

National Maternity Housing Coalition

Logo: Creative Brief

Background Summary

The client for this logo is the National Maternity Housing Coalition, a national coalition that helps unify the work of maternity homes across the country to strengthen programs and better communicate the important role that housing programs play in supporting pregnant women. The organization has an existing website, <http://www.natlhousingcoalition.org/>.

Overview

The purpose of this project is to redesign a non-profit organization's existing identity system. This requires an investigation of the communication the organization has used in the past or is currently using. We must identify what has been successful or unsuccessful and provide valuable learning in the creation of a new identity. There is an opportunity for a much stronger identity system and logo mark. This application could potentially improve the branding of the organization.

Drivers

The goal for this project is to create an identity system that is recognizable and sets the organization apart from all of the other maternity home/maternity-related logos. Since the organization is a coalition between maternity homes across the country, it should encompass the values, tone, and message of these organizations.

Three main objectives for this project:

- Create a strong mark that reflects the mission and purpose of the organization.
- Identity should be versatile and able to apply to a variety of visual materials including print media, website, television, etc.
- Logo mark should be memorable and support the content it is placed in context with.

Audience

The target audience includes existing maternity homes, start-up maternity homes and those interested in starting up a home. The secondary audiences are ancillary organizations such as pregnancy resource centers and Pro-life groups. The audiences mentioned should care about the NMHC because they all have a common mission.

Competitors

The National Christian Housing Association is their main competitor. NMHC's main advantage is that their organization is more diverse, where as the National Christian Housing Association is limited in who they market to. The NMHC wants to expand their market/audience by placing themselves under the umbrella of Heartbeat International, an existing and well-established

international organization. This immediately gives NMHC credibility.

Tone

Members of the NMHC discussed some guiding ideas to share with graphic designers. They want the logo to be warm but professional. It should echo the Heartbeat International logo and reflect words in the NMHC mission statement. Members would like the identity to be functional and descriptive, as opposed to catchy and marketing. Gloria Lee, executive member of the NMHC describes the feeling or approach of the organization as “inviting, loving, helping, caring and supportive”.

Message

This identity system should reflect the purpose of the organization. Their mission is to inspire excellence among maternity housing providers and articulate a collective voice to advance the culture of life and the Gospel of Jesus Christ. This will be done by providing training and tools, facilitating an exchange of knowledge and experience, and fostering fellowship among members. The audience should take away a clear understanding of the organization’s service or message through the use of the mark.

Visuals

We are redesigning existing visuals. However, we are not just modifying or fixing the existing mark. We are completely redesigning it.

Details

Budget -N/A

WEEK

1 / 2	research: contact interview, strategy, report
3 / 4	concept/ideation/sketching
5 / 6	refinement/digitizing
7	logo presentation
8 / 9	visual language applications
10 / 11	brand + specifications book
12 / 13	additional applications
14	methodology report/portfolio book

People

NMHC Steering Committee

Gloria Lee, Our Lady's Inn, (314) 351-4590 (main contact)

Chris Bell, Good Counsel Homes, (201) 795-0637

Mary Peterson, Maggie's Place, (602) 262-5555

Jor-El Godsey, Heartbeat, (614) 885-7577

Gloria Lee, Executive Director of Our Lady's Inn, is my main contact. However, everyone on the Steering will be informed of the progress on this logo via email.

Interview with Gloria Lee

Executive Steering Committee Member for the NMHC

What are your three most important goals?

The want to have a more prominent voice nationally. They would like to see their membership grow and have as many homes join as they can get. They currently have 30 maternity homes, but there are hundreds in the country.

What is your purpose?

The life-affirming effort of aiding women, children and families in and around pregnancy necessarily includes the promoting and providing housing resources and extended care. Strong housing services are the result of committed individuals and organizations striving for excellence in all areas. To inspire excellence among maternity home providers and articulate a collective voice, leaders from various housing organizations have formed a National Maternity Housing Coalition.

We value all housing efforts that seek to overcome the challenge of homelessness. We know that there are many valuable organizations and heroic individuals who give tirelessly to providing housing. For a variety of reasons, we have limited our current coalition to life-affirming maternity homes with a Christ-centered leadership and/or service model. The facilitator of the National Maternity Home Coalition is Heartbeat International, formed in 1971 as an affiliation organization for life-affirming outreach. NMHC members will enjoy reciprocal membership in Heartbeat International and in its affinity group for housing.

Why was the company created?

To inspire excellence among maternity home providers and articulate a collective voice, leaders from various housing organizations have formed a National Maternity Housing Coalition.

Services

Provide mentoring guidance, resources, and guidance for existing and start-up maternity homes.

Target Audience

- Existing maternity homes
- Start-up homes and those interested in starting up
- Ancillary organizations such as pregnancy resource centers
- Pro-life groups

Who is your competitor?

What do you believe your organization does better?

National Christian Housing Association is their main competitor. NMHC's main advantage is that their organization is more diverse, where as the National Christian Housing Association is limited in who they market. The NMHC wants to expand their market/audience by placing themselves under the umbrella of Heartbeat International, an existing and well-established international organization. This immediately gives NMHC credibility.

Who do you admire most?

Carenet

Heartbeat International

How do you market your services?

- Through external websites like Heartbeat
- Creating a database - for mailing and emails
- NMHC website -<http://www.natlhousingcoalition.org/>
- They are looking at a PR plan; trying to get on TV, radio, newspapers, magazines
- Promoting through Heartbeat's Annual National Convention

What are the trends and changes that affect your industry?

- Media - Get very little credit or media on what they do
- The economy - more of a need for homes for women who already have children and

- need a place to stay - losing jobs, and losing homes, some are already pregnant
- Government being supportive vs. hostile
- Have lost tons of federal grants because government does not want to fund

Where do you see your organization in 5 to 10 years?

Gloria hopes to see consultants that work through Heartbeat. Heartbeat would have a dedicated person to work on the maternity home side. They hope to be separate from and be their own entity from Heartbeat by that point. NMHC would like to have their own offices, but only if it is cost efficient. Their main goal is to grow in their membership of maternity homes. They currently have 30 homes as part of the coalition, but ideally they would like to have as many homes join as they can get. There are hundreds of maternity homes in the U.S.

How do you measure success?

They measure success based on the number of homes that join coalition and number of new homes that they can get off the ground. They are successful if they can get these maternity homes the help that they need to stay in business and sustain.

What values and beliefs unite your Steering Committee?

- Pro-life
- Want to help women who are pregnant and homeless
- Christian values (but do not exclude non-Christians)

Barriers

- Everyone is only volunteers; no full time employees
- Everyone is really busy
- Two members have already dropped out
- They are at the mercy of volunteers who are very busy running their own organizations

What keeps you up at night?

“People would lose interest, time and commitment; That all this work would be for nothing. It’s hard keeping something together when you are spread out over the country.”

Single Message

“ The National Maternity Housing Coalition provides a service to the community and families at risk. They help people put their lives back together and become productive citizens.”