



WEAR ORANGE

BRAND PRESENTATION BY JACQUELINE REILLY

03 | 04 | 16



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Background

Millions of Americans are coming together to fight for a country where every person can live a life free from gun violence. If you believe there's more we can do to save American lives from gun violence, you are **Orange**.

The color orange symbolizes the value of human life. Hunters wear orange in the woods to protect themselves and others. In 2013, teens on the South Side of Chicago asked their classmates to wear orange in honor of a friend who was shot and killed. Now, we're amplifying their call to action and turning orange into a symbol for the value of human life everywhere.

User Mental Model

WHAT PEOPLE ALREADY KNOW ABOUT GUN VIOLENCE:

- Second Amendment
- NRA
- Two political views on the topics
- Republicans, Democrats
- Politics
- Negativity, Tension
- Shootings Highlighted in the Media: Sandy Hook, Columbine, Virginia Tech
- Background Checks

These are responses from family, friends, and strangers when asked what they thought about when they heard the phrase “gun violence” and asked what they already know about the issue.

It became clear that the phrase “gun violence” sparked thoughts of political views and polarization.

User Mental Model

WHAT I WANT PEOPLE KNOW ABOUT GUN VIOLENCE:

- Human Life
- Safety
- Issue bigger than politics
- Statistics highlighting the prevalence of gun violence

Through the #WearOrange campaign, I want to switch the narrative around gun violence from politics to human life and safety. Despite what political party you associate with, everyone can get on board with human life.

*This campaign is not about your right to own a gun; rather your right to be safe. Everyone has the right to safety when they walk into a movie theater. Everyone has a right to safety when they go to school or when they send their child to school. Everyone has a right to be safe when they are walking down the street. If you adopt this view, you support gun violence awareness and you are **orange**.*

Goals

A SUCCESSFUL CAMPAIGN WILL DO:

- Turn people's attention to a national issue
- Get users to switch their mindset about gun violence from politics to safety

TARGET:

- *Parents*: who are afraid of sending their children to school
- *Millennial Activists*: who want more for our generation
- *Lawmakers*: who promise the general public to uphold our human right to life, liberty and the pursuit of happiness

SINGLE MINDED PROPOSITION & POSITIONING:

- Not blue. Not red. Orange.

Reasons to Believe

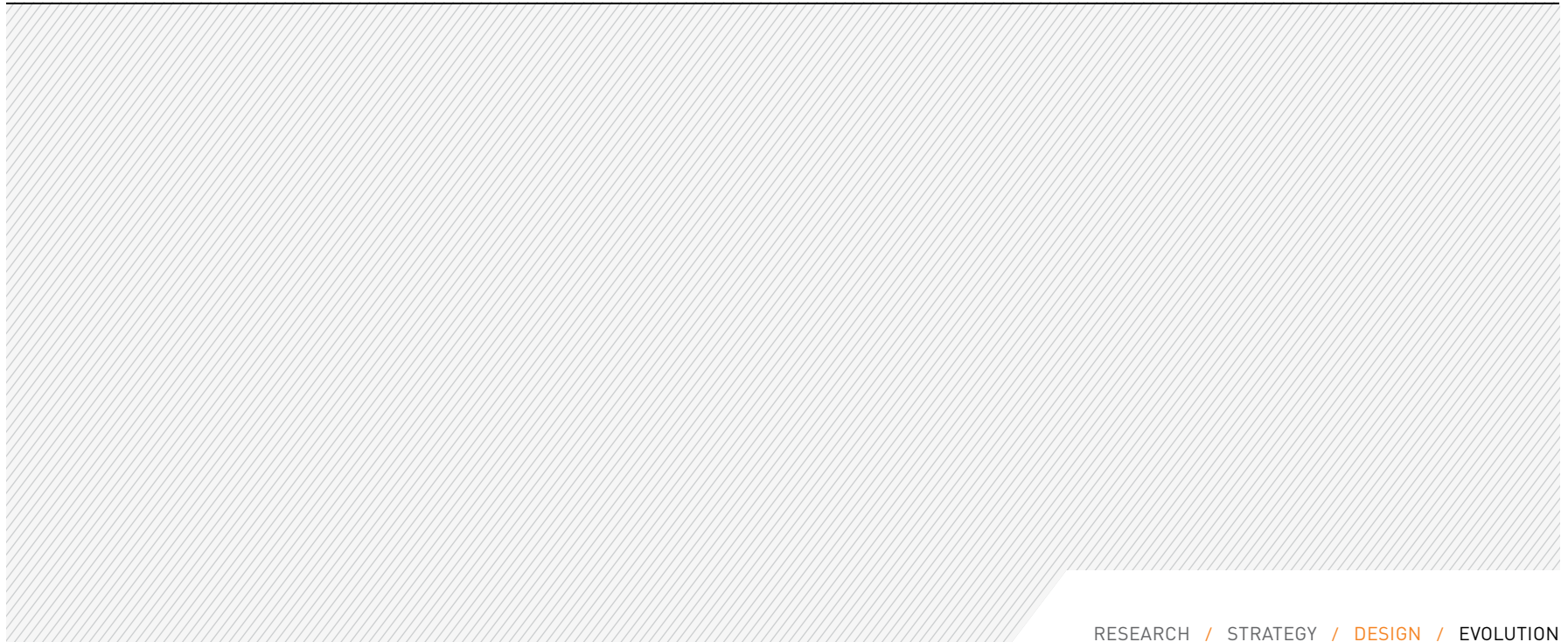
31 Americans are murdered with guns every day and 151 are treated for a gun assault in an emergency room.

