



DREA'S DREAM

HEALING THROUGH DANCE

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The background features a soft, abstract watercolor wash in shades of light blue and pale yellow. On the left side, there are several thick, vibrant yellow brushstrokes that curve and sweep across the page, adding a dynamic, hand-drawn feel to the design.

INTRODUCTION



Dréa's Dream Rebrand
Stephanie Brune
Spring 2015
Professor Desmond
Senior Thesis

The utilization of narrative and graphic design is an effective way to captivate a designated demographic, drive brand awareness, and create an experience for consumers. When combined with metaphor, expression and motion graphics the narrative comes to life, through its implied movements, visuals, music, typography and tone. These visualizations evoke a perceived physical or emotional experience fostering a connection to be made between the audience and the brand. The elements of design associated with narrative, create a meaningful and impactful relationship through which the influential power of storytelling thrives.

In today's technologically driven society and culture, consumers are constantly exposed to videos, and imagery. This digital age is encapsulating by a new form of "web [that] demands the story come alive, that it move and morph and twist and turn and open up video windows and audio players left and right. The public is now getting used to an interactive experience that has never before existed" (Eskilson 397). Due to constantly evolving technology strong, impactful imagery that captivates, involves, and connects with an audience is vital. The influential power of a narrative paired with the visual aesthetics of metaphor, expression, and motion graphics combines to drive a message to the viewer.

The implied movement, and visuals utilized through metaphor and motion graphics design, resonates deep within its audience due to its memorable, time sequenced visualizations. As the design unfolds it expresses a story

connecting the viewer and expressing a narrative, thus allowing the viewer to make their own connections with the brand. This formed relationship is the driving force behind brand awareness and it begins with the successful transfer of a narrative to the consumer. Technology drives this connection and campaign as it aids in allowing the content to be shared with a wider audience. Metaphor of motion graphics, implied used of movement

In a technology driven world, designers must create experiences that intrigue their viewers, while still communicating their story. Effectively utilizing design aesthetics with an impactful narrative allows brands to connect with their consumers and make a lasting impression. Metaphor, motion graphics, and expression can be combined to bring a narrative to life and create a memorable and impactful experience that visualizes the brand's message.

THE PROBLEM

The use of movement is useful within the graphic design and motion graphics realms through visuals, but it is also prominent within the techniques of dance therapy. As a healing technique, dance therapy utilizes motion as a coping method for those that are dealing with pain, and sickness associated with harsh cancer treatments . When motion graphics design, narrative, metaphor and expression are intertwined with the principles set forth by dance therapy, a narrative can visually be expressed through storytelling.

Dréa's Dream is a dance therapy/expressive movement program for children with cancer and special needs funded by The Andréa Rizzo Foundation. As a whole Dréa's Dream and the Andréa Rizzo Foundation lack a cohesive brand that is up to date with current design standards and trends. The overall design aesthetic features clunky, stylized imagery with no predominant way of promoting their cause. The present target market reaches a small dance oriented community with no implemented plans for expansion. This current market has a basic knowledge of dance therapy and its methods, however the cumulative consumer lack of knowledge on the subject matter further drives the need for an awareness campaign. Therefore Dréa's Dream and the Andréa Rizzo Foundation needs to institute a well designed and updated brand aesthetic that increases traffic to their website, widens their demographic, and gains recognition as well as fundraising opportunities for their cause.

THE SOLUTION

Dréa's Dream and the Andréa Rizzo Foundation will undergo a full rebrand, including a new logo, business papers, and responsive website. In addition to their rebrand, an awareness campaign will be implemented that features a motion graphics public service announcement, a collaboration with Rhode Island based jewelry retailers Alex & Ani, and advertisements utilizing the updated brand aesthetic. Through their brand elements and awareness campaign Dréa's Dream strives to broaden their target market to reach parents that have an emotional connection to the organization and the means to participate financially. In addition to parents, the target market reach should be extended to get young adults and children involved through volunteer efforts and word of mouth marketing.

A large, thick yellow brushstroke graphic that starts on the left side of the page and curves downwards and to the right, framing the text.

