

# CHILLO'S CHARITY

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# THE CONCEPT

- Telling a story
- Highlighting Chico
- Making it personal
- Buy or Donate? Easy!
- Creating a community of followers / supporters



# THE LOGO



Original logo

*\*can be simplified for legal documents, small branding*

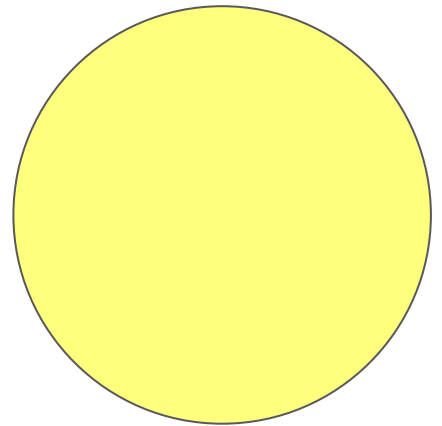
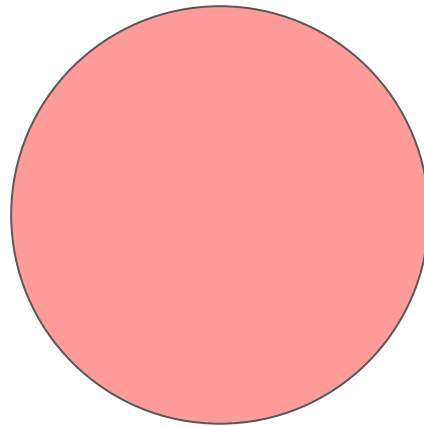
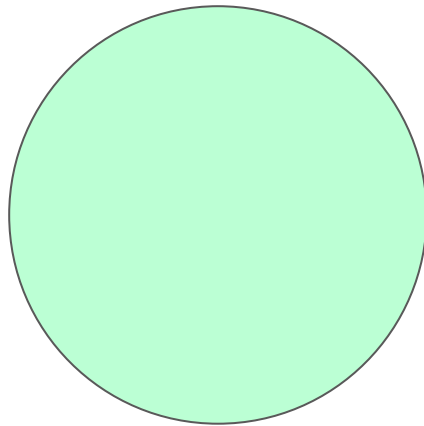
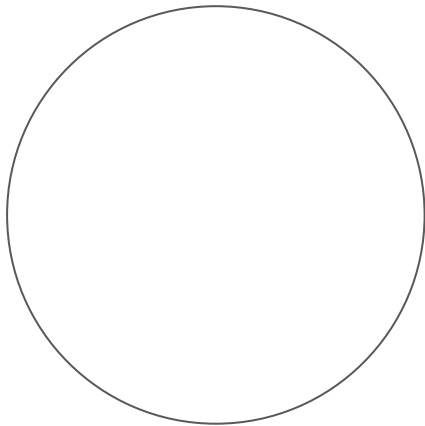
watermark



*Note: Potential for colour change*

# THE COLOURS

- Light
- Playful
- Attractive / eye-grabbing
- Easy on the eyes



# THE FONT

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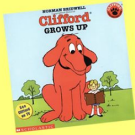
# NAVIGATION

- Index/Home
  - Welcome
  - About
  - Call to Action / Support
- Meet Jen
  - Meet the Team
- Meet Chico
  - Chico in the news
- Donate/Sponsor
  - Letters of support
  - Notable sponsors
- Buy Book
- Join the Team
  - Volunteer form
  - Job Postings
- Contact Us





## Welcome to Chico's Charity



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Learn More

## Our Story

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About Chico

About Jen

## Support Chico's Charity

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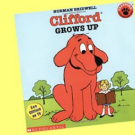
Buy Book

Donate



# MOBILE VIEW

## Welcome



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Meet Chico

Meet Jen

Join the Team

Donate/Sponsor

Buy Book

Contact us

## Our Story

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About Chico

About Jen

## Support Chico's Charity

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Buy Book

Donate







## Meet Chico!



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## Chico in the News



### NEW DIGS FOR CHICO'S CHARITY FOR CHILDREN

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[Read more](#)



### LOCAL CHILDREN'S AUTHOR PENS SEQUEL IN POPULAR

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[Read more](#)



### LOCAL CHARITY EASING CHILD HOSPITAL FEARS THROUGH

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[Read more](#)

# SOCIAL MEDIA



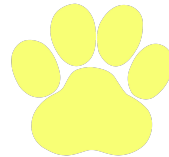
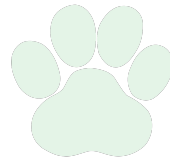
- Re-branding
  - Facebook → opportunity to donate, recruit, create events, cater to wider demographic
  - Instagram → trendy, more visual, different demographic
  - Twitter → quick updates, interact with audience
- Consistency and alignment with the brand
- Accessibility / communication
- Promotion → highlighting Jen, the team, events, etc.

# THE MERCHANDISE

- Merchandise for Chico's Charity
  - Proceeds
  - Fundraising / events
  - Gift to sponsors
- Men, Women and Kids
- Potential for expanding to Greeting Cards, stationary, etc.
- Promote on social media platforms



# THE MERCHANDISE



Thank you!