Every day, 297 people in America are shot in murders, assaults, suicides & suicide attempts, unintentional shootings, and police intervention.

Over a year, 75,962 people will survive gun injuries.

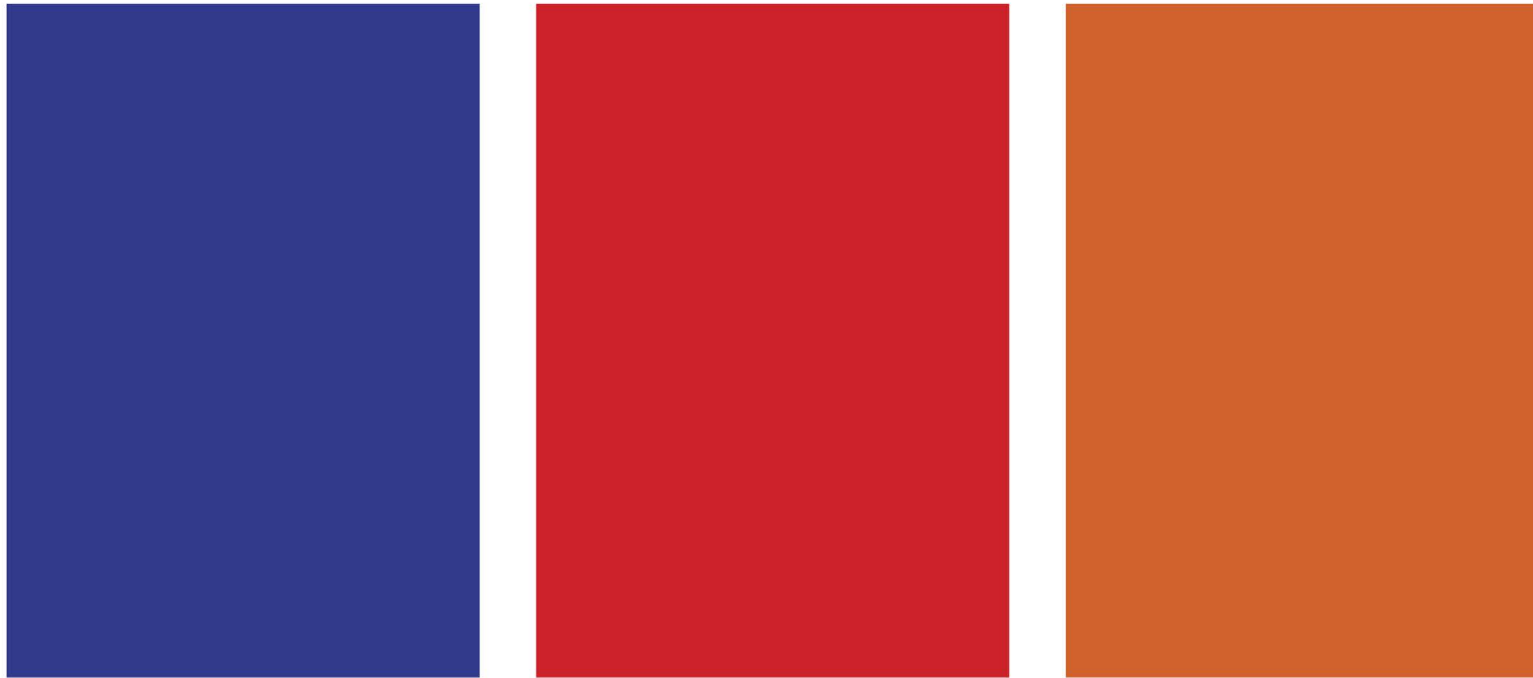
<http://www.bradycampaign.org/key-gun-violence-statistics>

