Love GuySelf

Process Manual

Honoré

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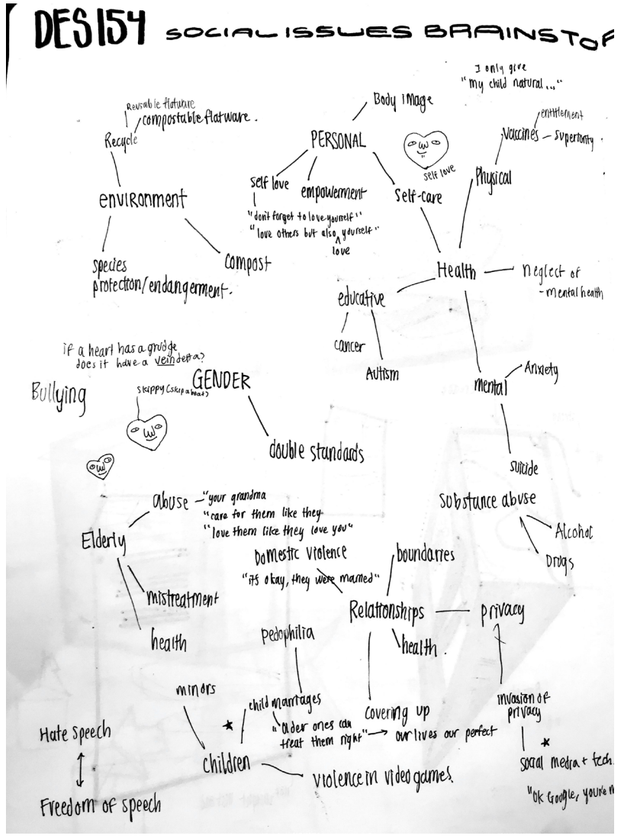
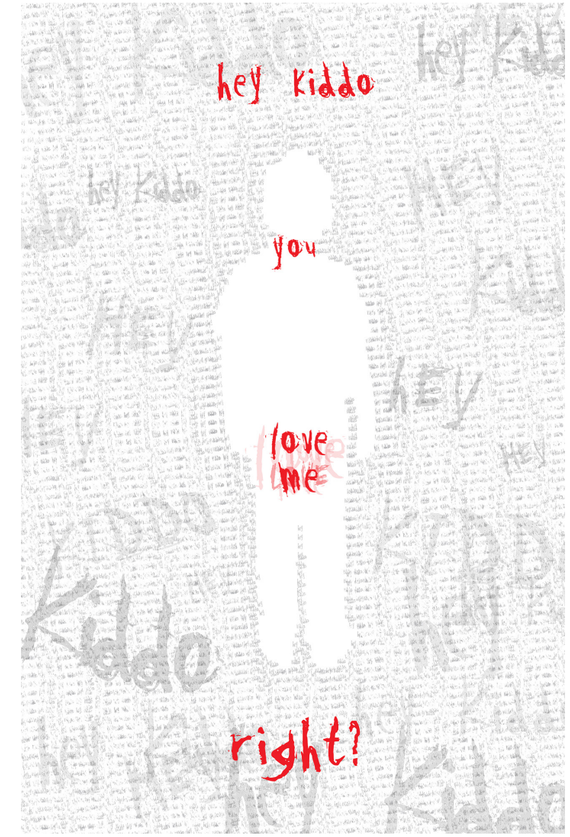
Social Issues and 6-Word Posters



Housing Crises

Depression



Sexual Trauma in Children

We developed posters of different social issues that we were interested in to create typographic posters using only 6 words. This was part of our exploration of different social issues that we might have pursued our campaign. The issues that we explored were housing crises, depression, and sexual trauma in children.

Stemming after the 6-word posters focusing on social issues, our campaign continues to revolve around social issues. We began by brainstorming topics relating to mental health, a social issue that the entire group would like to work on, and list different aspects of mental health ranging from early childhood development to dissociative identity disorder (DID). We narrowed down to one, which was self-love, particularly pertaining to self-esteem, with some assistance using internet search.

Through the internet research, we realized how there is an overwhelming amount of campaigns that centers around women's self-esteem, and lack of existing campaigns on males. Those that do are very specific, mostly focusing on self-care and body positivity. But what about men's mental health? Instead of refocusing our topic of choice to another with better access to information, we decided to take the initiative to create our own campaign for the male audience. We also narrowed down to targeting the high school male audience because this age range where self-esteem often fluctuates due to identity, academics, and appearance.

Creative Brief

Intro

Love GuySelf is a campaign that helps to expand education and awareness of low self-esteem in males. The campaign promotes a self-love and care process in high school boys to combat low self-esteem. Love GuySelf focuses on the issue of young men with low self-esteem and how it could be improved by regularly practicing self-love and self-care. We aim to explore the causes of low self-esteem and how low self-esteem affects every aspect of their lives. The effective spread of Love GuySelf is measured by the number of people who attend each of our in-person talks or receives assistance through our campaign. However, the measure is taken by tracking the number of hits our campaigns social media site receives, which includes web page views, and post clicks, likes, and shares.

Our target audience is high-schoolers (aged 14-18) identifying as male, and who have low self-esteem. High school boys are also more mature than middle schoolers and can have a better grasp the importance of self-love and care. Also unlike middle schoolers, high schoolers have a greater digital reach, since they have used social media platforms for longer and have more developed online social networks. Our secondary audience is people who identify as a male that does not fall into the age range of our target audience. They can use our campaign to apply and care for their own lives. Those who do not identify as male are a tertiary audience from our campaign, since they may be exposed to some of the self-care and love practices that the high school guys in their lives exposes them to.

LAD Process

Love GuySelf will mainly be an educational tool to teach our target audience how to self-love and self-care through a process called "LAD." The process is a three-step plan, which includes:

L – Locate the source of low self-esteem
Identifying the source of our target audience's low self-esteem
A – Address need(s)
Identifying the needs of our target audience
D – Determine options
Address the needs of the target audience by providing resources/ redirection

For the first stage of the care process, we plan to make our audience question the source of their low self-esteem. Could it be from family or relationship problems? Body image insecurities? Academic troubles?

In the next stage, we would suggest the audience identifying what their needs are to improve their self-esteem. For instance, if they have family problems, is there a certain family behavior that needs to change at home? Do they require attention that is not provided at home?
In the last step of the process, we suggest the audience address those needs through a series of recommendations as a game plan to help tackle improvements to their self-esteem.

Handouts

In terms of how we will promote the education of self-love in our target audience, we plan to provide handouts to our target audience. We hope that people will take notice of repeated branding, associate that branding with our campaign and message, and research our campaign and how to better self-care and love. the handouts that we had planned include:

– Brochure tri-folded from an 8.5" x 11" letter sized sheet of paper (folded dimensions 3.7" x 8.5")
– 2" pins with the Love GuySelf logo
– 2"x 1" stickers with the Love GuySelf logo
– Flash drive with the Love GuySelf logo preloaded with a copy of our 3-step process info document

In our online site, we will host our 3 step process so it will be easy for people to look up and share. We will also have a Twitter, Instagram, Facebook page to promote Love GuySelf, and plan to post to social media every day at a consistent time to maximize publicity of our campaign. Other fun knick-knacks that come with being a part of our social media pages include filters and profile picture frames. In addition, we plan to create various public playlists on Spotify that is open for people to enjoy. This playlist consists of different themes such as a meditation, study/focus, or inspirational hype based songs. We plan to have an online presence equal to if not greater than our physical campaign promotions.

Merchandise

Through our online site, people can purchase everything listed in the merchandise section in the handouts. Some of the merchandise includes items ranging from apparel to tech accessories. These include:

– Hats (Baseball caps or snapbacks)
– T-Shirts (Unisex ranging from XS to XL)
– Lanyards
– Buttons/Stickers (Produced by Reprographics: 1.75in Buttons, 1.5in Stickers)

In addition to the branding merchandise, we aim to create a hygiene-centered care package. It will be a small starter kit consisting of sample sized deodorant, facemasks (could be sheets/exfoliating scrubs/peeling gel), chapsticks, lotion, and hand sanitizer.

People visiting our website also have a choice to donate to the Love GuySelf cause. 10% of the funds collected will be used to produce more merchandise, and the rest will be donated to self-love and care resources that we partner with.

Timeline and Budget

For the timeline, In the first three months, we plan to physically promote Love GuySelf locally in the Sacramento-Davis region, particularly in the local high schools (we are considering Martin Luther King High School, Davis Senior High School, Davis School-Independent Study, and Da Vinci Charter Academy Junior High School). Throughout our physical promotion, we also plan to develop and launch our site for easier educational access and establish an online presence.

After we gain some traction after 3 months, we will move to a national level for physical promotions.
– 6 Month Mark - West Coast (California and Washington)
– 8 Months Mark - Mid-West (Chicago, IL; Detroit, MI)
– 10 Months Mark - South (Austin, TX; Washington DC)
– 12 Months Mark - East Coast (NYC, NY; Boston, MA; Florida)

We will also aim to inspire international efforts to promote self-love and care in our target audience. These locations are mainly focused on Asian countries, and strategically ordered, as evidence provided by OECD reports show high suicide rates and known for extreme bullying amongst high schoolers.