THE DREAM

Andréa Rizzo was a pediatric cancer survivor, a Salve Regina graduate and a loving daughter. She studied to become a special education teacher, and was furthering her studies at New York University, in hopes of becoming a dance therapist, when her life was tragically cut short at the hands of a drunk driver. Dréa's dream was to create a dance, movement therapy program that would help both pediatric cancer patients as well as special education students.

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RESEARCH



WHAT IS DANCE/MOVEMENT THERAPY?

The American Dance Therapy Association defines dance/movement therapy as: “the psychotherapeutic use of movement as a process which furthers the emotional, social, cognitive, and physical integration of the individual.” Dance therapists are dancers who are trained in both dance therapy and counseling or psychotherapy. They work in a wide variety of settings, such as psychiatric and medical hospitals, rehabilitation centers and nursing homes, community mental health agencies, schools and special education settings, wellness centers and private practice.

OUR MISSION

The Andréa Rizzo Foundation will raise funds to help children with cancer and special needs, fostering Andréa’s dreams of providing dance therapy to children with cancer and special education needs. A non-profit corporation, the foundation is dedicated to the growth and success of Dréa’s Dream, a dance therapy/expressive movement program for pediatric and young adult populations in hospitals, special education classrooms and medical settings throughout the country. The Andréa Rizzo Foundation is the only 501(c)(3) non profit organization in the United States that provides grants that directly funds dance/movement therapy programming exclusively for children with cancer and special needs. Programs are led by registered Dance/Movement Therapists (R-DMT and BC-DMT) . In addition, the foundation funds expressive movement programs for the same pediatric population under the direction of dance professionals of the highest caliber.



BRAND BRIEF



CORE VALUES

HEALING
OPTIMISM
ENGAGEMENT
EMPATHY

DESIGN MATRIX

DESIGN TRENDS

Most of our competition is not up to date on current design trends, such as a responsive website.

Dancer Focused



Responsive

Not Responsive



COMPETITORS

- Autism Movement Therapy
- Dancing Dreams
- Hancock Center
- Kolkata Sanved
- Simonton Center
- St. Jude's Research Hospital
- The Cancer Cure Foundation