Brand Direction 1: **COLOR BLOCK**



RESEARCH / STRATEGY / **DESIGN** / EVOLUTION

Brand Direction 1: **COLOR BLOCK**



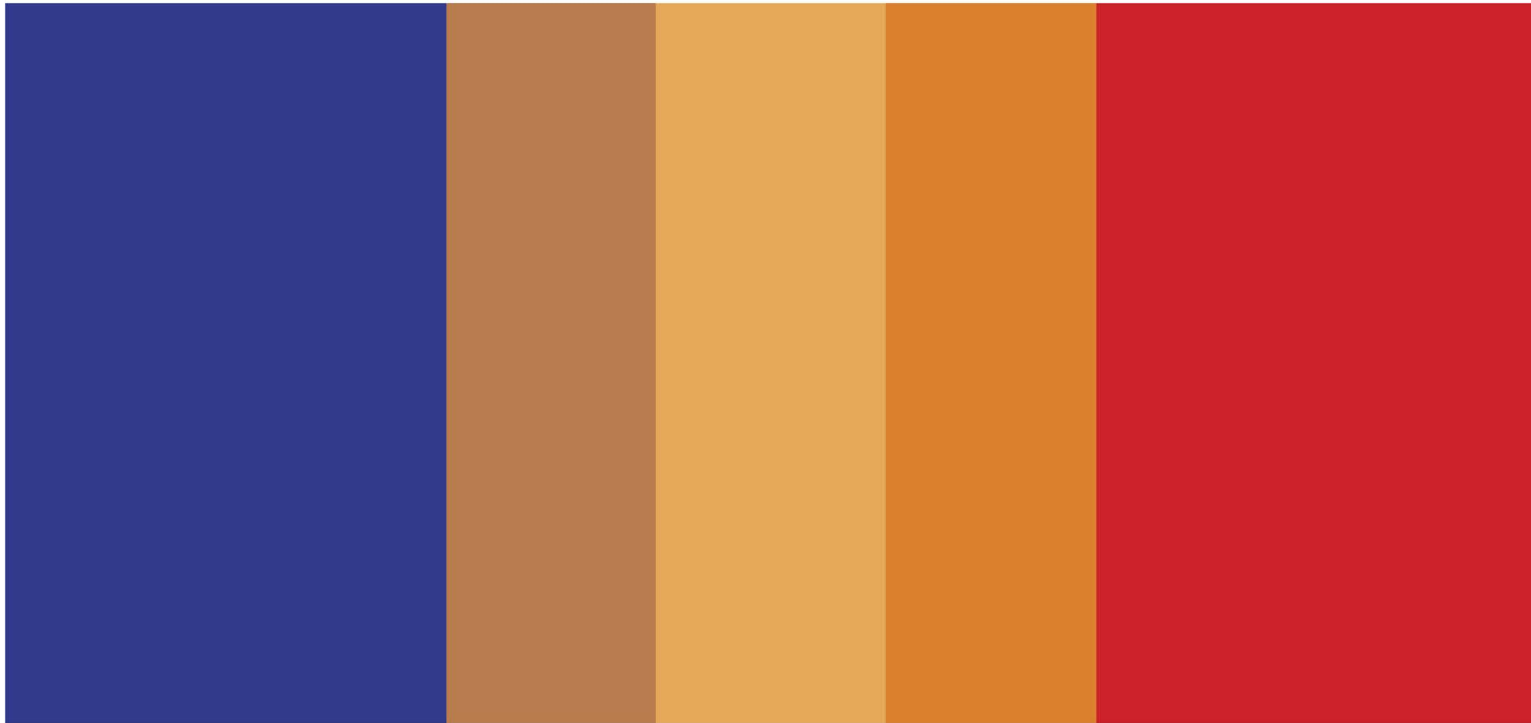
NOT BLUE. NOT RED. ORANGE.

