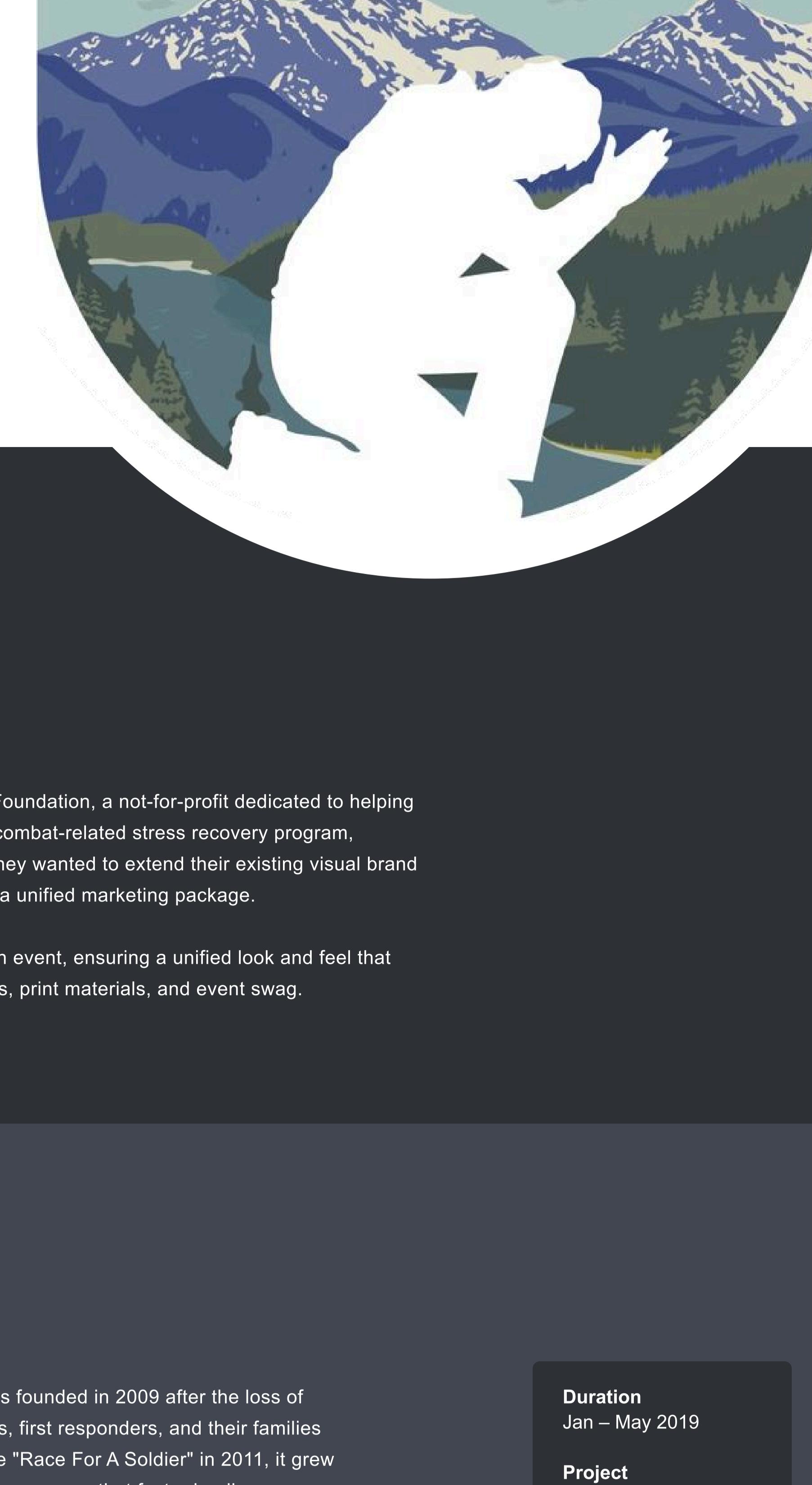




## BRAND IMPLEMENTATION

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

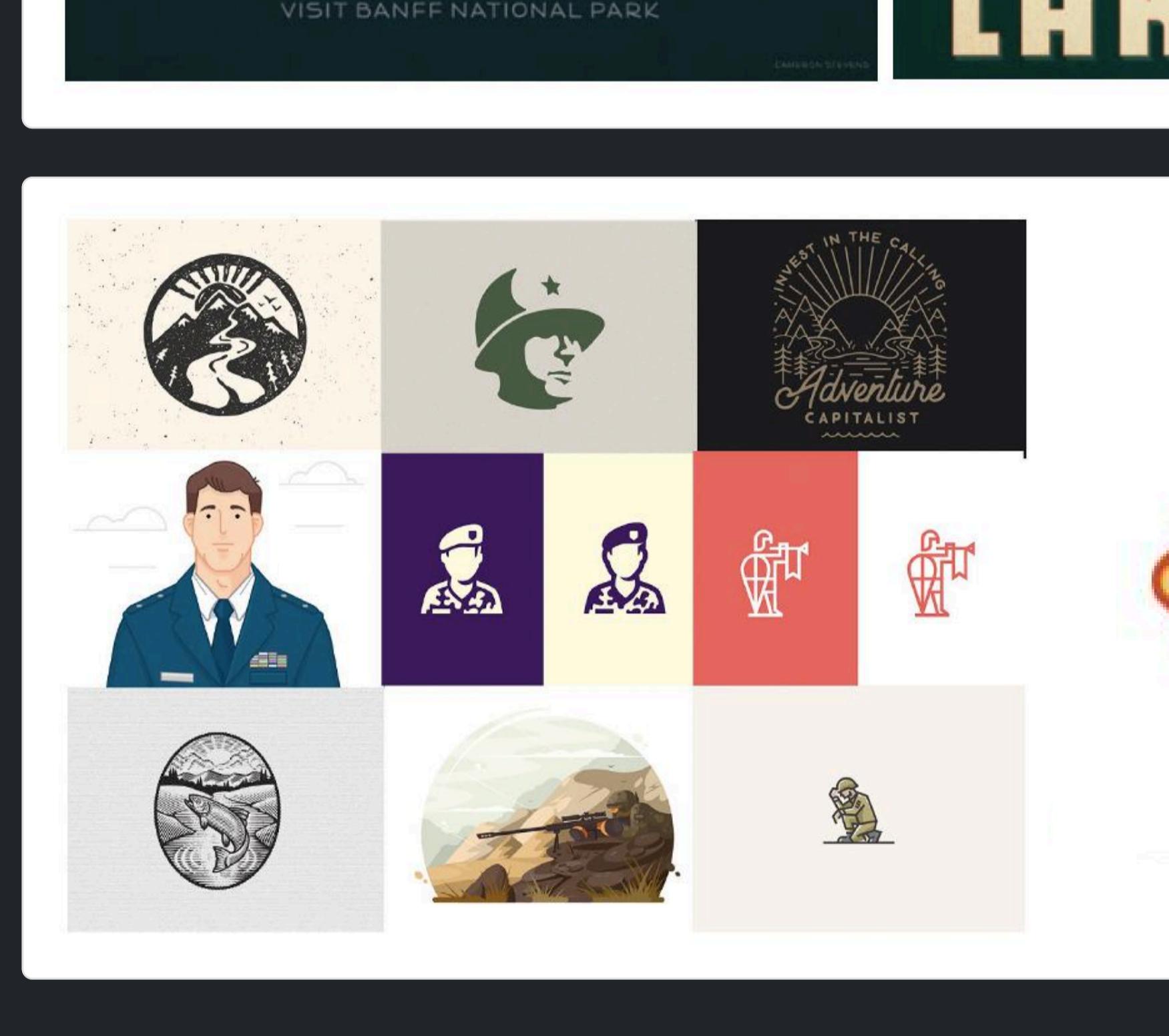
Figma