These include places such as:
– 1 Year 4 Months Mark (Next 4 Month Working Period) - South Korea (Seoul)
– 1 Year 7 Month Mark (Next 3 Month Working Period) - Japan (Tokyo) and China (Hong Kong)
– 1 Year 10 Months Mark (Next 3 Month Working Period) - Bangladesh (Dhaka) and Taiwan (Taipei)

This campaign has a $25,000 budget, most of which are geared towards marketing and merchandise.

Ideas

Self Love and Care Research

Self Esteem

Issues about self-esteem and the effort to uplift one's esteem is a widely known struggle known to everyone around the world, particularly high school students. Whether it is yourself, a friend, or classmate, people have encountered this struggle and even more so when tackling domain-specific factors such as academics or appearance. Among high school students, 44% of girls and 15% of guys are attempting to lose weight. Over 70% of girls ages 15 to 17 avoid normal daily activities, such as attending school, when they feel bad about their looks. Additionally, more than 40% of boys in middle school and high school regularly exercise with the goal of increasing muscle mass. High school is a transitional period where students become increasingly self-conscious of their appearance and identity. The current landscape has been getting better with increasing social awareness to better deal with one's self-esteem, most of which are aimed towards females. But what about males?

Self-Love and Machismo

"When you undervalue who you are, the world will undervalue who you are." -- Oprah Winfrey
"Your task is not to seek for love, but merely to seek and find all the barriers within yourself that you have built against it." -- Rumi

What is self-love? The love for one's own self, or even simpler, love of self. Sounds vain? Possibly even selfish? Could be. However, throughout the years and continuing, the concept of "self-love" has adopted a more positive connotation since the reevaluation and redefining of the term by psychologist and social philosopher Eric Fromm in 1956.

Fromm, who studied emotional human behavior such as self-esteem and self-worth, proposed that self-love is different from being arrogant and egocentric, and instead meaning to care about and taking responsibility for oneself. Fromm argued that in order to truly love and care for another person, a person first needs to love, respect, and know oneself. This is where the now common phrase "you have to learn to love yourself first before you can love someone else" or "you cannot love others if you cannot love yourself" stems from. By learning to love and care for one's self means being realistic and honest about all aspects of yourself, including both strengths and flaws.

"When we speak of high self-esteem, then we shall simply mean that the individual respects himself, considers himself worthy; he does not necessarily consider himself better than others, but he definitely does not consider himself worse; he does not feel that he is the ultimate in perfection but, on the contrary, recognizes his limitations and expects to grow and improve." (Rosenberg, 1989)

An inhibitor of one's self-esteem could be Machismo. Machismo (ma-cheese-mo) is the high sense of being "manly" or "self-reliant" and having a strong masculine pride, often associating with the concept that it is a man's responsibility to provide for, protect, and defend the family. Might recognize the root word "macho?" The term, stemming from Spanish and Portuguese origins which simply translates as "male," was originally associated with the ideal societal role men were expected to play in their communities, which in today's evolving society could be considered a negative mindset, since it puts unnecessary and sexist pressure on young men.

Furthermore, in Iberian-speaking societies and culture, the macho-ness, or machismo, is the expectation of men to possess and display bravado, courage, and strength as an inspiration for younger boys. However, as times goes on, the term has been misconstrued, especially in the United States. It is used to describe varying sexist and harsh stereotypes, such as sexually driven Latinos to relentless boxers who ignores pain.

This misinterpretation continues on with reinforcement by the media, and thus is ingrained into many Latino families. The misconstrued meaning is additionally brought on attitudes of aggression, physical strength, and sexual prowess, to which where power and control is the measure of someone's manliness. These traits of constantly needing to prove one's manhood can often lead to feelings of entitlement to respect, obedience, and the right to dominate and control. This gives way to modern-day common term, "toxic masculinity."

Sociology Professor Iris Lopez explained that "toxic machismo is harmful to men as well as women because it does not allow men to have their full range of emotions. When a little boy is told not to cry because 'men don't cry,' this process is damaging because it can lead men to shut down their emotions and cut themselves off from themselves and others." This toxicity is not to shine a bad light on men, but rather highlight the harmful effects of conformity and gender stereotypes, especially starting at a young age. There is not one absolute form of masculinity. Masculinity comes in all shapes or forms, not in any should they threaten what it means to be masculine. The first step to combating the misconstrued machismo ideology is to acknowledge the problem. Secondly, it is essential to learn and teach others that it is okay to cry, to express emotions, and to be soft and vulnerable. One's vulnerabilities and sensitivity is not solely a sign of weakness, but can also become one's greatest strengths.

Campaigns that Address Self Love

Dove promotes men's health by advertising their men+care products such as deodorants, cleansers, body sprays, and body washes. With their slogan, "care makes men stronger", the campaign provides grooming tips (care for body, skin, and hair) for men to self-care their physical health. Also, Dove provides resources for paternity leave that every expecting father needs a chance to spend time with their children after they are born and benefits family relationships. Dove does not address men's mental health but more focused on their physical health by promoting men's products. The audience is geared toward a diverse range of men, especially for the father figure of the family.

Movember is a call to action campaign addressing the health issues particularly on prostate cancer, testicular cancer, mental health, and suicide prevention. The campaign raises awareness of men's health issues and encourages the audience to take action (grow a mustache and make donations). The campaign aims toward all men (that can be anyone's dad, brother, partners, friends, and sons). There is no specific age targeted by the campaign. High school boys will be a difficult audience to target for the campaign because the amount of facial hair growth varies in the age of 14 to 18 (not everyone will be able to grow their mustache). Also, not every high schooler has the income to make donations to the cause.

GUYerarchy of Needs

Before you can attain higher self-esteem, you need to identify what needs need to be met first. Self-actualization, or the reaching of your full potential, is unattainable unless your needs have been satisfied. American Psychologist Abraham Maslow developed a triangular chart detailing people's hierarchy of needs. Each of the layers of the triangle builds upon each other towards the self-actualization tier. Let's give you a visual:

According to behavioral researcher Joseph E. Gawel, "A person could not recognize or pursue the next higher need in the hierarchy until her or his currently recognized need was substantially or completely satisfied, a concept called prepotency". It is reasonable to assume that everyone comes from different backgrounds, and many of us may not even have the bottom three tiers of the triangle met. It is difficult to rise above the first three tiers because many people do not have their basic needs met due to societal inequality. According to Maslow, it is impossible to attain security unless the basic needs of food, water, rest, and shelter are met. It is impossible to feel love and belonging if one does not first feel safe. There is no way to have good self esteem if one does not feel love or belonging, and so on. Even if the three bottom tiers are satisfied, the fourth tier is still preventing one from getting to the top. That means that according to Maslow, without improving self-esteem it is not possible to reach the self-actualization tier, and is unlikely one can achieve their full potential whether that be in school, jobs, relationships, or with just being comfortable with one's self.

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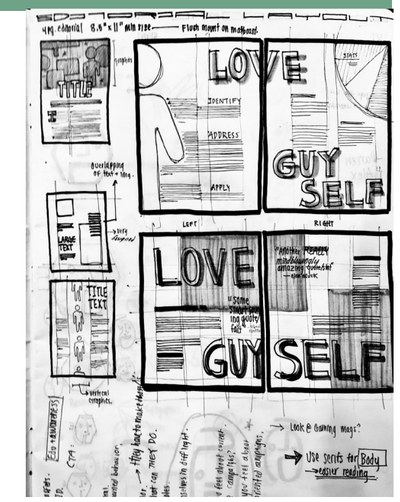
Editorial



The esearch was mocked up to be featured in magazines and other print and digital news media. A sample of an editorial in the magazine TeenInk discusses self love in teen guys and mentions the campaign. The other magazines that different editorial styles were mocked up in included Rolling Stone, and Newsweek.

Men's Health Magazine was also considered but the readers of that did not fit with our targed audience as much. The discussion of self love and care in young men (and mentioning of the Love GuySelf campaign) will be maximised in the printed materials that are most likely to be read by the target audience.

Survey Development

We came up with a survey to better gauge our target audience. The survey is blind unless subjects choose to leave a means of contact for additional information. We reached out to the Psychology and Human Development Departments at UC Davis for professors that could provide us with feedback on our survey.

Professor Jeffrey Sherman and the IRB

Professor Jeffrey Sherman, the doctor of Social Psychology, told us that in order to survey nearby schools, we had to attain the approval of the Institutional Review Board (IRB) first.

The IRB is an administrative body that protects the right of humans. IRB approval is required before starting any research projects that involve human subjects. We didn't go through the IRB Process to get our survey approved due to timeline restrictions, since registering for and attaining approval of the survey would take up to 4 weeks time. We decided that a better allocation of energy would be in other aspects of the campaign such as logo development and determining the creative brief.

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Research Integrity and Assurance

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Phone: 607-255-5138
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Cornell IRB - New Protocol Application Form

Instructions

For all studies

Read this section before you begin completing the application form

Use this form for **all new research projects involving human participants**, regardless of the anticipated level of IRB review (i.e., exempt, expedited, or full board).