THIS IS NOT THE RIGHT TO OWN A GUN. IT'S ABOUT THE RIGHT TO BE SAFE.
LET'S END GUN VIOLENCE.

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11 X 17 POSTER VERSION ONE

Brand Direction 1: **COLOR BLOCK**



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11 X 17 POSTER VERSION 2

Brand Direction 1: **COLOR BLOCK**



TOTE BAG



BASEBALL CAP



T-SHIRT

Brand Direction 1: **COLOR BLOCK**



CENTRO INTERIOR CAR CARD

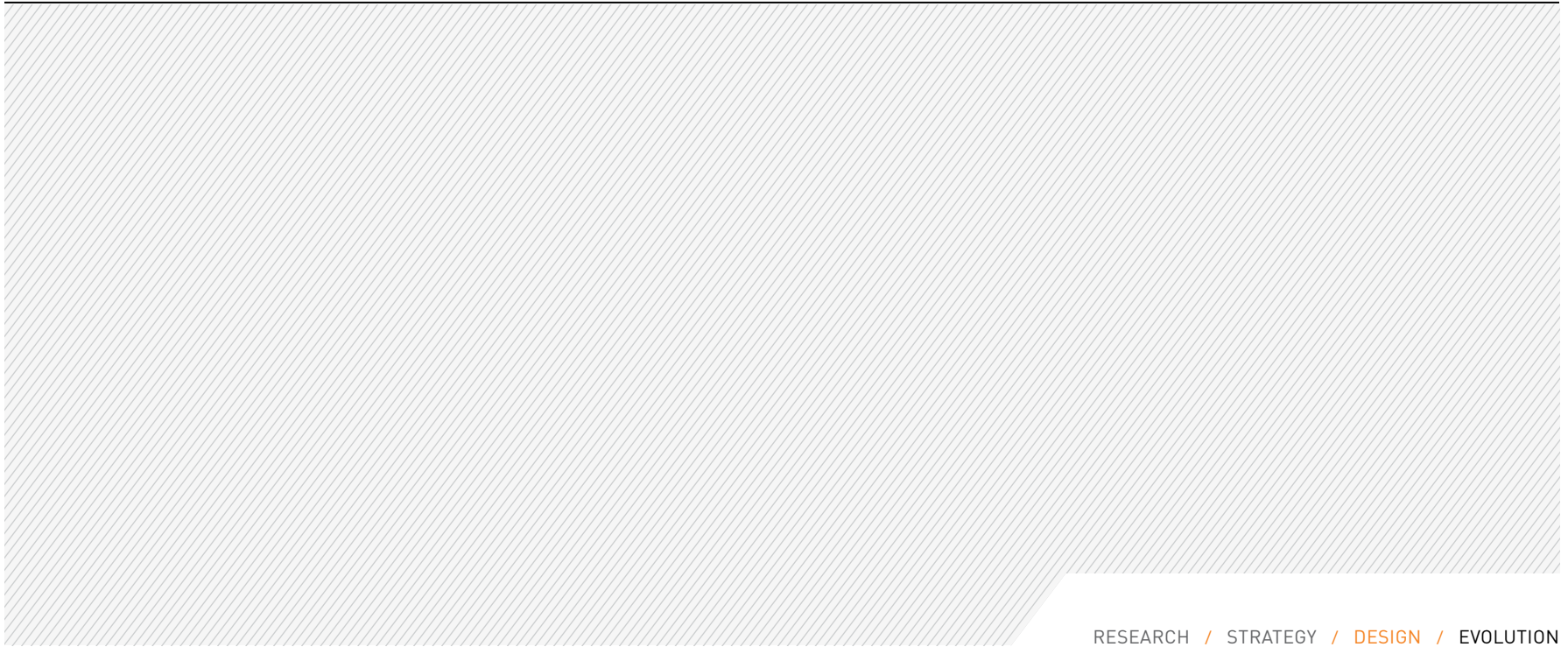
Brand Direction 1: **COLOR BLOCK**



The campaign would encourage big political spectacles and celebrities to show their support for Wear Orange despite political party.