Illustrator

Roles

Illustration

Branding



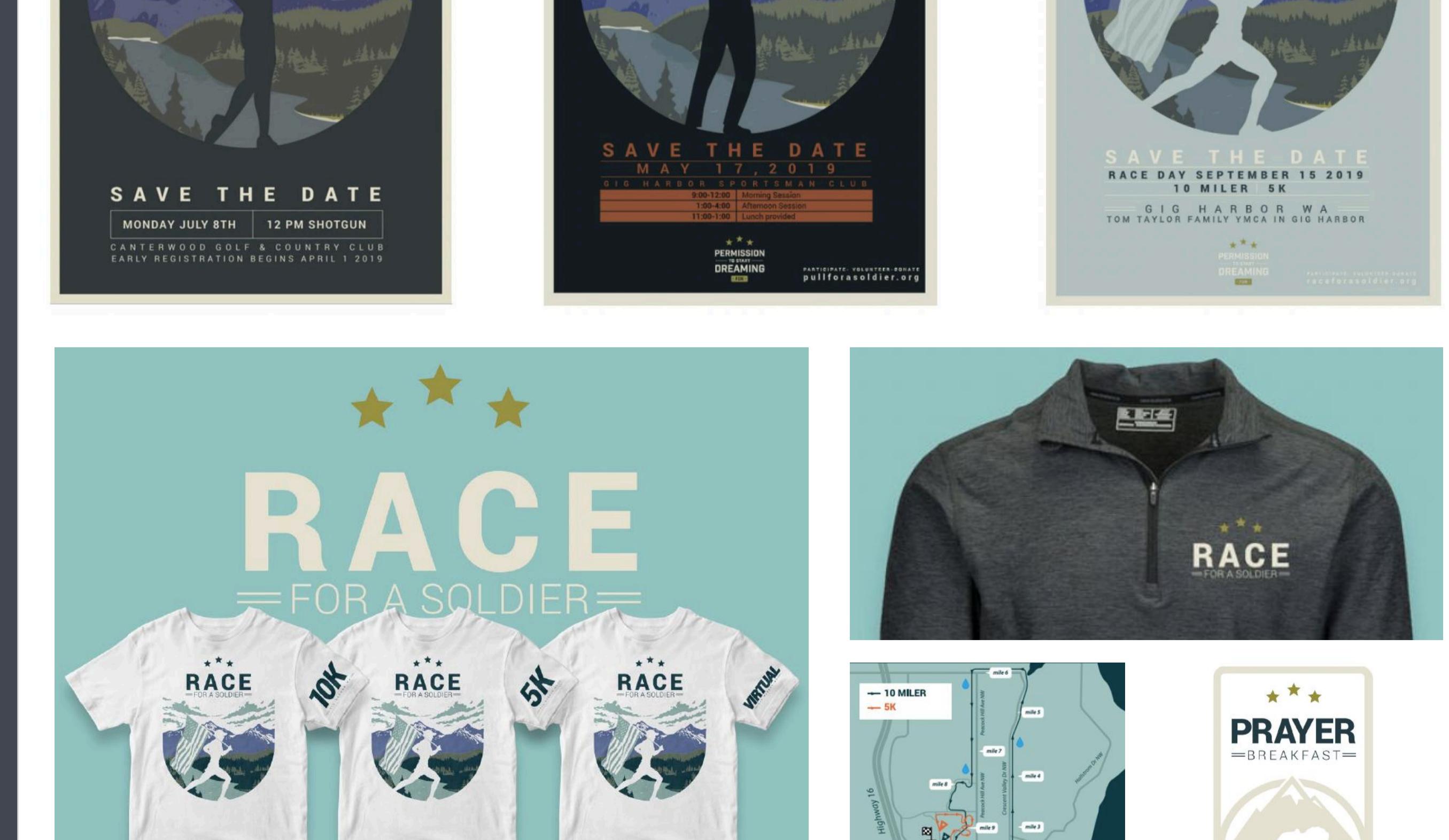
## CONCEPTING

### 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.



The Permission to Start Dreaming Foundation advances its mission. Join us in making the world more beautiful through design.

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