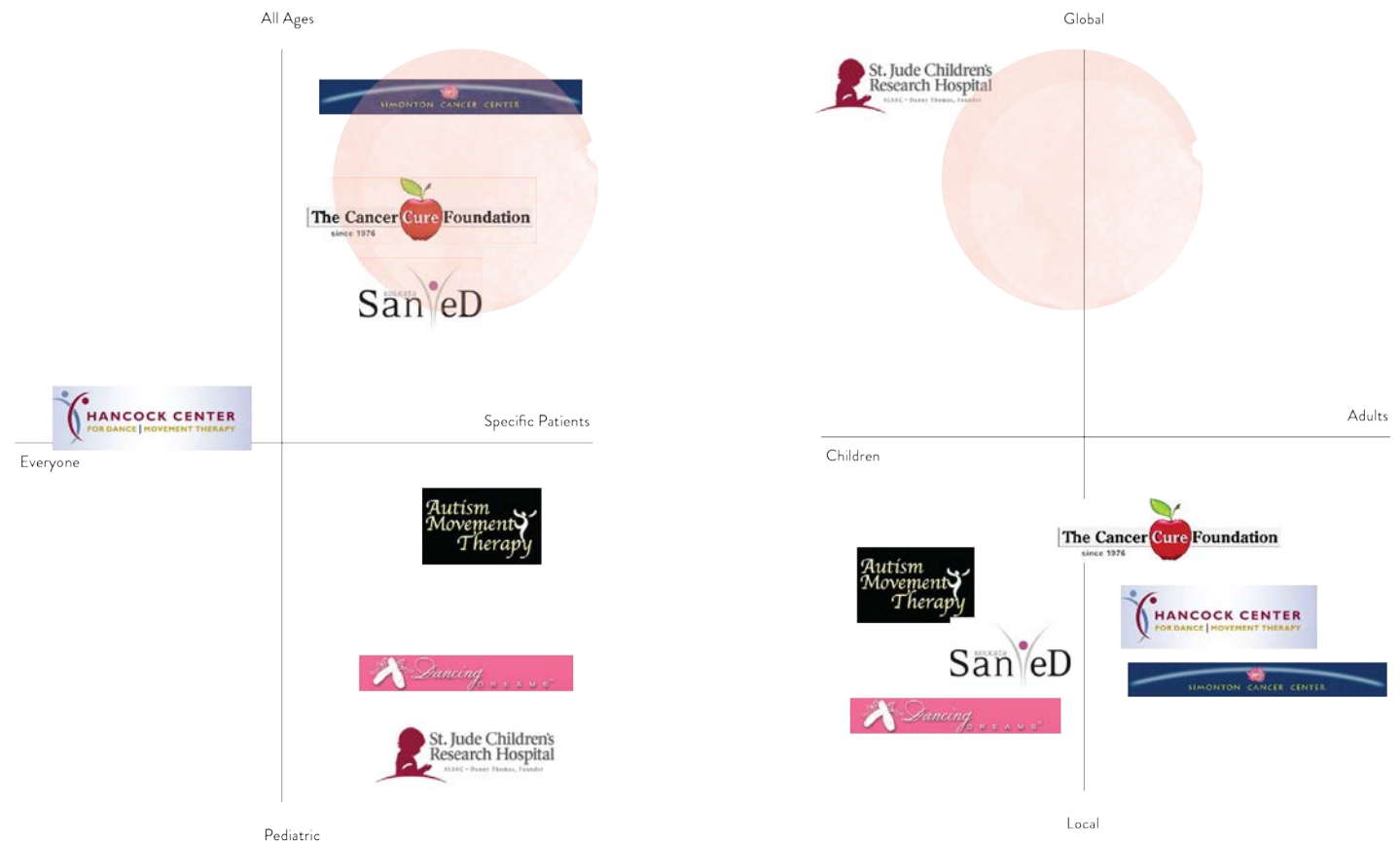


Not Dancer Focused

DESIGN MATRIX

DESIGN & TARGET

Our competitors range in both local and global markets. The desired area for our brand does not have many competitors. The updated brand aesthetic will feature these desired areas in both logo design and target market.