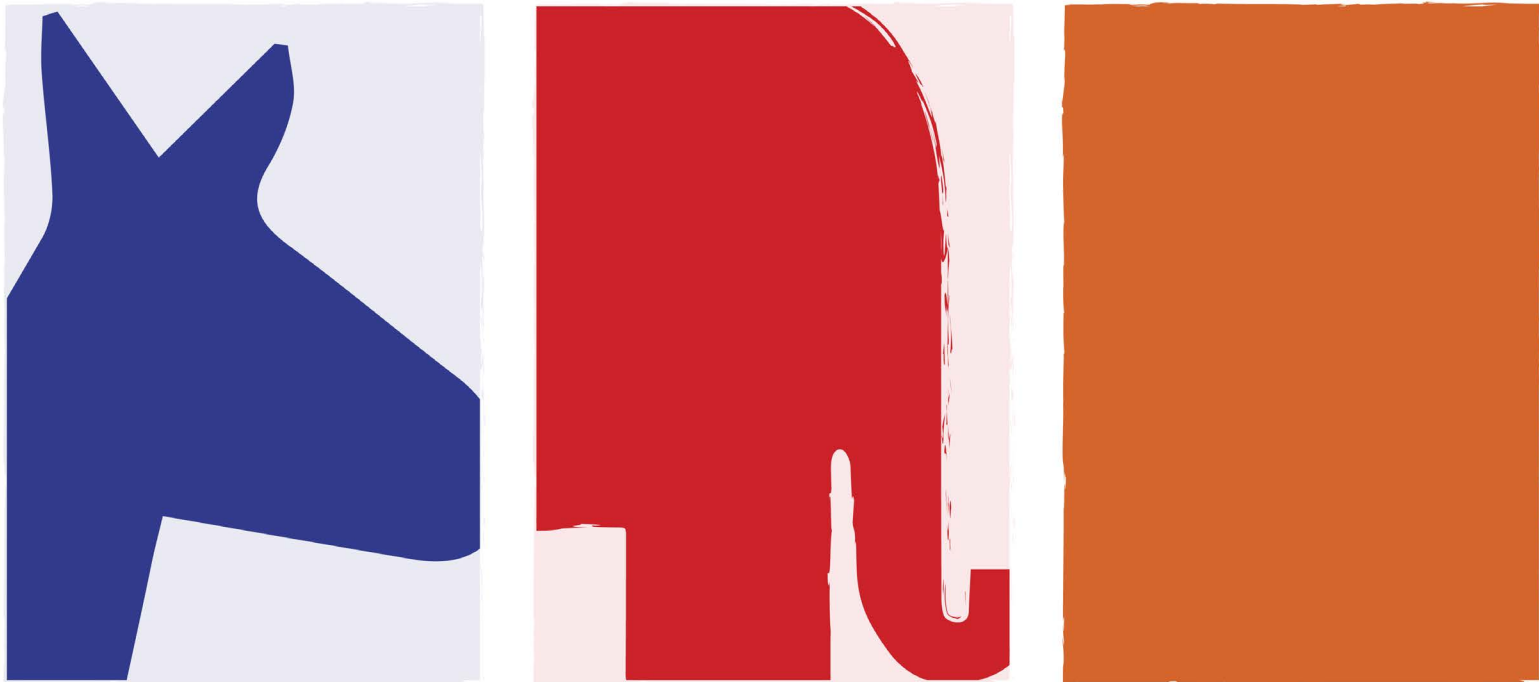
INSTAGRAM POSTS

Brand Direction 2: **SYMBOLS**



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Brand Direction 2: **SYMBOLS**



