

WWW.BEADONOR.COM
become an organ donor



ORGAN DONATION

BY CAITLIN DANIEL AND ACE

THE OBJECTIVE

Our Objective is to spread awareness for organ donation in a light hearted way. Our goal is to debunk some of the myths of organ donation.

We will reach as many people as we can through Instagram marketing, snapchat advertisements, and creating a user friendly website.



IF ONLY ORGANS GREW ON TREES

We decided to market organ donation using fruit. We wanted a happy aproch to organ donation. When someone looks at an apple we want then to be reminded to become an organ donor.

MARKETING

Instagram marketing



INSTAGRAM POST

To spread awareness of organ donation we will team with influencers and create instagram posts.

MARKETING

Instagram marketing

**A DONOR A
DAY CAN
SAVE 8
LIVES
TODAY**



#DONATE

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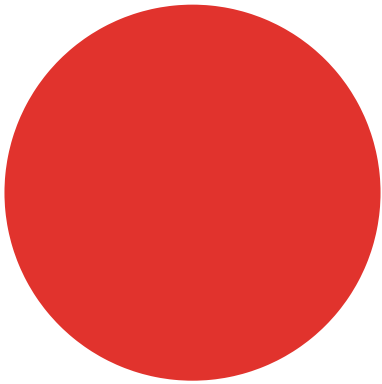


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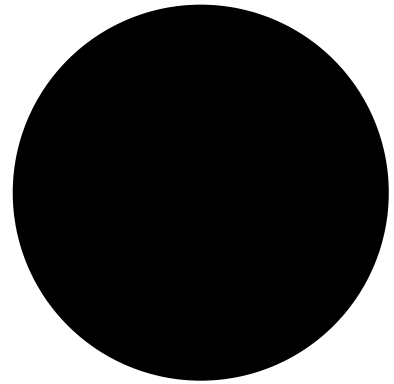
COLOUR SCHEME

We chose red as an accent colour to complement black and white



RED

#E1332D



BLACK

#000000

WHITE

#FFFFFF

LOGOS

primary and secondary logos



ORGAN DONATION
ONTARIO

PRIMARY

for merch

SECONDARY

for website

LOGOS

We created a Primary and Secondary logo for
beadonor.ca.

FONTS



RAILWAY

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Primary

QUICKSAND

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Secondary