



A PRESENTATION TO:
THE MAGGIE OLIVER FOUNDATION

THE BRIEF

To create a logo for a new charity, The Maggie Oliver Foundation, set up by the ex-detective who exposed the Rochdale Grooming Scandal.

Based on protection, support and empowerment, the charity gives a trusted space to those that have been effected by grooming, a place to feel safe and be able to speak out. The following presentation shows a handful of concepts and explains the thought process behind them.

I would really appreciate feedback on the following presentation, & if you see potential, the possibility of finalising one of them, to move the brand forward.

Thanks you for the time & opportunity,

Dan

BRAND PERSONALITY

A few words that sum up the emotions and personality of the brand.



LOGO CONCEPT ONE:

BOLD COLOURS

This concept uses bold geometric shapes in bright colours next to a bold font. The shapes represent the letters 'M' & 'F' as well as being two hands/fists being held together as one would do when in distress, but also representing power.

LOGO CONCEPT ONE: BOLD COLOURS

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**MAGGIE
OLIVER
FOUNDATION**

TURNING PAIN INTO POWER



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MAGGIE OLIVER FOUNDATION

TURNING PAIN INTO POWER

LOGO CONCEPT TWO:

ABSTRACT HAND

This logo uses a number of curved shapes to create a colourful hand silhouette. Multiple colours represent diversity and openness. It also represents layers of mood, all overlapping to create something beautiful.





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The Maggie Oliver Foundation

Turning pain into power



LOGO CONCEPT THREE:

TWO HOLD

Maybe a more clichéd concept. This shows the act of holding hands and being there to care for someone when in need. The two held hands create a 'M' shape representing Maggie's name.



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Maggie Oliver
Foundation

LOGO CONCEPT FOUR:

PAIN TO POWER

This concept uses the charity strap-line as it's inspiration. Using a heart (essentially a downwards arrow representing pain) and an upwards arrow (upside down heart) representing power. Together they create a very strong icon. Also using a heart shows the charity's caring side.



LOGO CONCEPT FOUR: PAIN TO POWER



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LOGO CONCEPT FIVE:

M HOLDING HANDS

For this concept, the icon I created, based on an 'M' has been drawn to represent two people holding hands, again to show support and caring.





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