

TELL Tool Presentation

ARTDES 349 | Branding

Jade Byeon
04/24/25



Who & What

Dr. Patricia Hershberger and the TELL Tool Team

The TELL Tool, led by Dr. Hershberger, provides evidence-based guidance to parents on disclosing donor conception to their children. The current branding lacks inclusivity and relevance to the tool's diverse audience. Dr. Hershberger seeks a refreshed visual identity that better represents the tool's mission of support, diversity, and scientific credibility.



Project Goals

Design Plan

Create a modern, inclusive logo and cohesive branding system

Develop templates for digital and social media use

Objectives

Align branding with the tool's mission of fostering trust and support

Enhance accessibility and engagement for a global audience

Client's Expectations

A flexible and scalable identity that communicates inclusivity, professionalism, and emotional support.

Audience

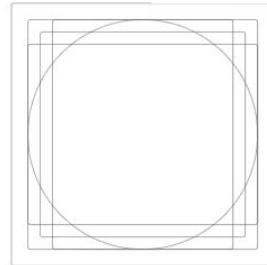
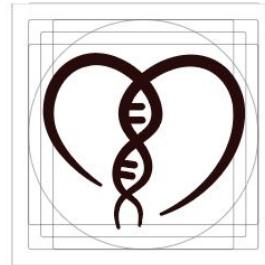
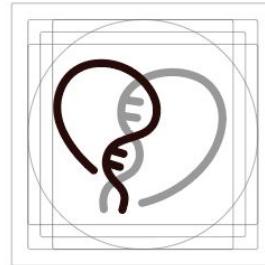
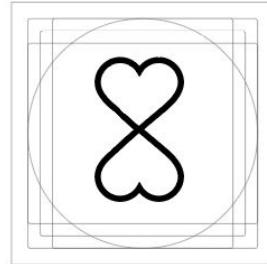
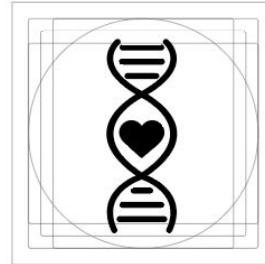
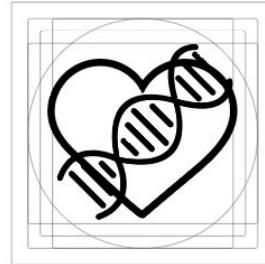
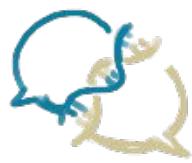
Primary

Parents (ages 20-50) with children aged 1-16 from diverse family structures (single parents, LGBTQ+, multicultural backgrounds).

Secondary

Healthcare providers and clinicians,
Egg and sperm donors.

Sketches





TELL Tool

TELL tool

TELL Tool

TELL Tool



Updated Logo

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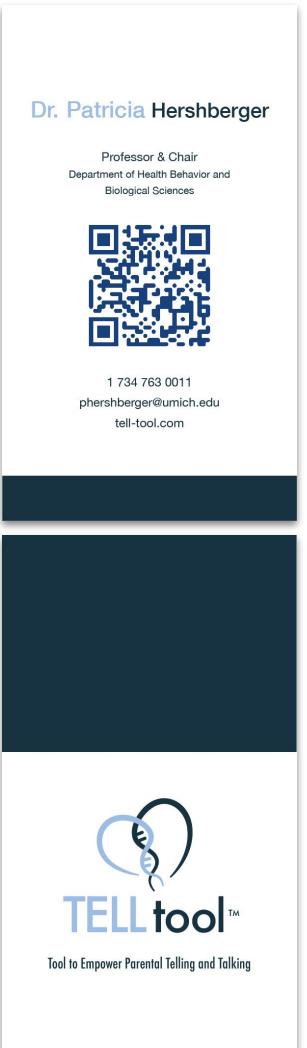
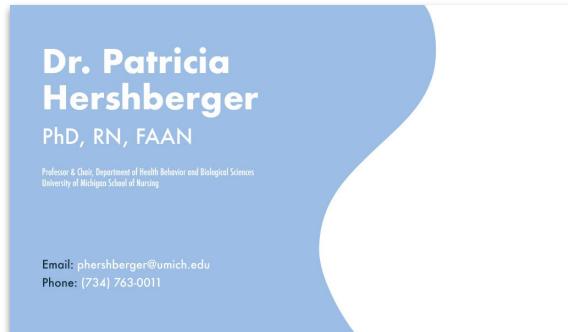


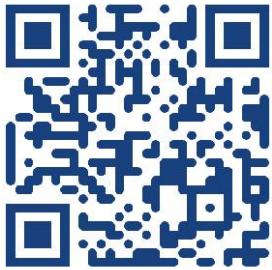


Color Palette



Business Card - Sketches





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Professor & Chair

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TELL tool™

Tool to Empower Parental Telling and Talking

Different Color for Different Positions



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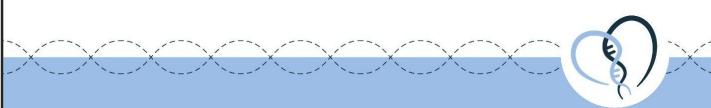
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Patricia Hershberger



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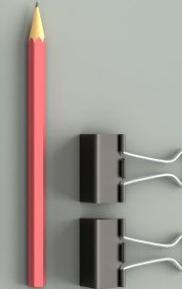
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Welcome

TELL Tool

2027 Conference

Registration



TELL TOOL

2027 CONFERENCE

The TELL Tool is an evidence-based resources designed for parents, clinicians, and researchers. Our mission for this conference is to educate and empower parents to talk openly with their children.

19 May, 2027

9:00 AM - 2:00 PM

Thursday

Room 1240

U-M School of Nursing
426 N. Ingalls St.
Ann Arbor, MI 48109-2003

Visit our website:
www.tell-tool.com

Call us for more information:
+1 734 763 0011



Join Now



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TELL Tool water bottle #parents #conversation











Presentation Title

Subtitle (if applicable)

Details of the Presenter/Presentation (if applicable)

Presenter's Name:

Date:



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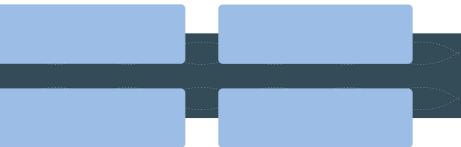
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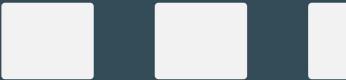
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Image/Graph Slides

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