

Art
Therapy
Outreach
Center

2016 REBRANDING



MASTERS IN BRANDING

We work with...

Family

Violence

Illness

Our Brand Challenges

- Our current messaging lacks clarity and is too generic.
- We focus our messaging too much on ATOC and not enough on clients.
- We don't do enough storytelling.
- Lacking numerical outcome figures, we are challenged to demonstrate efficacy.
- Our logo and name don't adequately demonstrate our approach or our impact.



Brand Pillars



Energy

Guidance

Objects

Brand Pillars



Energy

Guidance

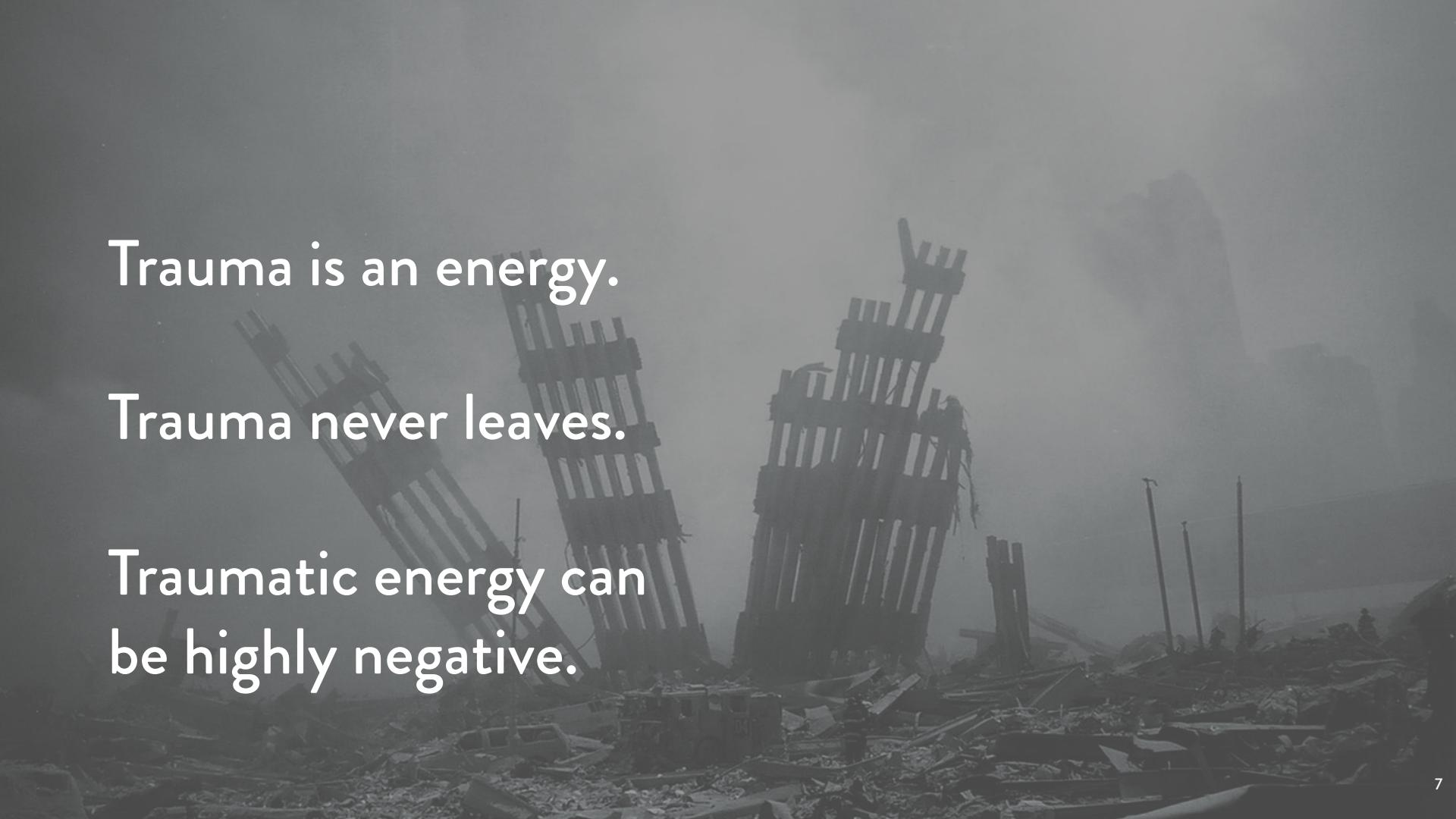
Objects

... of trauma

... by our
therapists

... created for self-
transformation

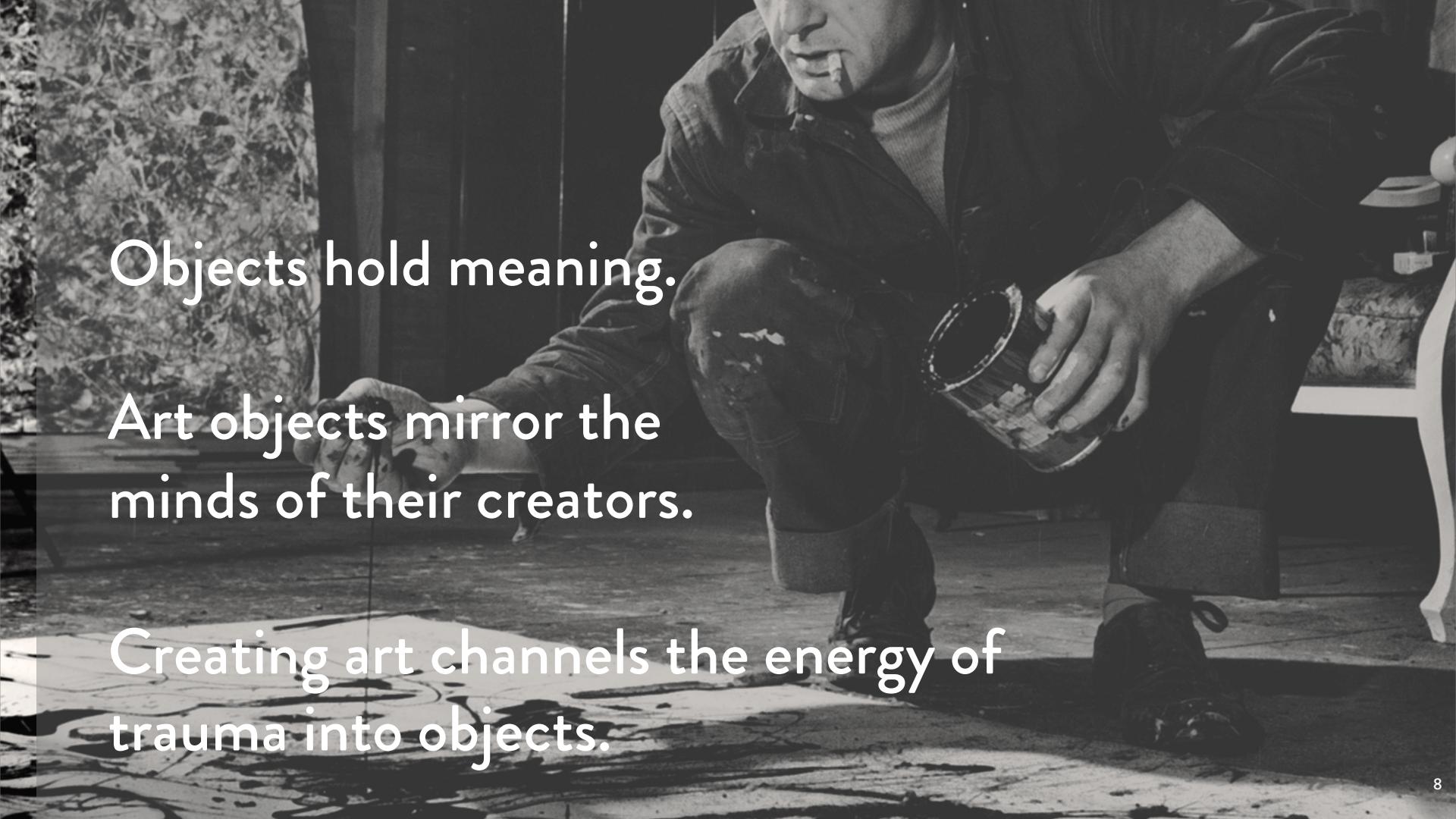
OUR STORY

A dark, grainy photograph of a destroyed city skyline, featuring collapsed skyscrapers and debris.