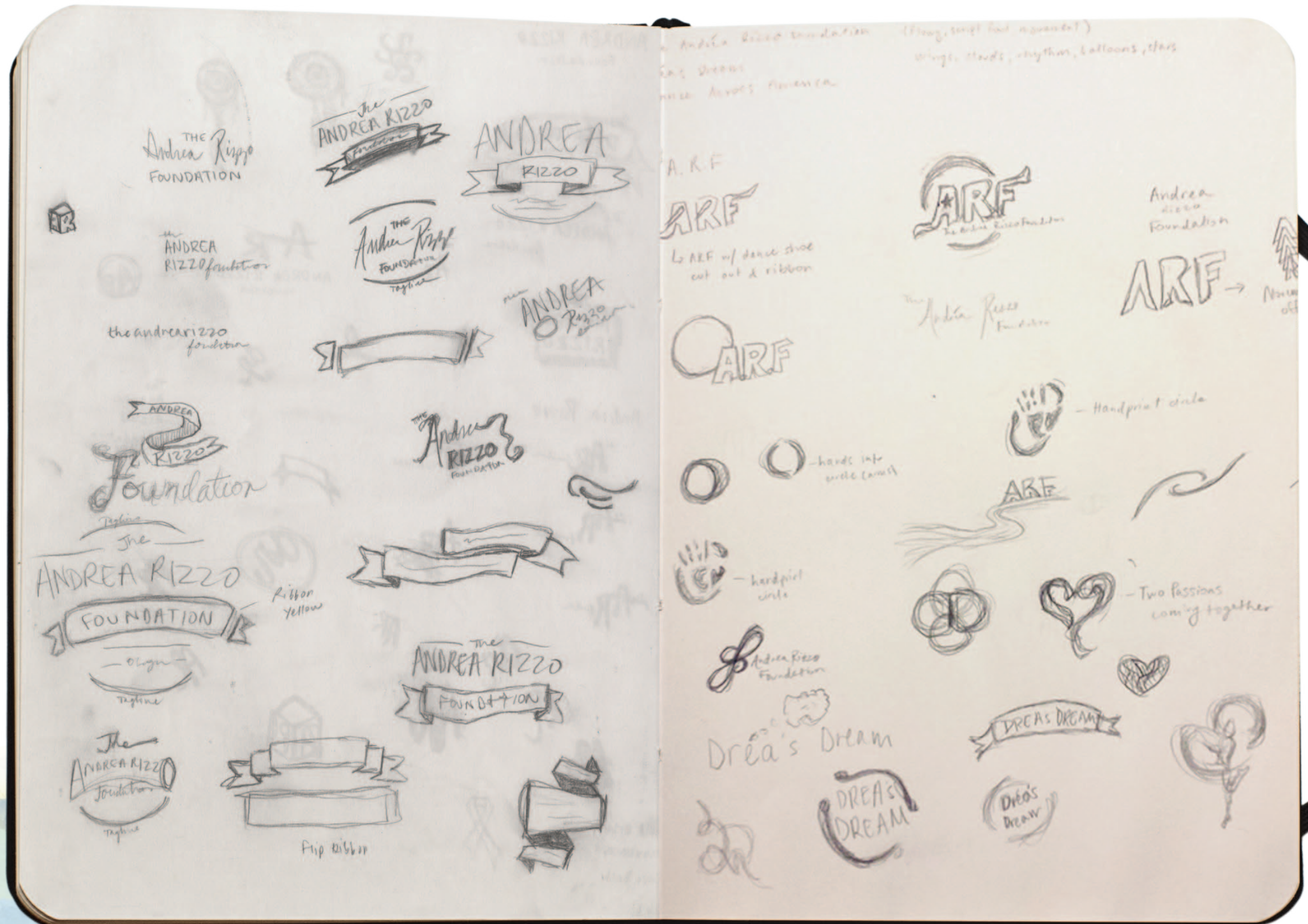
COMPETITORS

- Autism Movement Therapy
- Dancing Dreams
- Hancock Center
- Kolkata Sanved
- Simonton Center
- St. Jude's Research Hospital
- The Cancer Cure Foundation

The background features a soft, abstract watercolor wash in shades of light blue and pale yellow. Overlaid on the left side are several thick, vibrant yellow brushstrokes of varying lengths and curves, creating a dynamic, hand-painted feel.

STYLE GUIDE

LOGO SKETCHES



LOGO EXPLORATIONS



**DREA'S
DREAM**
HEALING THROUGH DANCE



the andrea rizzo
FOUNDATION



Pediatric Cancer
Awareness Ribbon

+



Implied motion of
dancer's silhouette

=



LOGO BEFORE & AFTER



DESIGN SPECS



YELLOWJACKET
 A B C D E F G H I J K L M
 N O P Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0



NEUTON
 Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
 Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
 1 2 3 4 5 6 7 8 9

LOGO DOS

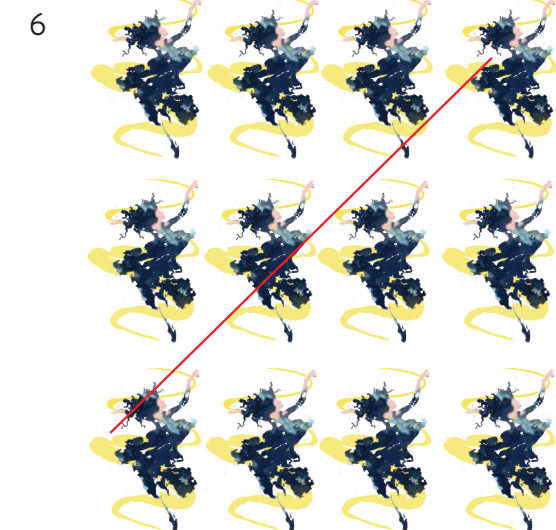
Do change the color of the type for both logos to white when placed on a dark background

Do place logos on top of featured imagery within the top or bottom corner



LOGO DO NOTS

1. Do not change the logo orientation.
2. Do not add extraneous effects to the logo. This includes but is not limited to: drop shadows, bevel and embossing, and gradients.
3. Do not change the logo colors.
4. Do not make alterations or substitutions to the words or colors contained in the logo.
5. Do not scale the logo unproportionately.
6. Do not use the logo as a repetitive pattern.



COLOR PALETTE

The color palette was inspired by the gold pediatric cancer awareness ribbon, ballet slippers, and existing colors from the brand.