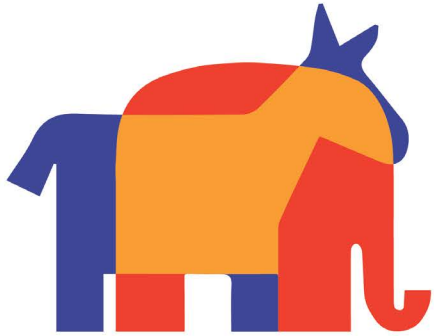
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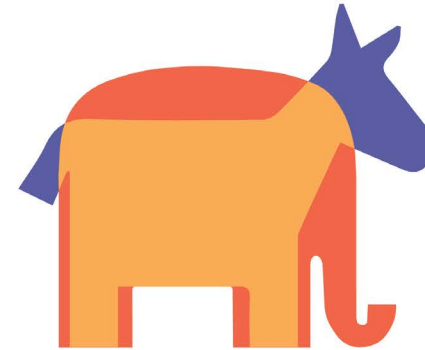
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Brand Direction 2: **SYMBOLS**

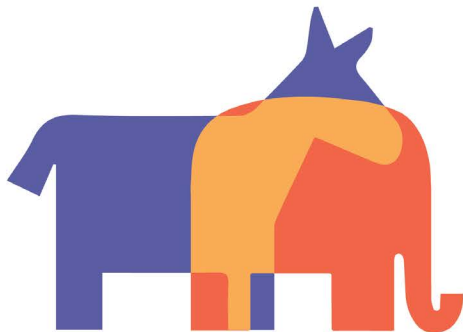


OPTION 1

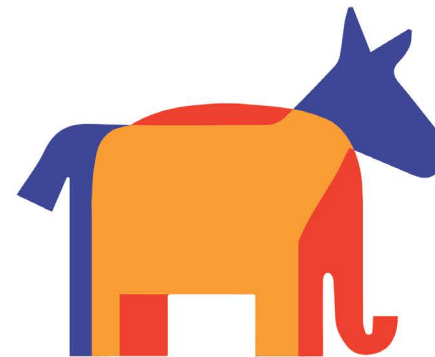