Trauma is an energy.

Trauma never leaves.

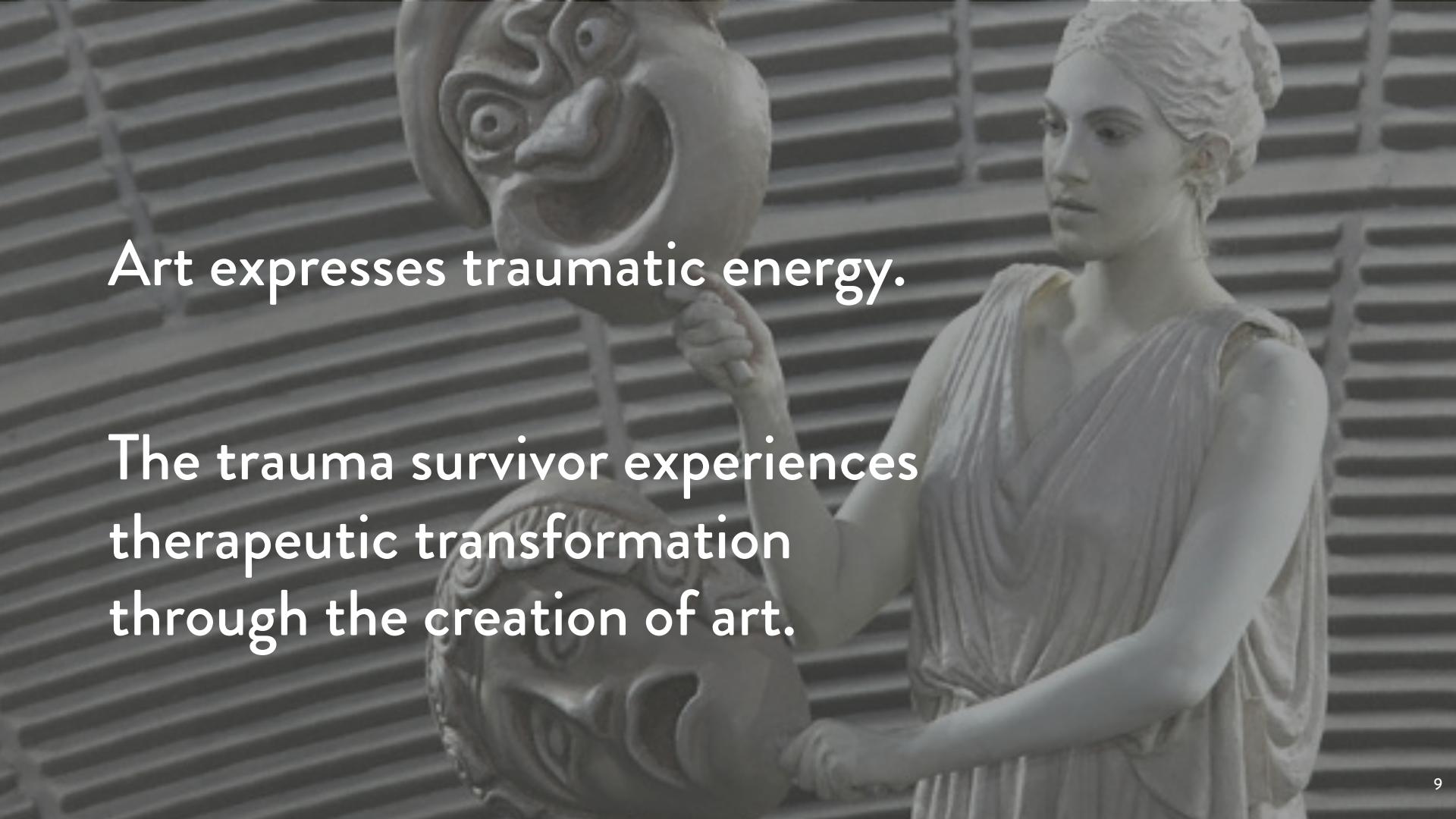
Traumatic energy can
be highly negative.



