

# The Period Purse

**Phase 2** Design Direction

YSDN 4007  
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Prepared by Genice Chandra  
For The Period Purse

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# Rebrand

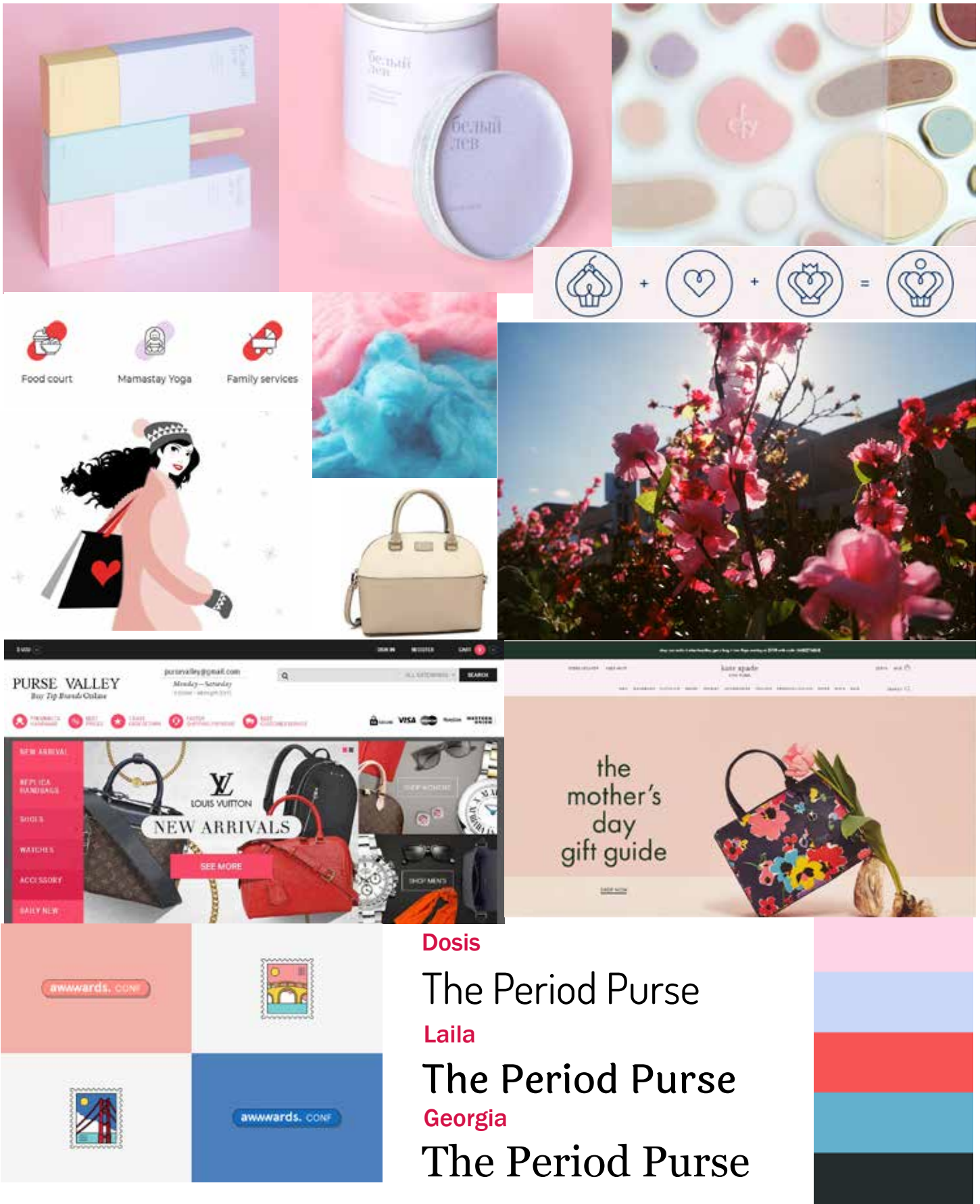
**Objective** The aim is to establish The Period Purse as trustworthy and reliable while maintaining its empathetic tone.

- Summary of challenges**
1. A contemporary logo that communicates the organization's work but is subtle, able to be displayed in multiple environments
  2. Consistency of branding amongst all platforms through a system
  3. Organized and clear instructions when users are interacting with mediums, both digitally and physically
  4. Immediate positive affirmations that reiterate the impact individuals are making
  5. A recognizable identity in the physical world, landmarks for donators and recipients

**Essence words** Dignified  
Kind  
Meaningful

# Moodboard Dignified

It makes you feel good about yourself. Less worries.  
Makes you presentable.



Dosis

The Period Purse

Laila

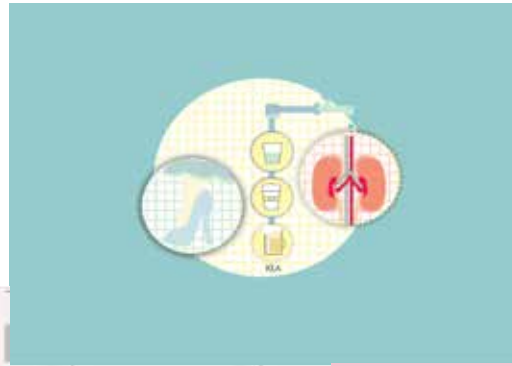
The Period Purse

Georgia

The Period Purse

# Moodboard Kind

If everyone shared and swallowed their pride



Rosario

## The Period Purse

