# Crafting an unforgettable brand and a heartwarming nonprofit: the Hope & Harmony Foundation



Brand identity

Web design

Marketing Materials





Nonprofit Branding
Hope & Harmony Foundation

A nonprofit dedicated to promoting mental health and well-being through awareness campaigns, support services, and community events.

**Color Scheme: Vibrant Orange, Evergreen, Energetic Turquoise** 

Slogan: "Together, We Can Make a Difference!"

At Hope & Harmony Foundation, we believe that mental health is a vital part of overall well-being. Founded with the vision of creating a community where everyone feels supported and understood, we engage in various initiatives aimed at raising awareness about mental health issues and breaking down the stigma surrounding them. Through our awareness campaigns, we educate the public about the importance of mental health, while our support services provide individuals with the tools they need to navigate their mental health journeys. Our community events foster connection and encourage open conversations, ensuring that no one feels alone in their struggles. Join us in our mission to make a meaningful impact—because together, we can make a difference!

Industry Non-profit

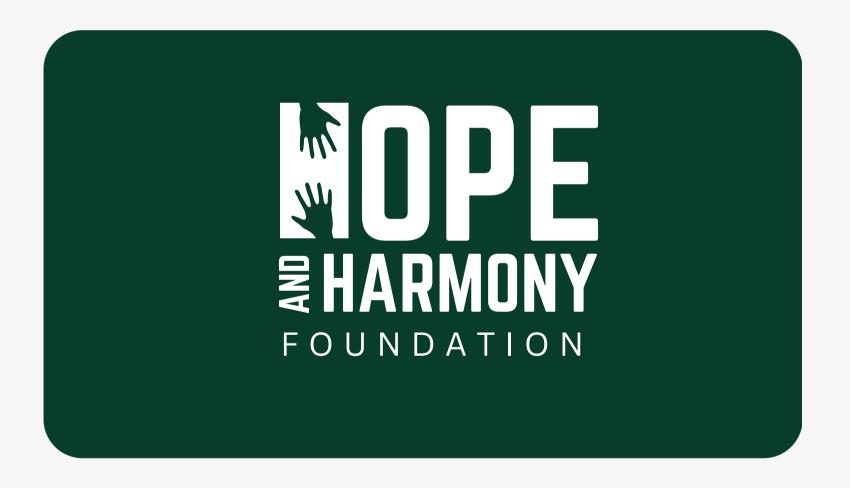
Orange #fa6d15 White #ffffff Sea Blue Black #000000

Forest Green

#083d29

### Primary Logo

The primary logo design is key for brand identity and recognition. It conveys the brand's values and personality to the target audience, ensuring consistency across platforms. This helps create a lasting impression and distinguishes the brand from competitors.











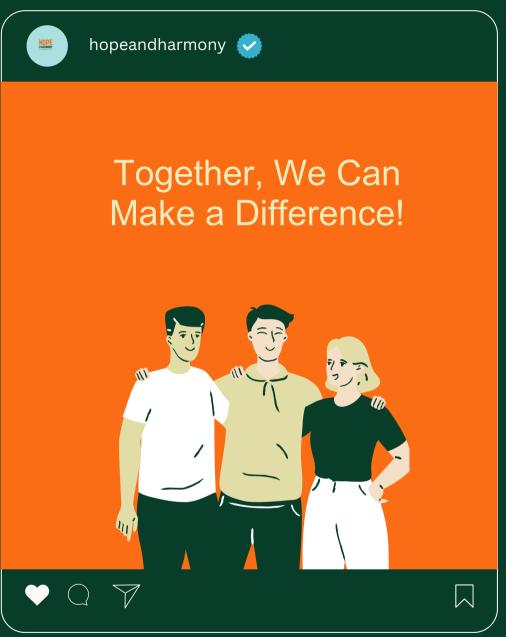


SEEKING HELP FOR YOUR MENTAL HEALTH DOES NOT MAKE YOU WEAK.





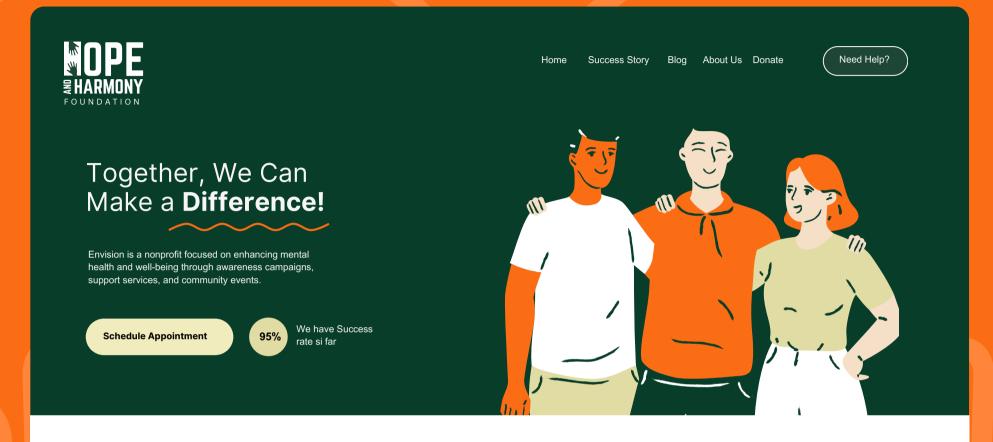












### OUR MISSION

## Seeking help for your mental health does not make you weak.

Envision is a nonprofit focused on enhancing mental health and well-being through awareness campaigns, support services, and community events.









#### **Awareness**

Implement educational awareness campaigns for mental health through social media, workshops, and community seminars to promote understanding and reduce stigma.



### **Support Groups**

Offer support services like individual counseling, group therapy, and helpline access to provide professional guidance and a safe space for addressing mental health issues.

