



BRAND IMPLEMENTATION
Building on a dream for a
veteran-focused nonprofit identity

OVERVIEW

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. They wanted to extend their existing visual brand identity across their four major yearly events into a unified marketing package.

This included creating cohesive materials for each event, ensuring a unified look and feel that could be applied across email templates, websites, print materials, and event swag.

DISCOVERY

Building on a dream

The Permission to Start Dreaming Foundation was founded in 2009 after the loss of the founder's veteran son, aiming to help veterans, first responders, and their families heal from service-related trauma. Starting with the "Race For A Soldier" in 2011, it grew into a 501(c)(3) nonprofit, offering stress recovery programs that foster healing, purpose, and leadership. By 2018, it expanded to include three more annual events, raising funds and awareness. This rapid growth highlighted the need for a modernized brand to represent its mission and initiatives effectively.

Challenge accepted

In late 2018, the Foundation enlisted Allovus to extend their visual brand identity for their annual events. The design needed to be unified, respectful, aspirational, and adaptable across print, web, and event materials. Excited by the challenge and the cause, Allovus embraced the opportunity, applying a client-centered process with research, design sprints, and collaboration to deliver a cohesive brand experience that empowered the Foundation's mission.

Duration
Jan – May 2019

Project
Visual Design
Illustration

Tools
Figma
Illustrator

Roles
Illustration
Branding



Our engagement with the Permission to Start Dreaming Foundation team began in January 2018. We moved into the research and discovery phase and quickly struck upon a theme that would prove fruitful moving forward.

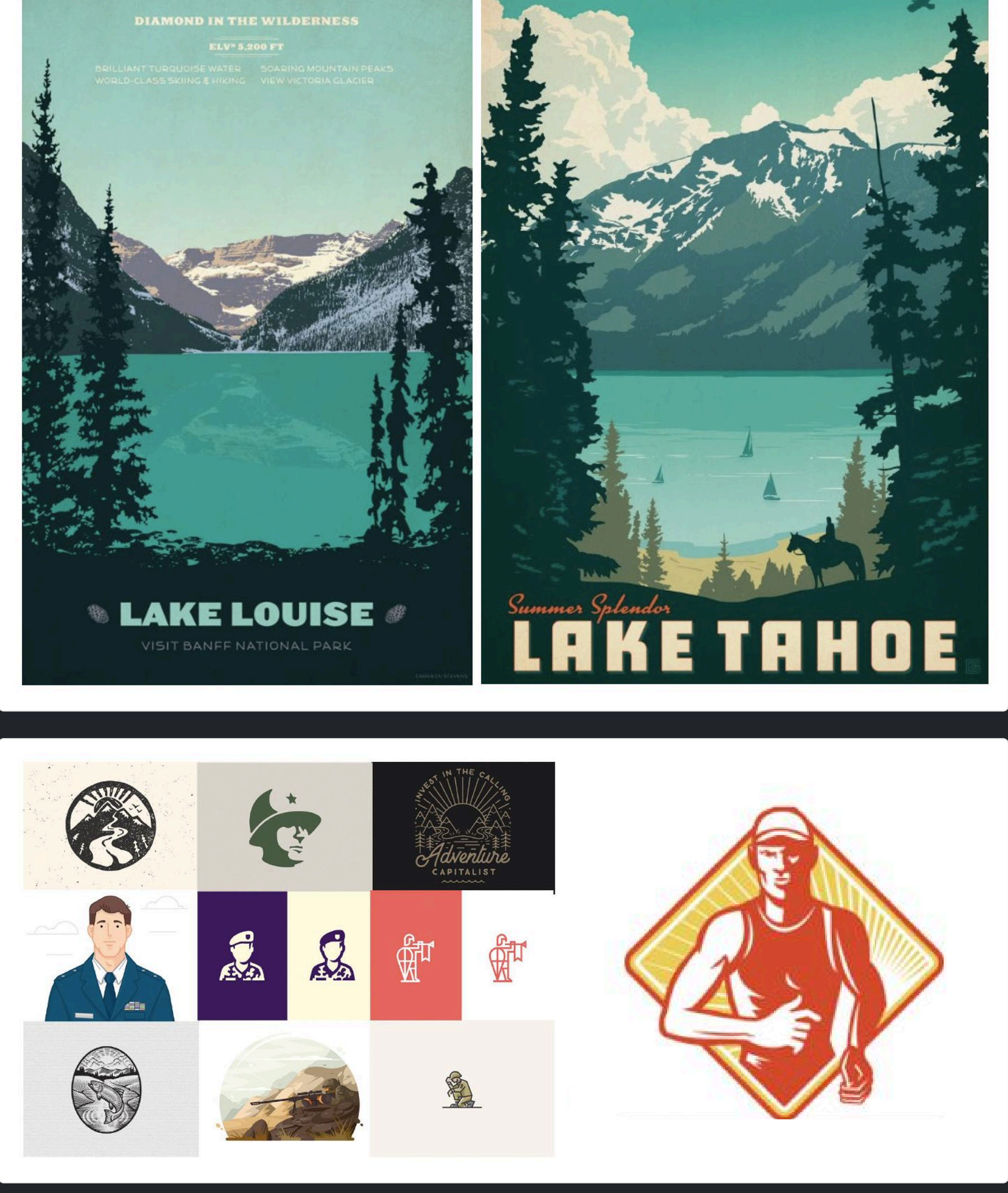
CONCEPTING

Into the wilderness

The team drew inspiration from the timeless style of U.S. National Parks posters, known for their cohesive yet unique designs, bold lettering, and scenic imagery. To prepare, they gathered examples from 1940s WPA posters to modern interpretations, along with nature-inspired badges for framing and balance ideas.

Exploring the style

We focused on representing the soldiers and first responders central to the Foundation's mission, exploring styles from monoline clipart to scratchboard. Mood boards helped the client quickly refine their visual preferences with confidence.



FINAL WORK

A swing and a hit

The Foundation's "Swing For A Soldier" golf tournament, inspired by "Race For A Soldier," was the starting point for our design. We developed an icon of a golfer mid-swing before a mountain range, an iconic mark resembling a dog tag with the event name and Foundation's stars, and a full illustrative treatment featuring a vibrant natural backdrop inspired by National Park posters.

Pulling ahead in the race

Building on our success, we quickly designed for the Foundation's other events: "Pull For A Soldier," "Pray For A Soldier," and "Race For A Soldier." Each featured unique yet cohesive icons, marks, and illustrations, tying them together as part of the Foundation's brand family, inspired by National Park posters.