About the application form:

- **Form Organization**: Different sections apply to different types of studies; follow the instructions in the section headings.
- **Expand/Collapse Headings**: This form uses the "Expand/Collapse" feature; some sections are hidden under headings. Click on the small arrow on the left side of a heading to reveal the text beneath. Click it again to hide the text.
- **More Information**: "**(?)**" means there is more information about a word or topic. Hover your mouse over the symbol to read the note/definition. Do not click on the symbol; it will not take you anywhere useful.
- **Hyperlinks**: Within Word on PC computers, in order to follow a hyperlink you need to press the Control (Ctrl) key, and then left-click on the link.
- **PC vs. Mac:** There are different versions of this form for PC and Mac computers. This version is for PCs.

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Professor Richard Robins

Professor Robins, doctor of Social and Personality Psychology, does research on self-esteem. He caught a mistake in our Google Survey settings, and suggested that we do not make all the questions required to be answered, allowing an option to skip, as some of these questions wraps around emotionally sensitive issues. His second suggestion was to create the response format as a 5-point rating scale, ranging from strongly disagree to strongly agree, instead of open-ended response format. This method better benefitted us in gathering data easier and more efficiently. The third suggestion was to create a "none of the above" or "n/a" option when asking about people's various experiences. Finally, Robins also suggested to create a standardized measure of self-esteem, which he further suggests using the Rosenberg Self-Esteem Scale that is commonly for measuring self-esteem.

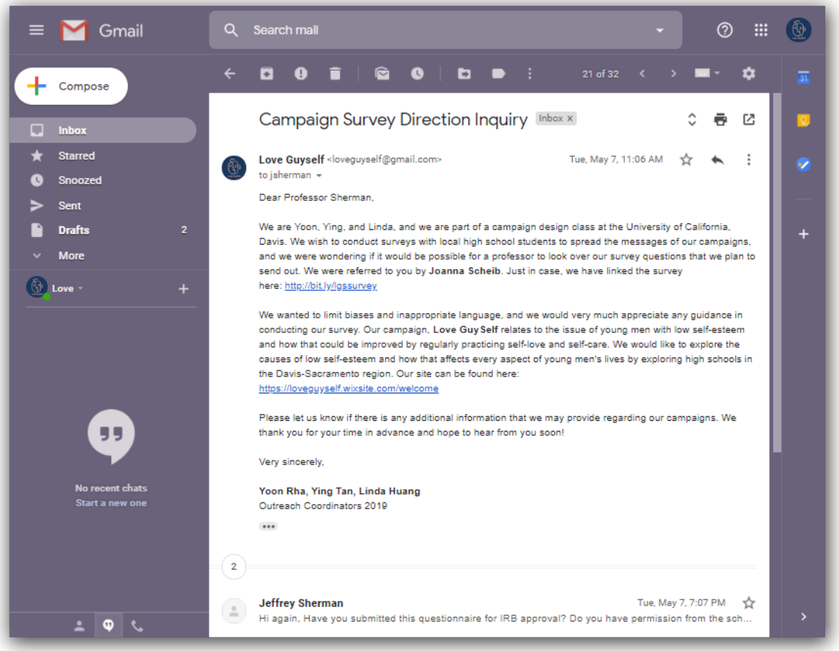
Professor Robins was also nice enough to share two of his research papers that focused on self-esteem: "Self-Esteem, Enduring Issues and Controversies," and "Development of Self-Esteem Across the Lifespan"

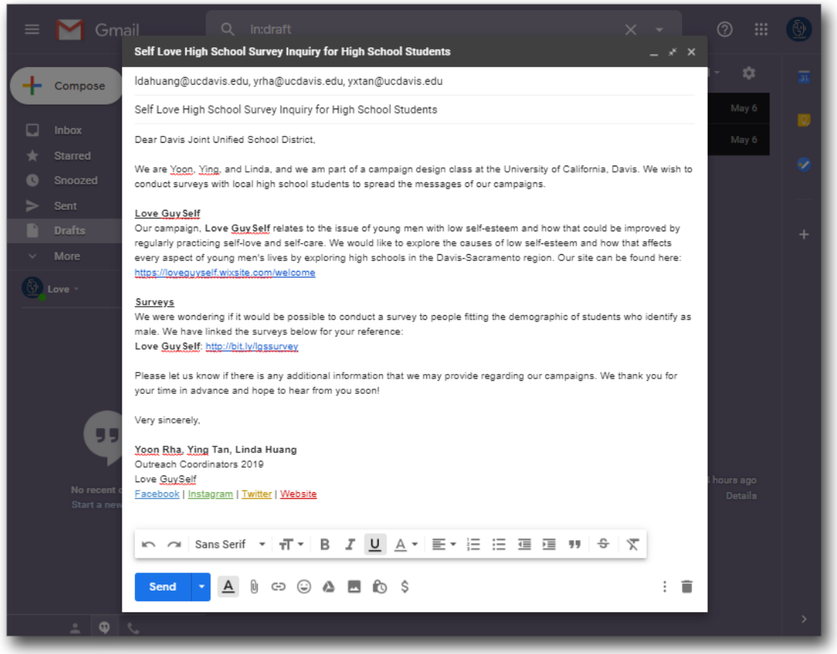
Professor Chris Hopwood

Professor Chris Hopwood, doctor of Clinical Psychology, gave two pieces of advice to our survey. He stated to avoid using double barrelled questions ("how" and "why" of an inquiry should be made into two different questions, not one). He also suggested to use quantitative anchors instead of open-ended response format, similar to what Robins suggested.

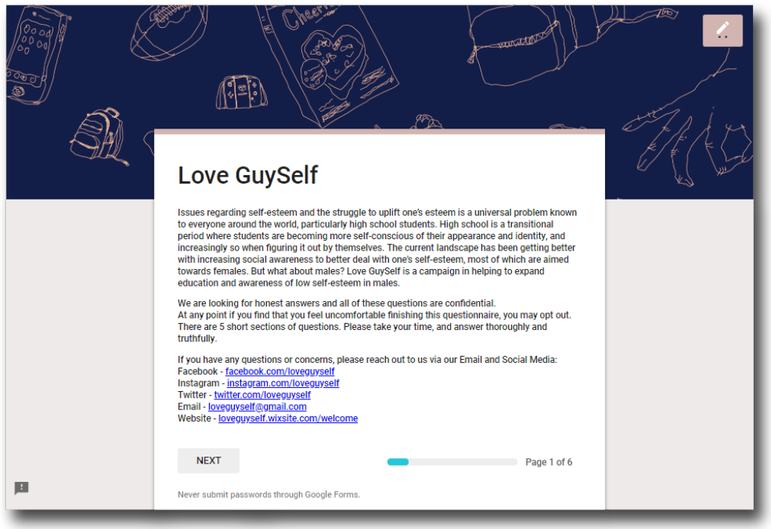
Outreaching to Schools

We attempted to contact local schools in the area but were unsuccessful. Although we did not pursue IRB approval, we sent out an email to the Davis Union High School District. We also outreached to the Martin Luther King High School, Davis Senior High School, Davis School-Independent Study, and Da Vinci Charter Academy Junior High School, which were the most locally reachable schools. However, even after emailing the independent schools as well as the Davis Union High School District, we did not receive any replies. We instead outreached to our friends and family who sent the survey to the target audience.





Survey Results and LAD Process



Love GuySelf

Issues regarding self-esteem and the struggle to uplift one's esteem is a universal problem known to everyone around the world, particularly high school students. High school is a transitional period where students are becoming more self-conscious of their appearance and identity, and increasingly so when figuring it out by themselves. The current landscape has been getting better with increasing social awareness to better deal with one's self-esteem, most of which are aimed towards females. But what about males? Love GuySelf is a campaign in helping to expand education and awareness of low self-esteem in males.

We are looking for honest answers and all of these questions are confidential.
At any point if you find that you feel uncomfortable finishing this questionnaire, you may opt out.
There are 5 short sections of questions. Please take your time, and answer thoroughly and truthfully.

If you have any questions or concerns, please reach out to us via our Email and Social Media:
Facebook - facebook.com/loveguyself
Instagram - instagram.com/loveguyself
Twitter - twitter.com/loveguyself
Email - loveguyself@gmail.com
Website - loveguyself.wixsite.com/welcome

NEXT

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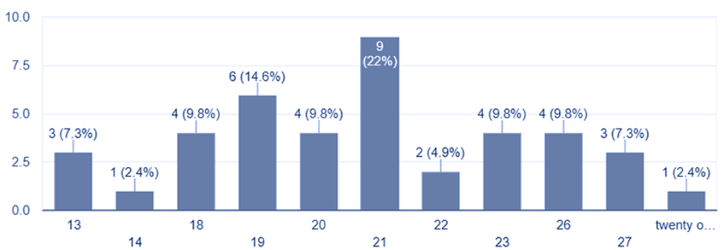
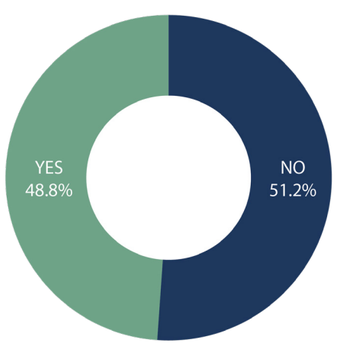
Never submit passwords through Google Forms.

