10 Miler course. Fast runner-friendly start through the heart of Gig Harbor, followed by a beautiful journey along country roads lined with cheering crowds.

RACE DAY TIMELINE

Packet pickup opens Tom Taylor Family YMCA in Gig Harbor — NO REGISTRATION ON RACE DAY —	6:15 AM
Announcements & National Anthem	7:40 AM
10 Miler Start	7:45 AM
5K Start	8:00 AM
5K Awards Ceremony	9:00 AM
RFAS 10 Miler Awards Ceremony	10:15 AM

PREMIUM RACE SHIRT FOR EARLY REGISTRATION!
 Watch for details on our website.

WHAT TO EXPECT AT THE RACE

- Exciting new 10 Miler course!
- Start and finish at the Gig Harbor YMCA!
- Inspiring scenic course with entertainment!
- Thousands of cheering spectators!
- Base Camp finish area with music & vendors!
- Day care available at the YMCA!

SPONSORSHIP LEVELS

	ON-SITE REPRESENTATION	ANNOUNCED AT EVENT	FEATURED ON WEBSITE	FEATURED ON BACK CARRIAGE	FEATURED ON BAGS
Title Sponsor \$20,000 (one only)					
Major Sponsor \$10,000 - \$19,999 (six available)					
Volunteer Shirt Sponsor \$3,000 (ten only)					
Mile Sponsor \$2,000 (thirteen available)					
Base Camp Booth commercial: \$300; non-profit: \$150					

Interested in sponsoring or registering?
 Email JeffB@PTSDFoundation.org
 WWW.PTSDFOUNDATION.ORG

Challenge accepted

In late 2018, the Foundation approached Allovus with a design challenge that we couldn't refuse. They needed to extend their visual brand identity in a unified way that could carry the marketing campaigns for each of their annual events in the upcoming year. Additionally, the new look needed to feel respectful, hopeful, aspirational, and timeless. Furthermore, it needed to easily span from print to web, and to event swag like shirts, hats, badges, and banners.

Always willing to tackle a unique design challenge—and especially for such a good cause—we knew we had to say yes. Even on a limited budget, this was a way for Allovus to give back to our local community and flex our skills at some of our favorite work: creating cohesive visual identities that move beyond branding and logos and into a comprehensive brand experience.

With this engagement, we knew we would be deploying our standard, client-centered design process: a research-filled discovery phase, followed by several fast-turn design sprints with frequent stakeholder input and collaboration, arriving at a solution that would delight the client and empower their mission.



The foundation had just completed a brand update. One of our goals was to align with their updated look and feel

ICON/SPECIAL USE CASES/SOCIAL MEDIA



Into the wilderness



Our engagement with the Permission to Start Dreaming Foundation team began in January 2019. We moved into the research and discovery phase and quickly struck upon a theme that would prove fruitful moving forward.