Objects hold meaning.

Art objects mirror the
minds of their creators.

Creating art channels the energy of
trauma into objects.



Art expresses traumatic energy.

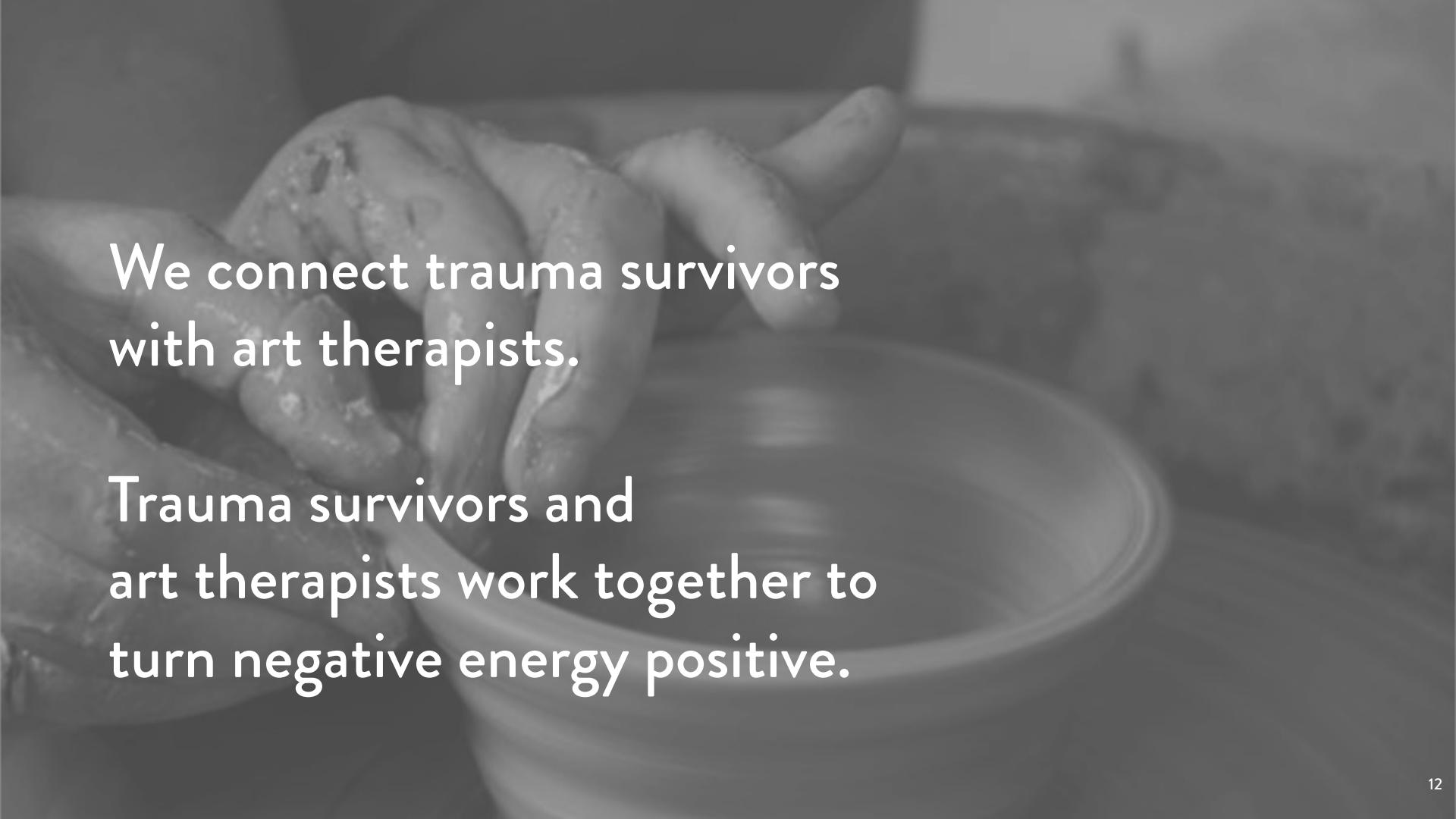
**The trauma survivor experiences
therapeutic transformation
through the creation of art.**



The process of
self-transformation
through art is our project.