How old are you?

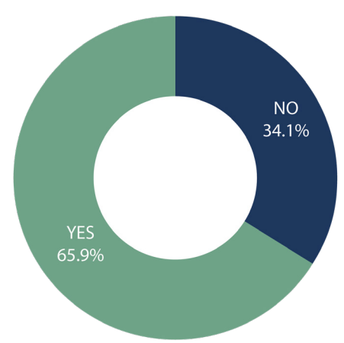
41 responses



Have you been taught how to self-love?



Have you been taught how to self-care?



We developed an educational tool to teach the target audience how to self-love and self-care through a process called "LAD." The process is a three-step plan, which includes: locating the source of low self-esteem, addressing one's needs, and determining options on how to improve. The process was initially developed as a substitute for a call to action.

L - Locate Esteem Source

Identifying the source of our target audience's low self-esteem. For the first stage of the care process, we plan to make our audience question the source of their low self-esteem. Could it be from family or relationship problems? Body image insecurities? Academic troubles?

A - Address Needs

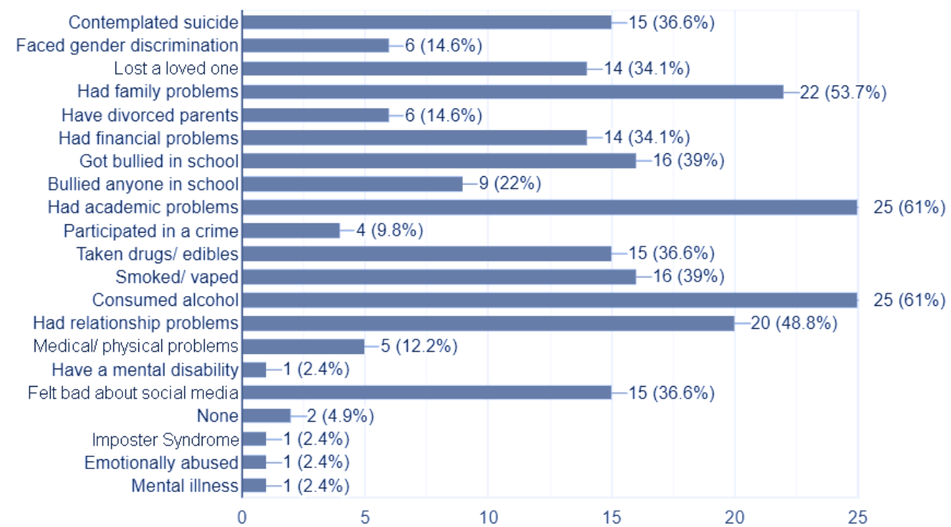
Identifying the needs of our target audience. In the next stage, suggest the audience identify what their needs are to improve their self-esteem. For instance, if they have family problems, are there certain family behaviors that needs to change at home? Do they require attention that is not provided at home?

D - Determine Options

Address needs by providing resources/ redirection. In the last step of the process, we suggest the audience address those needs through a series of recommendations as a game plan to help tackle improvements to their self-esteem.

Have you ever experienced any of the following?

41 responses

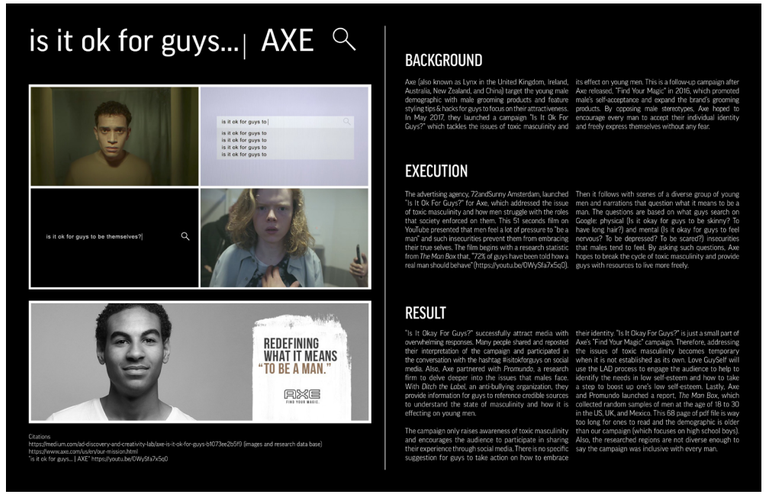


How would you define self-love?

41 responses

- Self-love means to love yourself despite the negative feedback from the outside community.
- self discipline
- Accepting yourself for who you are
- I love myself of course. About 80%?
- Feeling good about yourself, knowing that you have value
- Being happy with yourself
- Being comfortable about yourself to yourself.
- Being proud in your own skin, not seeking others attention or affection to make up for self-hate.
- Caring and appreciating one-self, believing and having confidence in one-self
- Taking care of yourself mentally and physically
- Respecting yourself enough to acknowledge that your wellbeing is important.
- not judging yourself every second

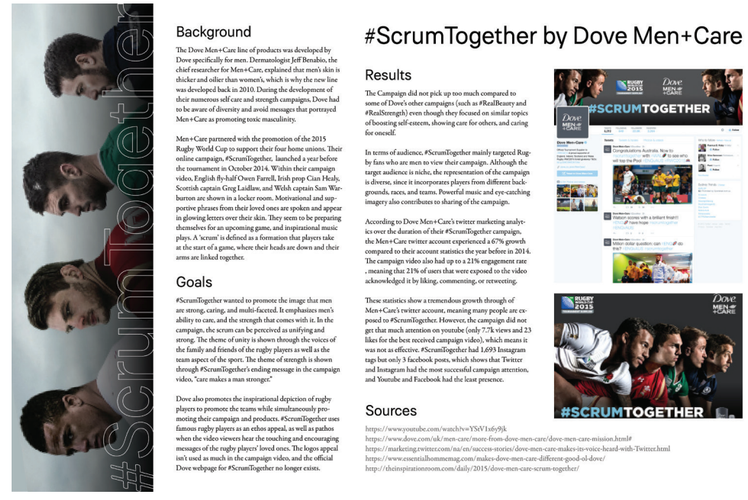
Campaign Case Studies



AXE's "Is It Okay For Guys?"

AXE target the young male demographic with male grooming products and feature styling tips and hacks for guys to focus on their attractiveness. In May 2017, the company launched this campaign to tackle the issue of toxic masculinity and its effect on young men.

They partnered with organizations like Promundo, a research firm to delve deeper into the issues that males face, and with Ditch the Label, an anti-bullying organization, to provide credible resources for young men to empower guys to accept their individual identity and freely express themselves. AXE and Promundo launched a report, The Man Box, which collected random samples of men at the age of 18 to 30 in the US, UK, and Mexico. This 68-page report is extremely long for one to take in, which would be much more efficient if it was condensed to the main point of the information. Also, the demographics of this campaign is older than our campaign and the researched regions are not diverse enough to be inclusive with every type of man.



Dove Men+Care's #ScrumTogether

Dove Men+Care's #ScrumTogether campaign wanted to promote the image that men are strong, caring, and multi-faceted. It emphasizes men's ability to care, and the strength that comes with it. In the campaign, the scrum can be perceived as unifying and strong. The theme of unity is shown through the voices of the family and friends of the rugby players as well as the team aspect of the sport. The theme of strength is shown through #ScrumTogether's ending message in the campaign video, "care makes a man stronger."

Dove also promotes the inspirational depiction of rugby players to promote the teams while simultaneously promoting their campaign and products. #ScrumTogether uses famous rugby players as an ethos appeal, as well as pathos when the viewer of the video hears the touching and encouraging messages of the rugby players' loved ones. The logos appeal isn't used as much in the campaign video, and the official Dove webpage for #ScrumTogether no longer exists.

The Campaign did not pick up too much compared to some of Dove's other campaigns (such as #RealBeauty and #RealStrength) even though they focused on similar topics of boosting self-esteem, showing care for others, and caring for oneself. In terms of audience, #ScrumTogether mainly targeted Rugby fans who are men to view their campaign. Although the target audience is niche, the representation of the campaign is diverse, since it incorporates players from different backgrounds, races, and teams. Powerful music and eye-catching imagery also contribute to the sharing of the campaign.

According to Dove Men+Care's twitter marketing analytics over the duration of their #ScrumTogether campaign, the Men+Care twitter account experienced a 67% growth compared to their account statistics the year before in 2014. The campaign video also had up to a 21% engagement rate, meaning that 21% of users that were exposed to the video acknowledged it by liking, commenting, or retweeting.