Into the wilderness



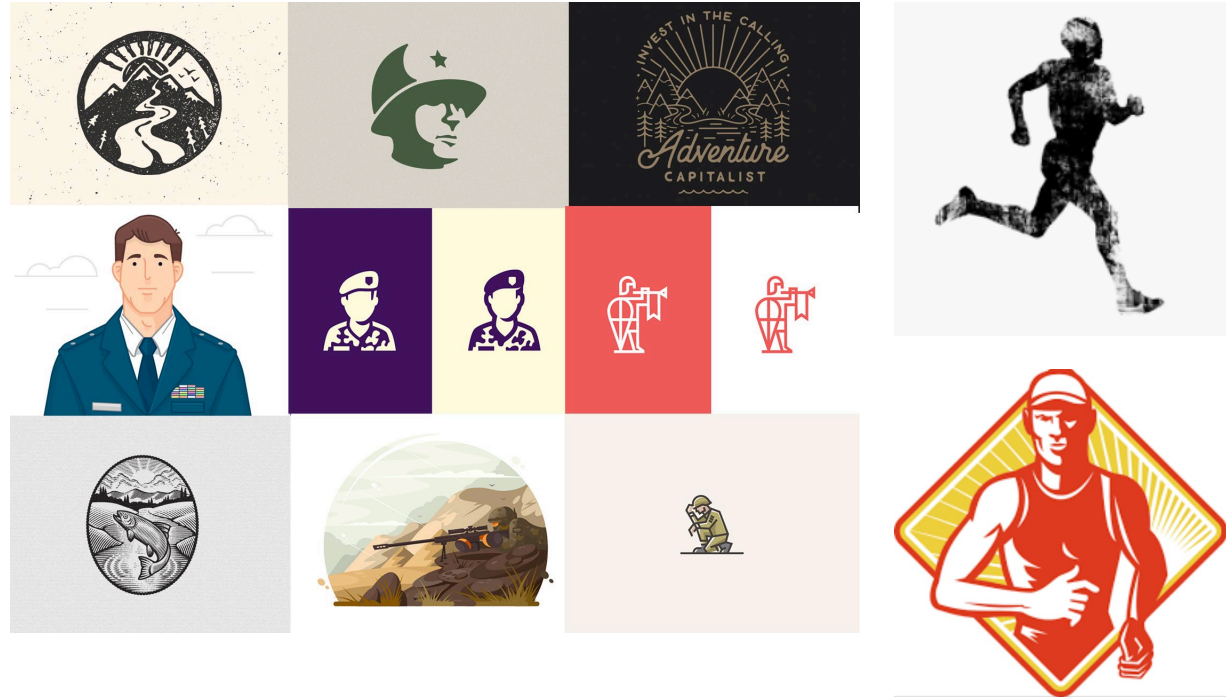
The working team identified the timeless, classic appeal of United States National Parks posters as emblematic of the look and feel the client was aiming for. These posters were each unique, but their style and postcard-like representations of grand vistas and blocky lettering were instantly recognizable as being of a cohesive set.

Preparing for our first design round, we gathered as many images related to national parks posters as we could—from the original 1940s-era WPA parks posters to their modern interpretations. We also looked to other nature-inspired badges and iconography for examples of framing, scale, and balance.

Into the wilderness

Additionally, we considered how to represent the main objects for the designs—the focus for each would be the heart of the Foundation’s work: the soldiers and first responders to whom these efforts were dedicated. We went wide, looking at examples of everything from monoline clipart to scrimshaw-like scratchboard, searching for exactly the right feel.

These mood boards were essential in helping our client narrow in on their visual preferences early and with conviction.



A swing ... and a hit

Swing for a Soldier

A swing ... and a hit

One of the Foundation's premier events, inspired by the original "Race For A Soldier", was a golf charity tournament called "Swing For A Soldier". Given the timing, it made sense for us to start with this event and marketing campaign for our first design iteration.

In this instance, we built out our concept by exploring the key components—an icon, an iconic mark, and a full illustrative treatment. Each of these served a slightly different purpose but worked together to build a coherent whole.

The icon was visually simple and easy to process at first glance—a golfer in mid-swing, in front of a mountain range. The iconic mark was built on this, incorporating the golfer icon with the name of the event and the triple golden stars from the Foundation's logo. This was arranged to look like a soldier's dog tag or the medal a veteran might be awarded for service.

Finally, the full illustrative treatment incorporated these into a colorful natural background, alluding directly to the national park posters which had originally inspired us.



Our initial explorations for the golf tournament

A swing ... and a hit



Updated version



Previous version

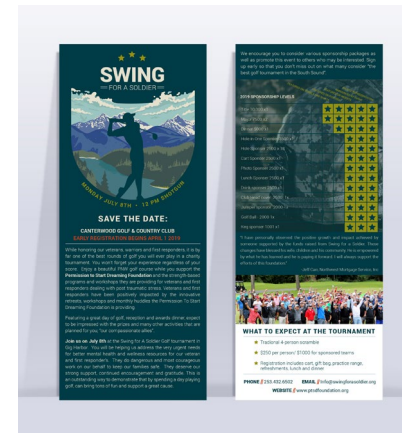


Alt two color version

Upon presenting to the client, we discovered we had hit a hole-in-one with this design concept—they loved it. This allowed us to skip other ideation and move ahead into refinement and pre-production. A refinement round focused on details, such as a more refined golfer silhouette that exhibited strength and athleticism and removing highlights from the pants which were unnecessary.