2 6 79 0
C M Y K
251 231 83
R G B
#fb3753



0 45 37 0
C M Y K
247 161 146
R G B
#f7a192



31 0 12 0
C M Y K
171 272 226
R G B
#abdee2



95 84 48 58
C M Y K
14 30 56
R G B
#0e1e38

BRAND ELEMENTS

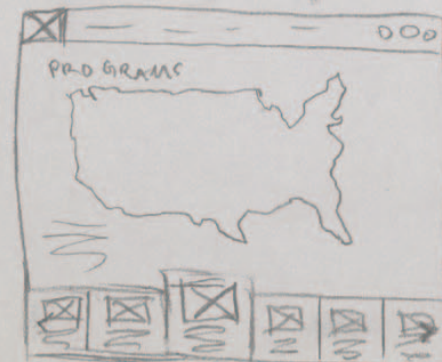
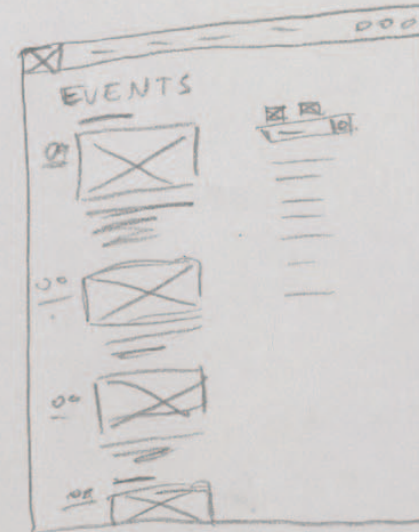
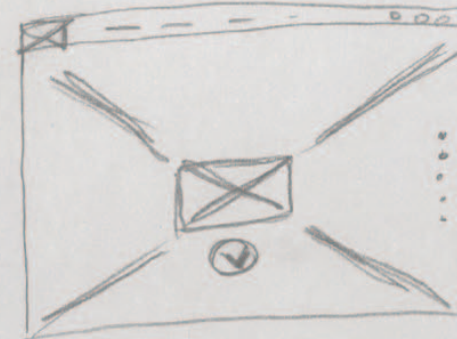
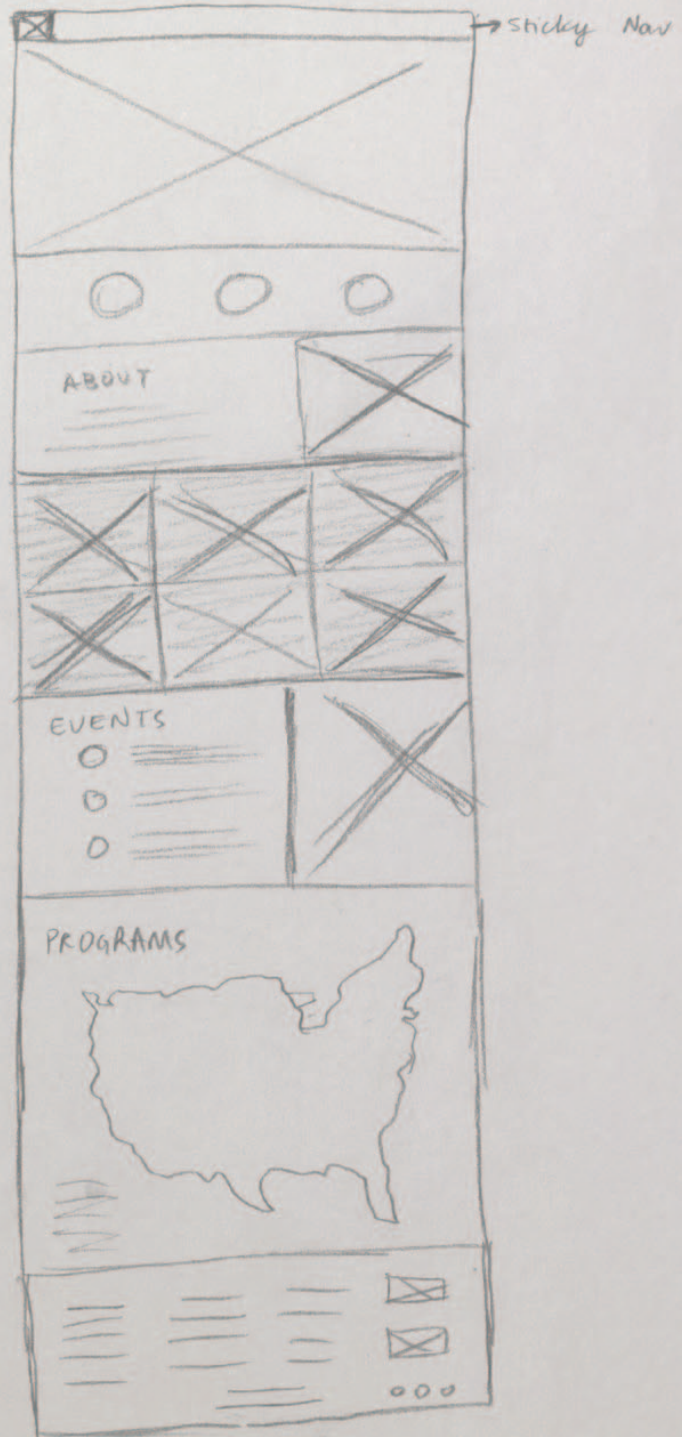
The ribbon and watercolors within the logo can be utilized as brand elements.