Dove Men+Care's #ScrumTogether

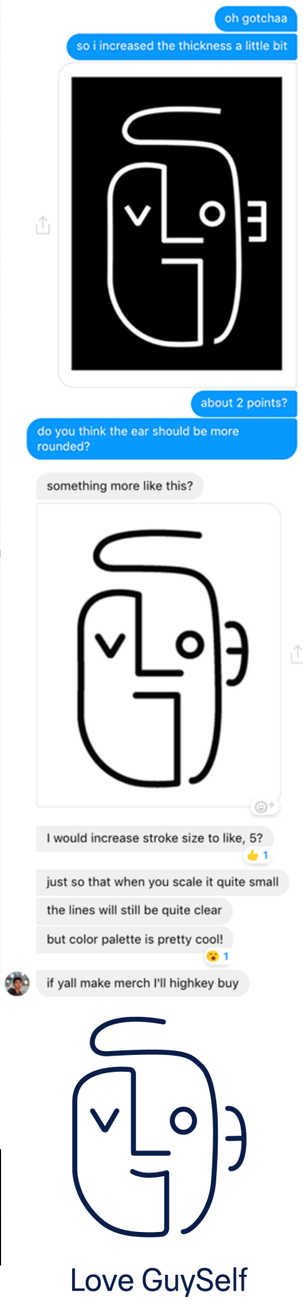
The EveryMAN Project is a body positive initiative for all male-identified people with the mission to re-image society's standards of male aesthetics. The project aims to challenge the status-quo and to combat society's obsession with hyper-masculinity and perfection by capturing models from all backgrounds, orientations, gender identifications, personal identification, races, and colors. By showcasing diversity, unity, and inclusivity, project founder Tarik Carroll hopes to empower and inspire people through opening a visual-based conversation, and eventually an actual conversation, on body positivity and dispelling toxic masculinity.

This project does a really great job at creating open conversation through the use of visuals, particularly photos that captures the sensitivity and softness of each male model. The project is successful at breaking down barriers and combating the stereotype of the male body needing to be fit and muscular, as well as the stoic hypermasculine look that is often portrayed in media. Along with visual conversation, they were consistent in providing narrative and representation through the models and their stories. As of June 2019, the EveryMan Project's instagram account holds 16.7k followers. Founder Carroll is also working on other projects including a book with all the model's stories and a documentary. This project inspired our campaign to create our own photographs that can also initiate conversation of self-esteem.

Due to their website and project revolving around visuals and stories, they do not have a section in their project that address the issues, analyzing and breaking it down bit to bit, or a section giving different solution options. Viewers will have to click through the website and read the stories to learn and get advice, which take quite some time. This propels us to create a part of our campaign that allows the audience to reflect and provide them different solutions depending on their situation. With that, we came up with the LAD Process.

Visual Storytelling

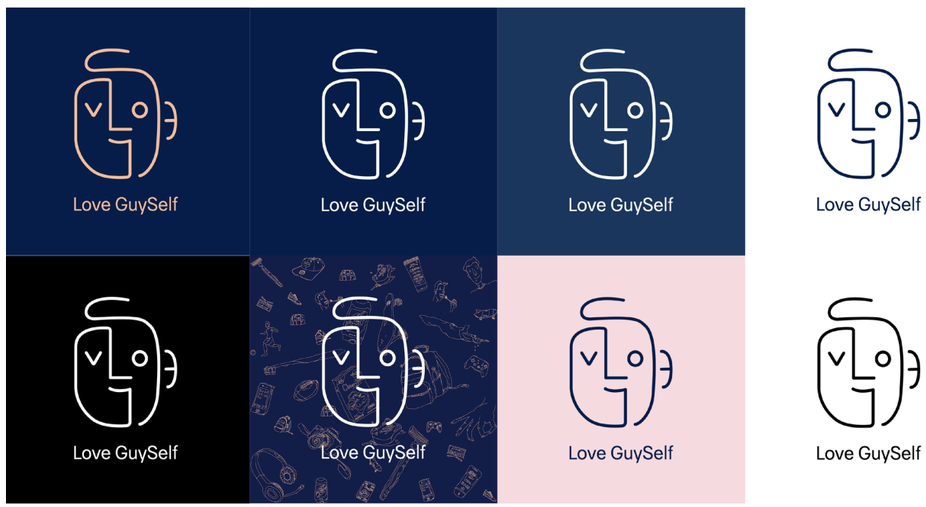
Logo Development



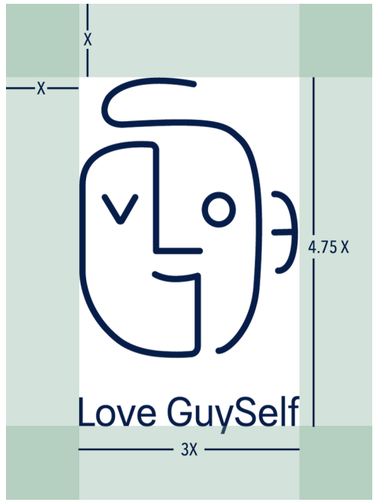
Love GuySelf

Logo Development and Visual Descriptions

Acceptable Logo Uses Below



Unacceptable Logo Uses Below



The logo of the campaign resembles a male's face. It consists of the letters L, O, V, and E for "Love." The V and O are the eyes of the figure, and the V represents a wink. G and S stand for "Guy" and "Self," and form the face and hair. All the logos without a red "x" are acceptable uses.

The words "Love GuySelf" in the logo may be removed only in certain pieces of merchandise, but with all printed materials it must be included. Logos must not be warped or rotated, and if placed over the pattern the logo must be white for best visibility. Logos should be at least a distance of 1/3 of the width of the logo from other elements. There must be no misspelling of the logo, and GuySelf must have both the G and S capitalized.

Since our target audience is geared towards high school boys, we wanted our logo to associate the idea of love and be able to impart congeniality to the targeted audience. The sketches were initially based on the shape of the heart with a face.

After more iterations, we used the word "love" to create the facial structure of a male with a smile. We wanted a simplistic logo to convey a straightforward and recognizeable visual icon. After various iterations, we asked for feedback from Professor Gale and both teaching assistants to make improvement on our logo. When the concept of the logo design was finally developed, we executed them digitally. We constantly revised and asked for feedback until we arrive at the best solution.

Typography

We seriously considered Alma Mono at first, but found the type too rounded when used in titles, and unreadable when set as a body. After development, we also changed our serif body text to a sans-serif typeface. After receiving feedback from Professor Gale, Garamond Premier Pro, the serif body type that we used, was deemed unreadable at a smaller size. The serif blended together when the light type was on a dark background. We replaced Garamond Premier Pro with Avenir Next Condensed, which although is a condensed typeface, contrasted nicely with the wider letterforms of Paul Grotesk. The resulting typographic color was more uniform and appealing to younger audiences.

Color

Different tones of the complementary colors (orange and navy)
We began with the different tones of the complementary colors (blue and orange). Instead of going a full shade of both colors, we toned down to lessen the intensity and not to overpower the vibrancy of each color. The good use of complementary colors can create a balanced atmosphere in which the eye and brain can relax. The juxtaposition of soft color versus bold colors create a balanced contrast. Soft colors like "Fragile Masculinity" and "It's not Pink" represent the softness of the youth, and bold colors like "Pepe Frog Green", "Dank Blue", and "Thanos Blue" represents depth, stability, and boldness. the names are derived from memes and pop culture prevalent in the younger generations.

Pattern

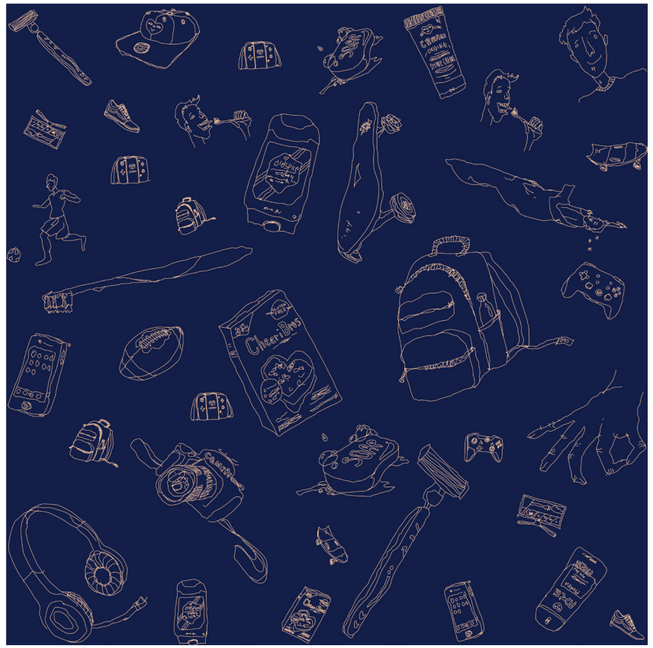
Initially, there was a 40% darkening filter applied to the pattern when the logo is placed over it. This was removed because the white logo appears the most clearly on top of the untreated pattern. In our logo restrictions, we specify that only the white logo is allowed to appear atop the pattern for maximum visibility.

Illustrations

We picked items that could be applicable to high school boys. We narrowed down the ideal/related activities or items that boys normally do or use: caps, backpack, skateboard, game controller, headphone, cellphone, football, and soccer. Some of the product illustrations emphasize hygiene such as a shaver, toothbrush, soap, and deodorant.