A swing ... and a hit

With client approval, we quickly moved into an exploration of the marketing materials, including the event poster, rack cards, and one-sheets that became the cornerstone of our next rounds of work.



Pulling ahead in the race

Race for a Soldier

Pulling ahead in the race



With this win under our belts, we moved into rapid design and execution for the other three events: “Pull For A Soldier”, a competitive trap shoot event; “Pray For A Soldier”, the annual prayer breakfast; and “Race For A Soldier”, the half-marathon and 5K event that started it all.

Viewed collectively, it was clear that these events were related, and part of the Permission to Start Dreaming Foundation’s brand family. Each event had an icon, iconic mark, and illustrated treatment that was unique but related—just like the national parks posters that had inspired us.

Pulling ahead in the race

Each event had a save-the-date postcard, a rack card, a one-sheeter, and a poster. We also handed off art files that would enable the creation of event swag like shirts, badges, hats, banners, and more.

The client and the Foundation's board were delighted with our work. In four and a half months, we had successfully delivered an entire year's worth of marketing materials, allowing the Foundation to sponsor some of its most successful events to that date.

RACE
FOR A SOLDIER

SAVE THE DATE:
SEPTEMBER 15 RACE DAY
GIG HARBOR, WA

Why We Run

We run because the longest journey for our veterans and first responders is not in coming home after their service to our country and communities, but the journey of recovery from the trauma they often face in the line of duty. We run to show support, raise awareness and provide programs for growth and healing.

We are excited and encouraged that the Permission to Start Dreaming Foundation has continued to grow and reach more milestones in continuing our active support of local veterans, as well as expanding to first responders in the Pacific Northwest. In 2018, we began veteran and first responder monthly Huddles promoting healing and connection, offered our first post-traumatic growth workshop and the foundation made it possible for Pacific Northwest veterans and first responders to participate at Boulder Crest Warrior PATHH retreat program.

The Foundation is dedicated to providing healthy resources for those who serve. It is at the heart of what we do.

Register at raceforasoldier.org

PERMISSION TO START DREAMING



Packet pickup opens
Tom Taylor Family YMCA in Gig Harbor
— NO REGISTRATION ON RACE DAY — 6:15 am - 7:30 am

Announcements and National Anthem 7:40 am
RFAS 10 Miler Start 7:45 am
5K Start 8:00 am
5K Awards Ceremony 9:00 am
RFAS 10 Miler Awards Ceremony 10:15 am

WHAT TO EXPECT AT THE RACE

- Exciting 10 Miler course!
- Easy rolling 5K course!
- Start and finish at the Gig Harbor YMCA!
- Inspiring scenic courses with entertainment!
- Thousands of cheering spectators!
- Base Camp finish area with music & vendors!
- Day care available at the YMCA!

10 MILER
5K

mile 6
mile 5
mile 4
mile 3
mile 2
mile 1
mile 0

Highway 16
Gig Harbor
N

RACE
FOR A SOLDIER

EMAIL // info@raceforasoldier.org
PHONE // 253.432.6502
WEBSITE // www.raceforasoldier.org

RACE
FOR A SOLDIER

SAVE THE DATE:
SEPTEMBER 15 2019 at 0730
GIG HARBOR, WA
10 MILER 5K
Register at raceforasoldier.org



PERMISSION TO START DREAMING
5K 5M

mile 6
mile 5
mile 4
mile 3
mile 2
mile 1
mile 0

Highway 16
Gig Harbor
N

WHAT TO EXPECT AT THE RACE

- Exciting 10 Miler course!
- Easy rolling 5K course!
- Start and finish at the Gig Harbor YMCA!
- Inspiring scenic courses with entertainment!
- Thousands of cheering spectators!
- Base Camp finish area with music & vendors!
- Day care available at the YMCA!