The background features a soft, watercolor-style wash of light blue and pale yellow. On the left side, there are several thick, vibrant yellow brushstrokes that sweep across the page, adding a dynamic, hand-painted feel to the design.

DIGITAL

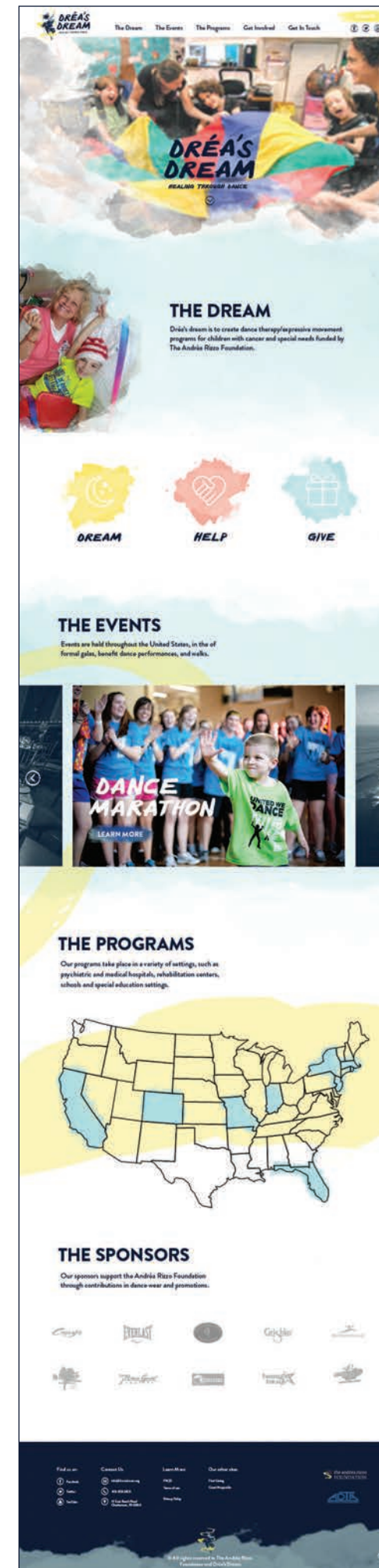
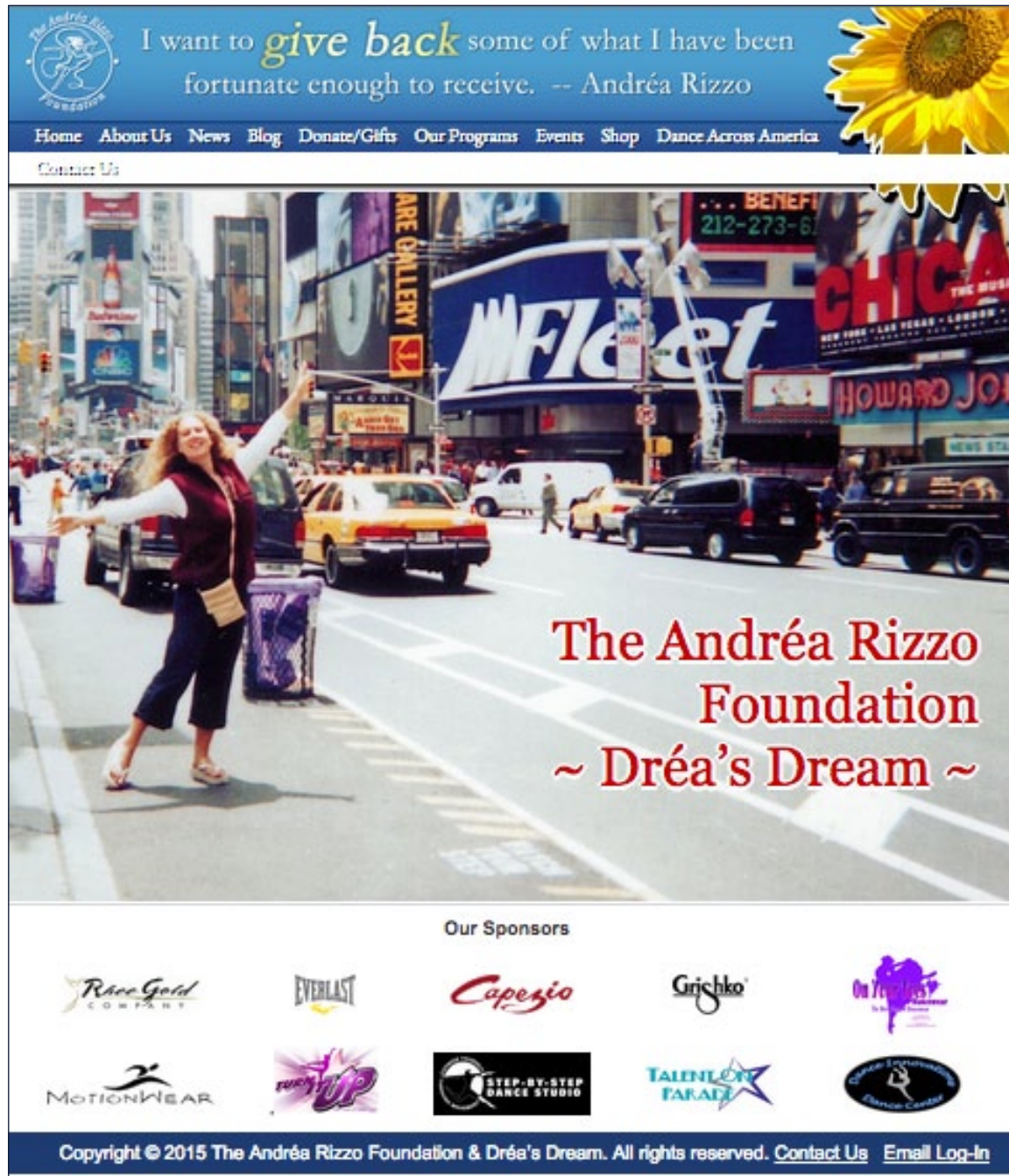
WEB EXPLORATION