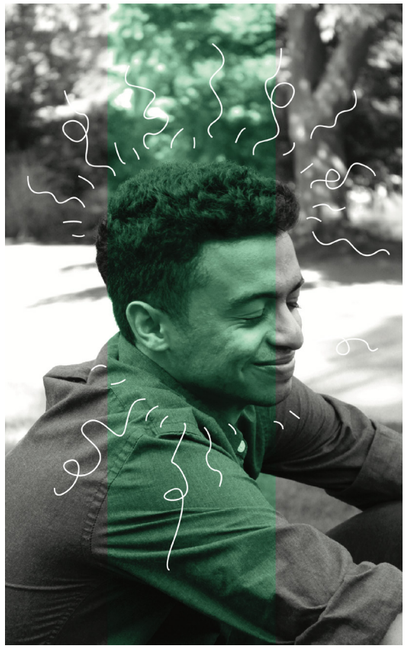
The line is the most fundamental form of art and it is straightforward and simplistic. The illustrations are drawn by the left hand in order to break away from the typical line work. By drawing with the left hand, the illustrations became more unique in style and conveyed a sense of youthfulness.

Supplementary Visuals



The pattern is on the left, and includes illustrations of objects and ideas associated with being a teen guy.

The Love GuySelf photo treatments can be shown- to the right. Photos are first made into black and white, then adjusted for contrast and exposure. Rectangles consistent with the color scheme of the campaign has its blending mode changed to "color" in Photoshop. The rectangles stretch from the top to the bottom and are placed over some part of the faces of models present in the photos. Finally, white illustrative lines of different weights are used to show expression of emotion in the models, and to convey a mood. Images may be rotated but may not be warped or tinted.

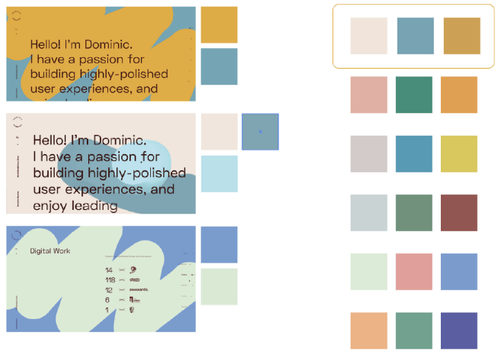


Color and Typography Development

Narrowing down ideas for Love GuySelf

YOONITED

3 color schemes



https://www.awwwards.com/case-study-dominic-berzins-single-page-portfolio-site.html

3 interview questions

1. Do you feel comfortable talking about your looks and health?
2. What do you think that causes men to have low self-esteem?
3. What makes you feel good? (any physical activities?)
4. What does self-care mean to you? Why is it important to take care of yourself?
5. By self-caring what does it prevent from?

3 display typefaces

Unna

Sentinel

Love GuySelf	Love GuySelf	**Love GuySelf**
Love GuySelf	*Love GuySelf*	***Love GuySelf***
Love GuySelf	Love GuySelf	**Love GuySelf**
Love Guyself	*Love Guyself*	***Love Guyself***
LOVE GUYSELF	LOVE GUYSELF	***LOVE GUYSELF***
LOVE GUYSELF	*LOVE GUYSELF*	**LOVE GUYSELF**

3 Questions

3 Fonts

- To what extent do you feel you can be vulnerable around your friends and family?
- How does your cultural and social background affect your self esteem?
- How has your physical appearance affected your self esteem?

3 Colors Schemes

#0A0024	#001926	#F08400	#E3DB96	#DE4D3A
#012326	#2A403C	#04D99D	#04BF8A	#0F8C69
#011640	#010D26	#03A688	#F2C094	#F2935C

Narrowing down ideas for Love GuySelf

3 Logos

3 logo variations

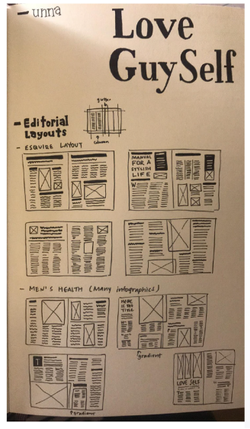
Definite color scheme & type

3 possible patterns/visual styles we could incorporate

Love Guyself
Abel
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Love Guyself
Righteous
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Love Guyself
Rboto Condensed
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz



Magazines
Esquire
Men's Health
Reader's Digest (Health section)
FamilyCircle (Health section)

Yingle

3 color schemes

Thrill Of Living Color Scheme - by SchemeColor.com

3 interview questions

3 display typefaces

Cute Font

Righteous

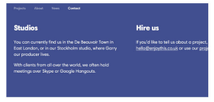
Kelson

Love Guyself	Love GuySelf
Love Guyself	Love GuySelf
Love Guyself	**Love GuySelf**
Love Guyself	Love GuySelf
Love Guyself	Love GuySelf
Love Guyself	**Love GuySelf**
Love Guyself	Love GuySelf
Love Guyself	Love GuySelf
Love Guyself	**Love GuySelf**

Color and Typography Development

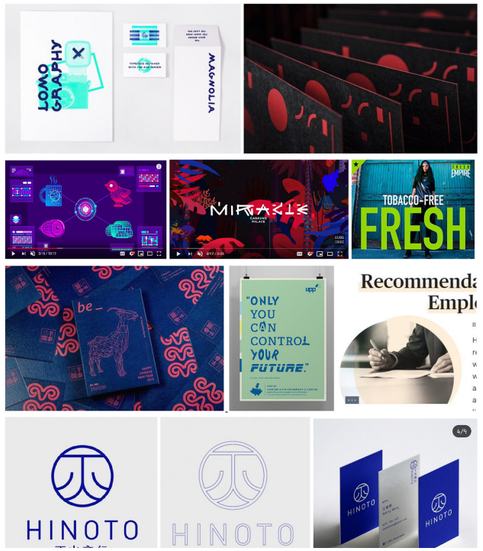
Alma Mono by dafeld

Porter Font by fhemmekam

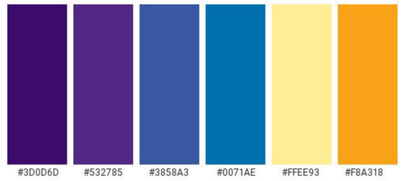


UK
Studio 5,
96 de Beauvoir
N1 4EN London

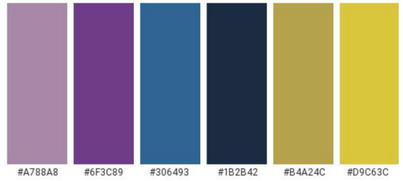
Imagery Ideas



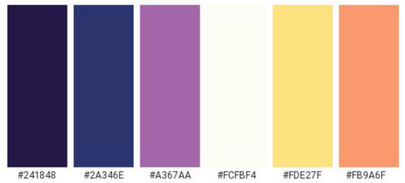
Color



Thrill Of Living Color Scheme - by SchemeColor.com



Thanos (Comic) Color Scheme - by SchemeColor.com



Sunset Clouds Color Scheme - by SchemeColor.com

Final Typefaces

Paul Grotesk - Bold-Trail (20 pt)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 (16pt)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 (10 pt)

Paul Grotesk - Regular-Trail (20 pt)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 (16pt)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 (10 pt)

Avenir Next Condensed - Medium (20 pt)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 (16pt)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 (10 pt)

Final Color Scheme

Dank Blue

RGB	27, 54, 93
CMYK	95, 74, 7, 44
HEX	#1B365D
Pantone	534 C

Thanos Blue

RGB	7, 29, 73
CMYK	100, 90, 13, 71
HEX	#071D49
Pantone	2768 C

Fragile Masculinity

RGB	245, 218, 223
CMYK	0, 11, 3, 0
HEX	#F5DADF
Pantone	705 C

"It's not Pink"