RACE DAY TIMELINE

Packet pickup opens
Tom Taylor Family YMCA in Gig Harbor
— NO REGISTRATION ON RACE DAY — 6:15 am - 7:30 am

Announcements and National Anthem 7:40 am
RFAS 10 Miler Start 7:45 am
5K Start 8:00 am
5K Awards Ceremony 9:00 am
RFAS 10 Miler Awards Ceremony 10:15 am

WEBSITE // raceforasoldier.org EMAIL // info@raceforasoldier.org PHONE // 253.432.6502

The mission continues...



The Permission to Start Dreaming Foundation continued its mission to change the lives of veterans and first responders with care and compassion, and we continued ours: to make the world a better and more beautiful place through client-focused visual design.

How can we help you deliver on your mission? Reach out, and let's connect!

PULL FOR A SOLDIER

SAVE THE DATE: MAY 17, 2019

GIG HARBOR SPORTSMAN CLUB

8:00-12:00 Morning Session
12:30-4:00 Afternoon Session
11:00-1:00 Lunch provided for all participants

Beer Garden- Available once participant completes all shooting

Registration Opens March 1st
Register at www.pullforsoldier.org

\$125.00/Individual
\$600.00/Team of 5

2019 SPONSORSHIP LEVELS

Sponsorship Level	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Executive Sponsor \$1000	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Major Sponsor \$500	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Team Sponsor \$200	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Individual \$100	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

"I have personally observed the positive growth and impact achieved by veterans supported by the funds raised from Pull for a Soldier. These changes have benefited his wife, children, and his community. He is empowered by what he has learned and he is grateful to know that I will always support the efforts of this foundation."

-Jeff Carl, Northwest Mortgage Service, Inc.

PULL FOR A SOLDIER

EMAIL: info@pullforsoldier.org PHONE: 253.432.6502 WEBSITE: www.pullforsoldier.org

PULL FOR A SOLDIER

SAVE THE DATE: MAY 17, 2019

GIG HARBOR SPORTSMAN CLUB

9:00-12:00 Morning Session
1:00- 4:00 Afternoon Session
11:00-1:00 Lunch provided for all participants

Beer Garden- Available once participant completes all shooting

\$125.00/Individual
\$600.00/Team of 5
Team Signage: \$100.00/Team

2019 SPONSORSHIP LEVELS

Sponsorship Level	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Executive Sponsor \$1000	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Major Sponsor \$500	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Team Sponsor \$200	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Individual \$100	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

"I have personally observed the positive growth and impact achieved by veterans supported by the funds raised from Pull for a Soldier. These changes have benefited his wife, children and his community. He is empowered by what he has learned and he is grateful to know that I will always support the efforts of this foundation."

-Jeff Carl, Northwest Mortgage Service, Inc.

PULL FOR A SOLDIER

EMAIL: info@pullforsoldier.org PHONE: 253.432.6502 WEBSITE: www.ptsd.org

PULL FOR A SOLDIER

SAVE THE DATE: MAY 17, 2019

GIG HARBOR SPORTSMAN CLUB

9:00-12:00 Morning Session
1:00- 4:00 Afternoon Session
11:00-1:00 Lunch provided for all participants

Beer Garden- Available once participant completes all shooting

\$125.00/Individual
\$600.00/Team of 5
Team Signage: \$100.00/Team

2019 SPONSORSHIP LEVELS

Sponsorship Level	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20
Executive Sponsor \$1000	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Major Sponsor \$500	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Team Sponsor \$200	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X
Individual \$100	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X

"I have personally observed the positive growth and impact achieved by veterans supported by the funds raised from Pull for a Soldier. These changes have benefited his wife, children and his community. He is empowered by what he has learned and he is grateful to know that I will always support the efforts of this foundation."

-Jeff Carl, Northwest Mortgage Service, Inc.

PULL FOR A SOLDIER

EMAIL: info@pullforsoldier.org PHONE: 253.432.6502 WEBSITE: www.ptsd.org

Thank you!

AIMEE HAYES

Studio Services Director

253.228.4029

Aimeeh@Allovus.com

www.Allovus.com