A black and white photograph showing a group of approximately ten people, mostly children and young adults, sitting cross-legged on the floor in a classroom or workshop setting. They are all focused on large sheets of marbled paper laid out on the floor in front of them. Some are using their hands to spread the ink, while others are holding brushes or tools. The room has rows of chairs and desks in the background, suggesting a school environment. The overall atmosphere is one of creative activity and collaboration.

Our art therapists
guide this process.

A black and white photograph showing a close-up of a person's hand. The hand is holding a piece of crumpled, textured paper, possibly clay or a similar material. The background is dark and out of focus.

We connect trauma survivors
with art therapists.

Trauma survivors and
art therapists work together to
turn negative energy positive.

Our Story

- Trauma is an **energy**.
- Trauma **never leaves**.
- Traumatic energy can be highly **negative**.
- **Objects hold meaning**.
- Art objects mirror the minds of their creators.
- Creating art **channels the energy** of trauma into objects.
- Creating art **expresses** traumatic energy.
- The trauma survivor experiences **therapeutic transformation** through the creation of art.
- **The process of self-transformation through art is our project**.
- Our art therapists **guide** this process.
- We **connect** trauma survivors with art therapists.
- Trauma survivors and art therapists work together to **turn negative energy positive**.

**We guide the energy of trauma
through the creation of
meaningful objects.**

POSITIONING STATEMENT

Art Therapy Outreach Center

The Art Therapy Project

Comparison

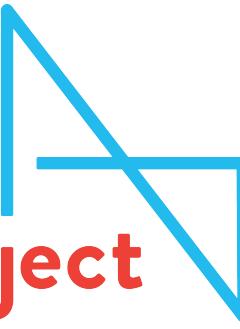
Art Therapy Outreach Center

- Do you consistently practice outreach?
- Does the art therapy take place in a center?
- Focused on the structure of our organization, more than the mission.
- Inaccessible and intimidating