RGB	240, 191, 155
CMYK	0, 32, 42, 0
HEX	#F0BF9B
Pantone	473 C

Pepe Frog Green

RGB	111, 162, 135
CMYK	54, 8, 47, 14
HEX	#6FA287
Pantone	556 C

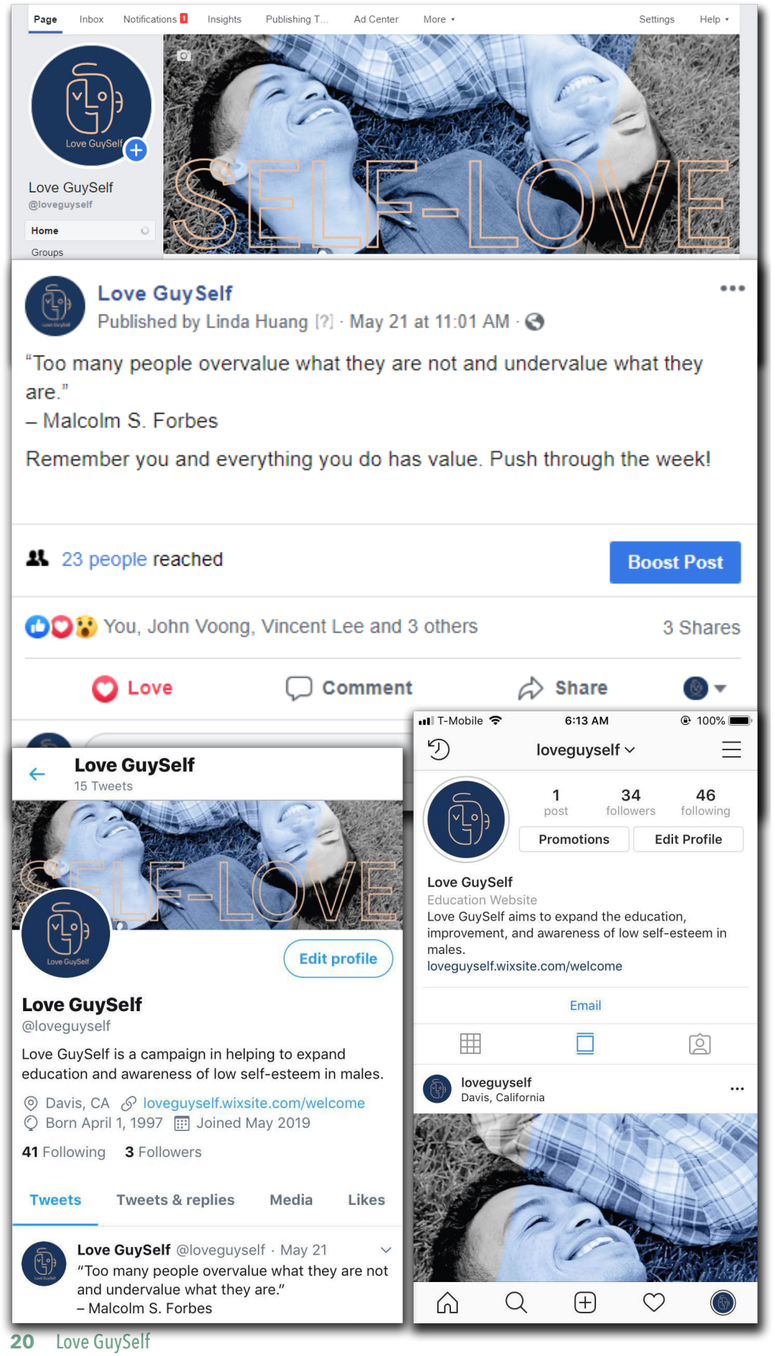
Outreach and Budget

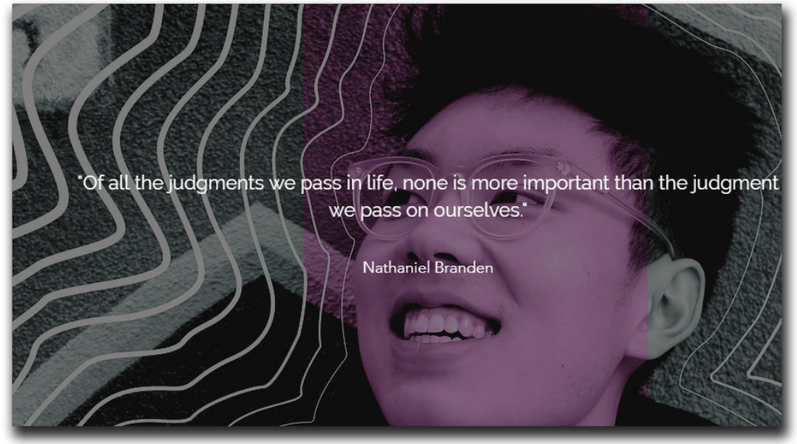
Environmental Marketing

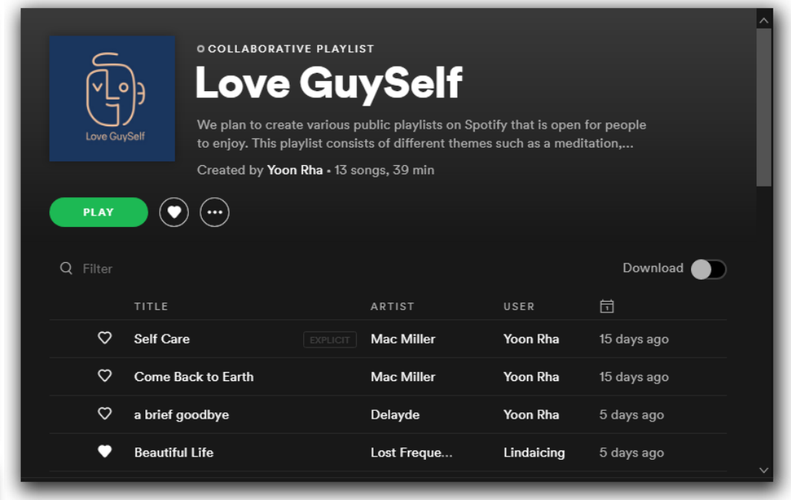
Advertisements of the Love GuySelf poster can be shown in bus shelter and malls. The purpose of the posters in highly visible areas is to draw the attention of the target audience. High school males waiting for the bus for school or out with family and friends at the mall will be exposed to the advertisements.

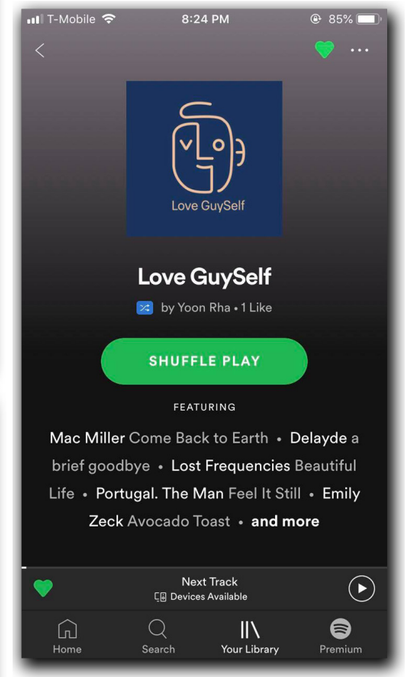
In addition to a brief introduction to our campaign, the posters also include the social media and website information for easy navigation.

Digital Marketing









On May 10th 2019, we have launched our campaign through social media such as Instagram, Facebook, and Twitter. Every week we uploaded motivational quotes that associate with low self-esteem and self-love and care and hoped to boost up one's self-esteem and encourage confidence.

We also created a special spotify playlist for listeners to enjoy. The playlist consists different themes of songs that helps one to study, meditate or hype up to feel the emotional connection through music. Within only a couple of weeks, our campaign has reached 34 followers on Instagram and 42 people liked our Facebook page.

Print Marketing

Initial business system printed patterns appeared too faint on the pattern, so the darkening filter was removed. Brochure tri-folded from an 8.5″ x 11″ letter sized sheet of paper (folded dimensions 3.7″ x 8.5″). Brochures include a brief introduction to the campaign, the full 3-step LAD Process, and select resources for self care and more drastic resources.

During the process of test printing, the Initial prints came out too faint on the pattern and on the types. When we test printed our business card, the pattern on the back was much lighter than we saw from the computer screen. Thin typography was barely seen on the print, therefore we had to increase the thickness and used different colors to create the typographic hierarchy on the business card information.

Fellows Program and Care Package

Fellow Kit

Initially there will not be student ambassadors to represent the campaign in the campuses. However, with more promotion and awareness (around 10-12 months time), the campaign will take on a few select representatives from each school, whom are called "Fellows," that give talks of self love and care on behalf of the campaign at school functions. Fellows are chosen based on merit and volunteering hours, and are given an exclusive enamel pin to show their fellowship to the Love GuySelf Campaign. Once accepted, they are given an enamel pin and an invitation card exclusive to fellowship, which cannot be purchased.

We hope that by taking on fellows, we are able to have a continuation of our campaign. By having student representatives as ambassadors of our campaign, we can have an established attainable audience. Fellows are the same age group, and same demographic as their peers in school, and students will feel more comfortable reaching out to the campaign through them. Fellows are also able to share their experiences regarding self love and care, and any obstacles related to self-esteem issues that they overcame.

While we were printing the business system, the type on the fellowship invitation envelope was way too big after the test print. We had to shrink the size down for both type and the size of the envelope

Care Packages

In addition to the branding merchandise, we developed a hygiene-centered care package, which is the first step for high school students to take care of their physical being. By starting with the physical, we wanted the outcome to assist in improving mental health.

– Pack of Mints, encourages freshness of breath and memes
– Sunscreen SPF 30, supports good skincare, especially in gym
– Hand Sanitizer, kills bacteria like the enemies of angsty teens

These care packages are handed out in school functions, which we hope would draw the attention and awareness of students to our campaign, so they think we are "cool."

Merchandise

We hope to achieve raising awareness of the issues of low self-esteem in high school boys with our merchandise. We believe delivering educational material and effective merchandise will give a significant impact on the students about the campaign. All the merchandise we designed to produce is specifically aimed toward our target audience with meaningful purpose. For example, the hygiene-centered care package is prepared for students to remind to take care of themselves and stay sanitary. We are planning on producing more merchandise from 10% of the merchandise funds and the rest will be donated to our partnered resources that support self-love and self-care.