OPTION 2

LOGO



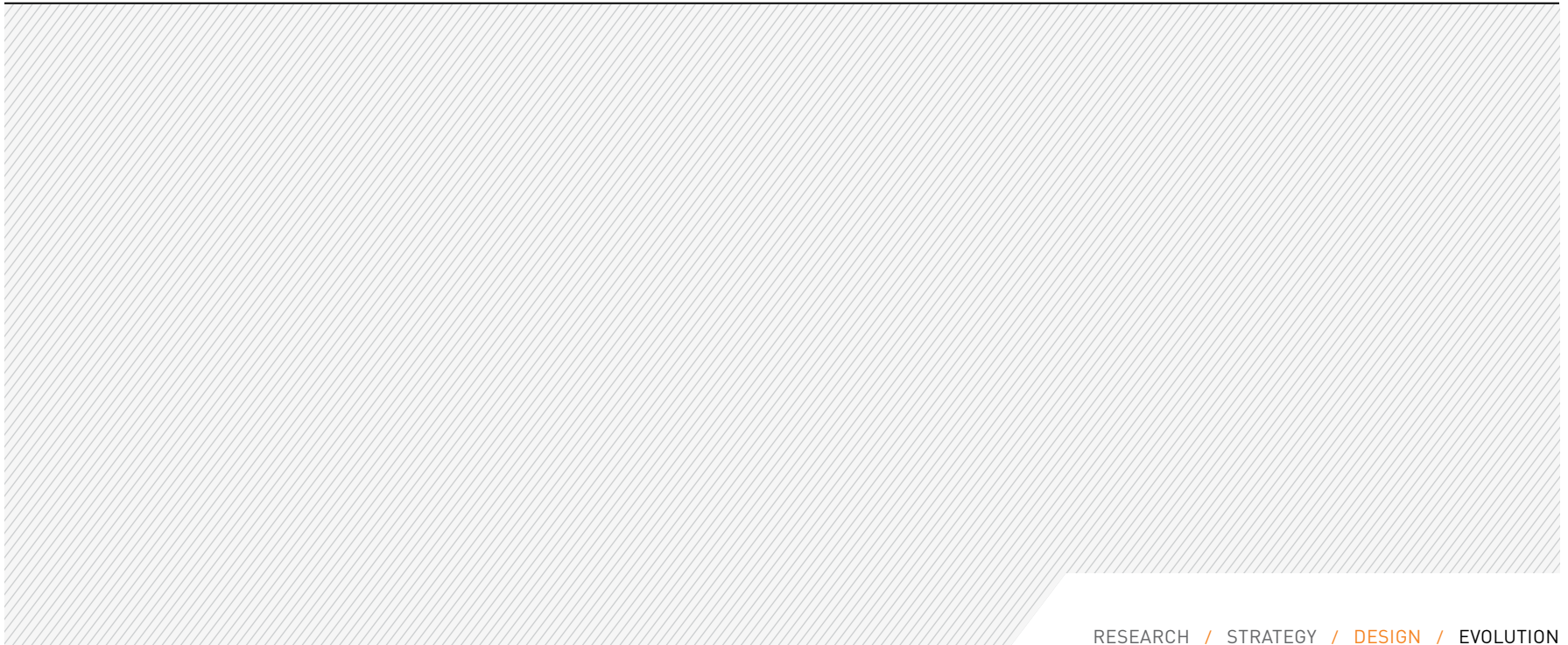
OPTION 3



OPTION 4

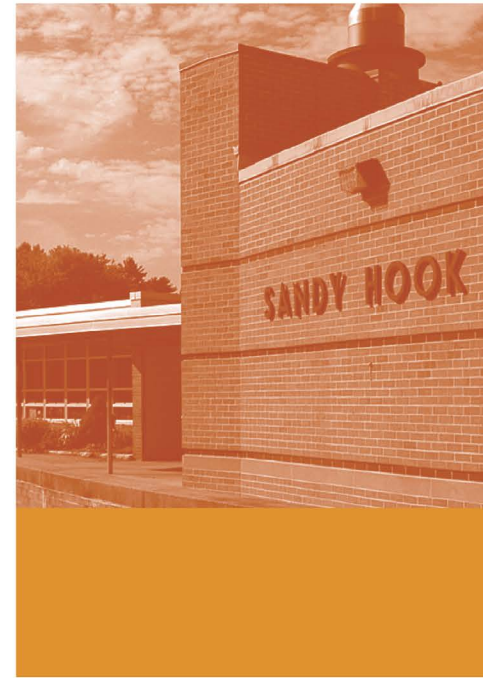
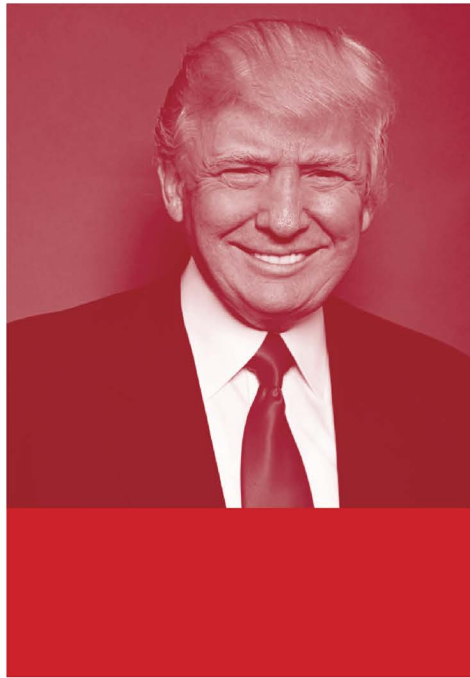
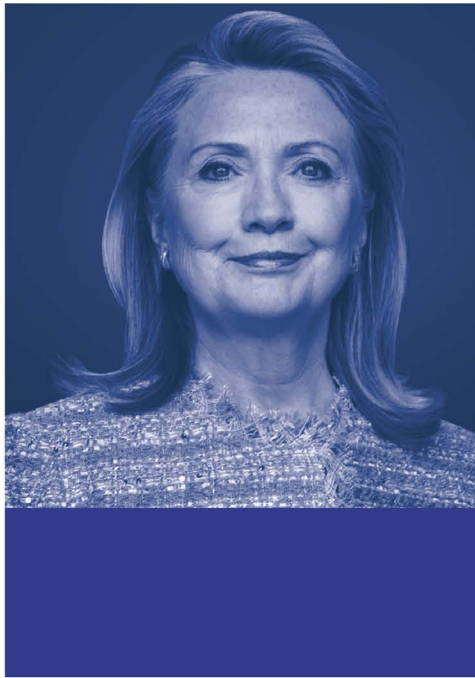
LOGO

Brand Direction 3: **PHOTOGRAPHIC**



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