# MYNAME!SDAN

# 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.

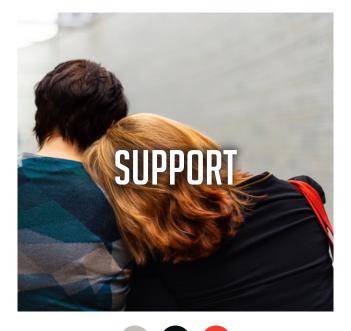
Thanks you for the time & opportunity,



#### **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.





















## 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.



















#### **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.

LOGO CONCEPT THREE: TWO HOLD











#### **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.











## Maggie Oliver Foundation

Turning pain into 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.



















## Maggie Oliver Foundation

Turning pain into power

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