Budget

Items	Specification	Size	Quantity	Cost per Item	Total Cost	Links (References)
Advertisements - Physical						
Bus Shelter Ads	1. NorCal 2. Central 3. SoCal	48" W x 69" H	3	$4,700.00	$14,100.00	https://www.bluelinemedia.com/bus-advertising/bus-stop-shelter#rates
Business System						
Invoice Envelopes	#10 Envelope, Pre-Fold	9.5" W x 4.125" H	100	$0.52	$52.00	https://www.vistaprint.com/
Letterheads	Full Color, 60lb	8.5" W x 11" H	100	$0.65	$65.00	https://www.vistaprint.com/
Invitation Envelopes	A2 Envelope, Pre-Fold	6" W x 6" H	10	$0.57	$5.70	https://www.vistaprint.com/
Invitation Envelope Seals	Envelope Seal - Matte	1.5" W x 1.5" H	24	$0.16	$4.00	https://www.vistaprint.com/
Invitation Letters	Flat, Premium Matte	5.5" W x 5.5" H	10	$0.93	$9.30	https://www.vistaprint.com/
Business Cards	Full Color, 14pt cardstock	2" W x 3.5" H	300	$0.16	$48.00	https://www.vistaprint.com/
Stamps	First Class 2 Oz/Square Letter ($0.7	1.56" W X 1.25" H	20	$1.25	$39.99	https://www.minted.com/wedding
Print						
Stickers	Sticker Singles, Circular	1.5" x 1.5"	3,000	$0.09	$269.00	https://www.vistaprint.com/
Brochure	Standard Glossy, Tri-Fold	8.5" x 11"	3,000	$0.18	$537.50	https://www.vistaprint.com/
Advertisements - Digital						
FB Profile Frame	Facebook			$0.00	$0.00	
FB Page Banner	Facebook			$0.00	$0.00	
Social Media Filters	Snapchat, Instagram			$0.00	$0.00	
Spotify Playlist	Spotify			$0.00	$0.00	
Website	Wix	-		$0.00	$0.00	
Video (animation)	YouTube	30 sec		$0.00	$0.00	
PowerPoint Presentations	Google Slides	-		$0.00	$0.00	
Care Packet						
Hand Sanitizer	Clear plastic bottle	1oz	300	$0.81	$243.00	https://www.walmartpromoshop.com/estore/health-wellness/first-aid-personal-care/hand-sanitizer/p
Sunscreen Lotion	SPF30	1oz	300	$1.47	$441.00	https://www.4imprint.com/product/144228-1/Sunscreen-Lotion-1-oz
Mints (Cases of 125)	Domed Tin, Star-Shaped Mints	1.88" H x 2.38" W x 0.62" L	375	$2.18	$818.96	https://www.promotique.com/product/domed-tin-with-star-shaped-mints-case-of-125/P93131696
Apparel						
Cap	Navy, 5-panel unstructured crown	4.5" W x 2.125" H	180	$9.74	$1,753.20	https://www.customink.com/ndx/?PK=04620&SK=04600#/next/quote
Crewneck	Gildan Midweight 50/50, Navy	S, M, L, 60 shirts each size	180	$11.98	$2,156.40	https://www.customink.com/ndx/?PK=04620&SK=04600#/
T-shirt	Gildan Adult Heavy Cotton, Navy	S, M, L, 60 shirts each size	180	$6.56	$1,180.80	https://www.customink.com/ndx/?PK=04620&SK=04600#/next/quote
						https://www.customusb.com/mobile-spin-flash-drive/
Merchandise						
Fellow Pin	Enamel Pin for Ambassadors, Cop	1.25" Soft Enamel	20	$7.23	$144.56	https://www.enamelpins.com/Custom-soft-enamel-pins
Button	Round Custom Button	2"	3,000	$0.22	$660.00	https://www.purebuttons.com/product/175-custom-buttons
Lanyard	Polyester, Lobster Claw Hook	0.75" x 36" (Standard)	200	$0.86	$172.00	https://customlanyards.com/shop/custom-lanyards/custom-polyester-lanyards
USB	Navy Swivel, 4GB	0.74" x 2.25" x 0.437"	300	$3.49	$1,047.00	https://www.4imprint.com/product/112703-8G/Swing-USB-Drive-8GB-3-Day
Total					$23,747.41	

Our budget is a preliminary projection based on the merchandise and advertising materials for the campaign. The cost is the best estimate of what we will produce and the following estimate includes both taxes and printing costs for the materials. We have a maximum allocated amount of $25,000 to launch the Love GuySelf campaign.

Majority of the funds go towards the production and distribution of our merchandise such as t-shirts, crewnecks, cap, pins, buttons, lanyards, USB flash drives, etc.

Design Analysis

Introduction

The purpose of our campaign is to raise awareness of the importance of self-love and care in high schoolers that identify as male. The designers involved are the creators of the campaign (Yoon Rha, Ying Tan, and Linda Huang), as well as everyone who has critiqued, given feedback, or participated in constructing the campaign. Linda Huang was responsible for print materials like the layouts of the campaign proposal, process manual, and brochures. Ying Tan designed the whole business system and estimated the best projection for the budget. Yoon Rha was responsible for taking photos and coming up with the logo concept. Through some preliminary research, it was found that most of the self-love and care campaigns are geared towards women and those identifying as female, and there is a lack of self-love initiatives available for males.

Problem Statement

The problem that our campaign fills is the lack of self-love and care initiatives for guys. A range of teens guys and young adult males were surveyed (the youngest being 13 and the oldest being 27). Our campaign assists with the education and awareness of the mission by presenting a self-love and care process called the LAD Process at high school rallies and through social media sources such as Facebook, Instagram, and Twitter. The social media sources are updated daily with inspirational self-love and care quotes. Other methods of marketing the campaign include the use of advertisements in public places that teen guys frequent, such as malls and bus shelters. The distribution of merchandise that teen guys may find useful or take interest in is also implemented as a tactic to spread and popularize the campaign and its cause.

Objectives

The purpose of the posts is to boost the self-confidence of viewers and to gain a consistent follower base. The campaign success would be measured by the number of people who interact with it, which includes liking, commenting, and sharing social media posts, the number of people who email, and the number of people who send a message through the official loveguyself website. Marketing materials such as bus stop and mall advertisements are used to market the merchandise. The timeline and locations that the campaign plans to send its founders to or have representative ambassadors (Fellows) are:

– 6 Months	West Coast (California and Washington)
– 8 Months	Mid-West (Chicago, IL; Detroit, MI)
– 10 Months	South (Austin, TX; Washington DC)
– 12 Months	East Coast (NYC, NY; Boston, MA; Florida)
– 1 Year 4 Months	South Korea (Seoul)
– 1 Year 7 Months	Japan (Tokyo) and China (Hong Kong)
– 1 Year 10 Months	Bangladesh (Dhaka) and Taiwan (Taipei)

Methodology

The online presence of Love GuySelf is the primary method of spreading the campaign's mission. By maintaining active facebook, twitter, and Instagram, the campaign is reachable by the thousands of teens that use the social media platforms. The co-founders work together to run the social media account, but once trusted ambassadors are deemed responsible, they are permitted to run the social media accounts.

Speaking in person at high schools is another highly important aspect of the campaign. It generates conversation and learning in person, and humanizes the campaign so it becomes more relatable. Initially, there will not be student ambassadors to represent the campaign on the campuses. However, with more promotion and awareness (around 10-12 months time), the campaign will take on a few select representatives from each school, who are called "Fellows," that give talks of self-love and care on behalf of the campaign at school functions. Fellows are chosen based on merit and volunteering hours and are given an exclusive enamel pin to show their fellowship to the Love GuySelf Campaign.

Merchandise such as hats, t-shirts, crewneck sweaters, pins, lanyards, and stickers are available online for sale as an incentive for the target audience and those who come across the campaign to donate. On a few occasions, these items are available for purchase at tabling events at high school campuses. The donations go to savings that are reserved to produce more merchandise (such as stickers, pins, USB drives, lanyards, and t-shirts) that are handed out at schools and events for social good. All items are viewable and available immediately online.

Evaluation

It was difficult finding those who fit our target audience (age 14-18 years old) to survey, and the majority of our survey takers were between 17-22 years old, which is slightly above the age range. We also initially spread our survey through our friends, family, and online connections, which may denote a bias. After removing double-barreled and unclear questions, the survey we distributed was also inspected and approved by Professors Chris Hopwood (Doctor of Psychology at UC Davis), and Richard Robins (Doctor of Social Psychology at UC Davis).

Relatability was another issue that we encountered when we developed our campaign. We were concerned that as 3 females, we would not be able to relate enough to the target audience, or that the target audience would not find us relatable enough to take our message seriously.

It was also difficult to distinguish the appropriate ways we could reach our target audience. We did not want to appear non-inclusive, while still trying to not stray too far from our ideal audience. We came up with the idea of speaking at school rallies since it would draw in the most amount of teen guys, while also appealing to teens that do not identify as male by promoting applicable self-care practices.

Project Summary

The Love GuySelf Campaign uses physical advertisements, physical advertisers, and digital marketing tactics to spread the education of the importance of self-love and care to the primary audience (high school guys) and the resulting secondary audiences (loved ones and close friends of high school guys).

Contact

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