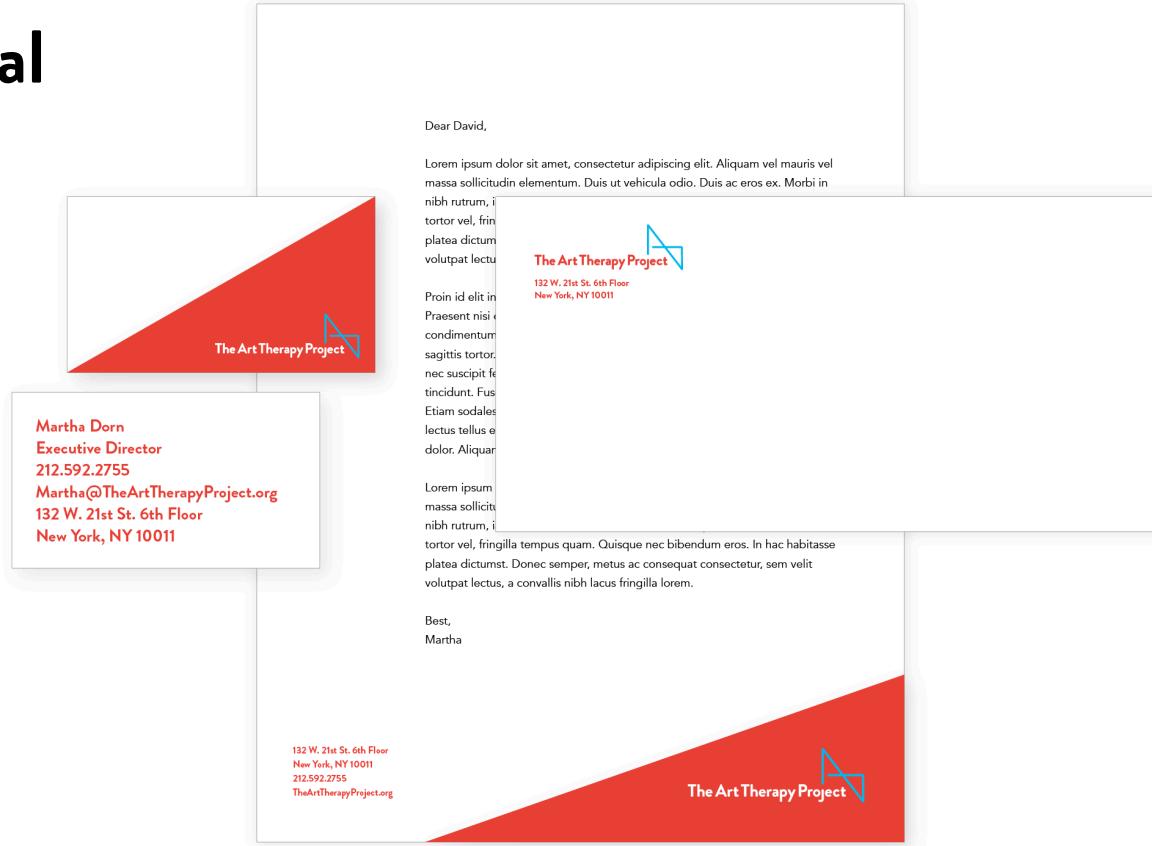
The Art Therapy Project

- We promote art therapy itself as a valuable practice.
- Broaden your ambition by changing your name.
- Accessible and client-friendly.
- Inspires action and collaboration.

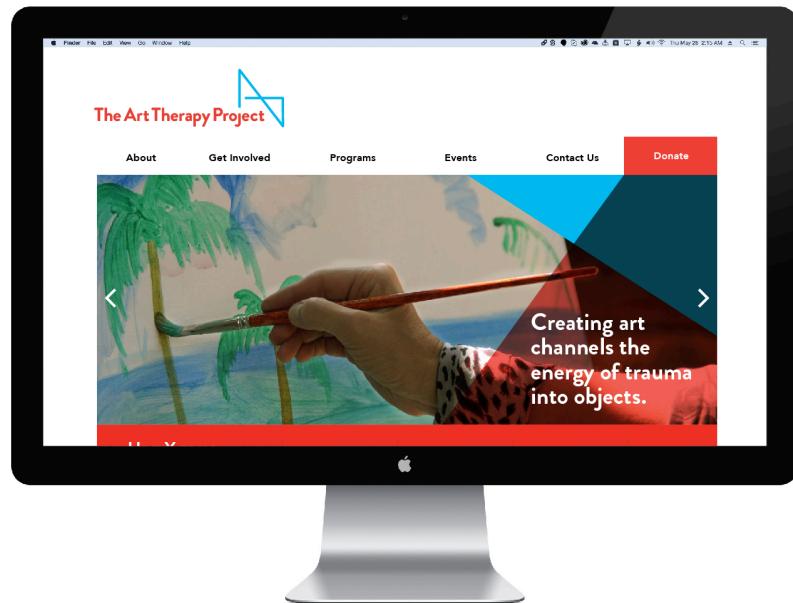
The Art Therapy Project



Collateral



Application



Mission Statement

The Art Therapy Project is dedicated to helping trauma survivors through the creation of art. Centered around issues of Family, Violence, and Illness, we are the only organization in New York that provides guided art therapy at no cost.

We go beyond traditional talk therapy. Our clients and art therapists work together to turn negative energy positive.

NOTE: PLEASE SELECT THE MISSION STATEMENT YOU FEEL BEST REPRESENTS THE ART THERAPY PROJECT AND REMOVE THE ALTERNATE SLIDE

Mission Statement

The Art Therapy Project is the only nonprofit in New York dedicated solely to providing art therapy at no cost to trauma survivors.

Our art therapists guide client groups, centered around Family, Violence, and Illness, through a creative art process that goes beyond traditional talk therapy. Through expression, we help our clients turn negative energy positive.

NOTE: PLEASE SELECT THE MISSION STATEMENT YOU FEEL BEST REPRESENTS THE ART THERAPY PROJECT AND REMOVE THE ALTERNATE SLIDE

What is art therapy?

Art Therapy is the process of transforming traumatic energy through the creation of art.

“Like other tools, art has the power to extend our capacities beyond those that nature has originally endowed us with... [A]rt (a category that includes works of design, architecture and craft) is a therapeutic medium that can help guide, exhort and console its viewers, enabling them to become better versions of themselves.”

- Alain de Botton, *Art as Therapy*

