

PROJECT STATEMENT

TRUDINH

IDENTITY RE-BRANDING PROPER GROOVE

CLIENT

Proper Groove

Proper Groove is a nonprofit, charitable organization in Washington State founded upon community initiatives. Proper Groove goals is to prevent sexual and bias-based violence in social and community spaces through pro-social bystander intervention training, direct services and advocacy for victims and survivors and resources for individuals at-risk of initiating unwanted behaviors, aspirational events that empower marginalized identities in the community, and fiscal sponsorship of aligned community initiatives.

THE PROBLEM

Proper Groove is a new nonprofit organization with a goal to prevent sexual and bias-based violence in social spaces. Being new on the street, they need an Identity that would help them advocate their causes and pushes their messages above the sea of noise.

SOLUTION PROPOSAL

After analyzing their website and speaking to Proper Groove board of directors and listening to their vision. We all come to an agreement that Proper Groove need a fresh new Identity that would help them spread their message and advocate their causes to the community.

COLLATERAL

LOGO

BUSINESS CARD

LETTERHEAD

POSTER TEMPLATE