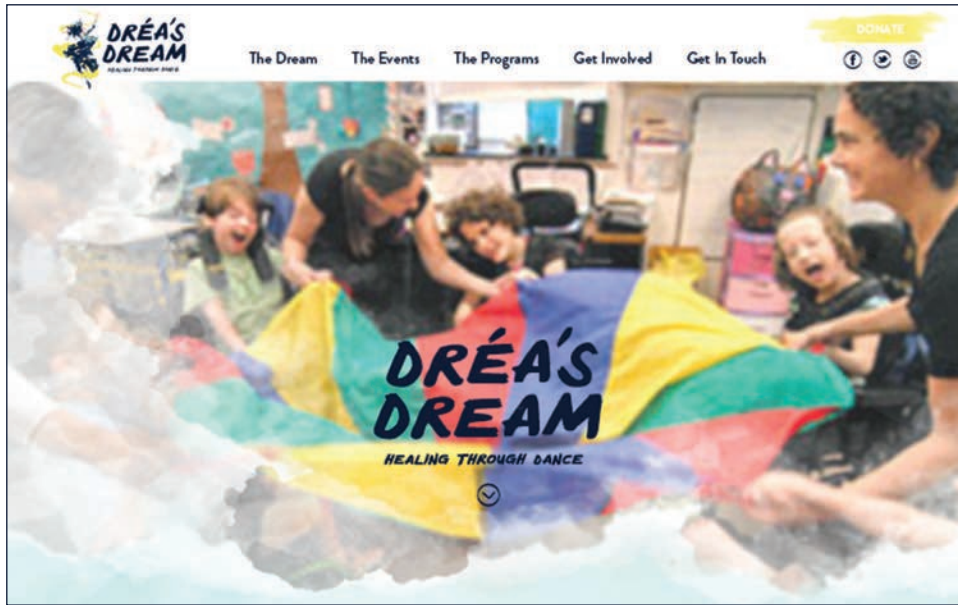


RESPONSIVE WEBSITE



WEB BEFORE & AFTER





THE DREAM

Dréa's dream is to create dance therapy/expressive movement programs for children with cancer and special needs funded by The Andréa Rizzo Foundation.

DREAM

HELP

GIVE

THE SPONSORS

Our sponsors support the Andréa Rizzo Foundation through contributions in dance wear and promotions.

THE EVENTS

Events are held throughout the United States, in the form of formal galas, benefit dance performances, and walks.

DANCE MARATHON

LEARN MORE

THE PROGRAMS

Our programs take place in a variety of settings, such as psychiatric and medical hospitals, rehabilitation centers, schools and special education settings.

Find us on

- Facebook
- Twitter
- YouTube

Contact Us

- info@dreasdream.org
- 401-952-2423
- 10 East Beach Road, Charlestown, RI 02813

Learn More

- FAQS
- Terms of use
- Privacy Policy


Our other sites

- First Giving
- Great Nonprofits

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WEB - EVENTS PAGE






[The Dream](#)
[The Events](#)
[The Programs](#)
[Get Involved](#)
[Get In Touch](#)

[DONATE](#)

WALK FOR THE CHILDREN

21
MARCH



The 14th Annual Walk for the Children, which will be held in Newport along its beautiful and historic Cliff Walk. This 2.5 mile stroll along the scenic Cliff Walk overlooking Narragansett Bay with Dance Performances before and after walk Kid Zone, FREE Ben and Jerry's Ice Cream and more.

This walk benefits children with cancer and special needs at the Hasbro Children's Hospital and local public schools. It begins and ends on the campus of Salve Regina University, at the Rodgers Recreation Center.

search...


ALL
UPCOMING
PAST
ANNUAL

CATEGORIES

- Benefit Performances
- Galas
- Races
- Walks

THE DRÉA'S DREAM GALA

7
MARCH




The Fifth Annual Gala was held at the Edson Theatre on the campus of Washington University. A wonderful evening was filled with performances by Pazzazz Performers, The Big Muddy Dance Company, Ashleyfane Dance Company, and Omar Olivas, along with a silent auction held in the lobby.


Shared Proceeds from the Gala benefited Dréa's Dream, a dance therapy and expressive movement program for children with cancer and special needs, established in May of 2012 at Cardinal Glennon Children's hospital, as well as help support and fund Pazzazz Performers.

LIVE, LOVE, DANCE - DANCE-A-THON

3
MARCH










[The Dream](#)
[The Events](#)
[The Programs](#)
[Get Involved](#)
[Get In Touch](#)

[DONATE](#)

◀ **MARCH 2015** ▶

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 <small>LIVE, LOVE, DANCE ANNUAL DANCE-A-THON</small>	5	6	7 <small>DRÉA'S DREAM GALA</small>
8	9	10	11	12	13	14
15	16	17	18	19	20	21 <small>WALK FOR CHILDREN</small>
22	23	24	25	26	27	28
29	30	31				

WEB - PROGRAMS PAGE

DRÉA'S DREAM
HEALING THROUGH DANCE

The Dream The Events **The Programs** Get Involved Get In Touch **DONATE**

PROGRAM LOCATIONS

Dréa's Dream institutes dance therapy programs across the United States. They work in a wide variety of settings, such as psychiatric and medical hospitals, rehabilitation centers and nursing homes, community mental health agencies, schools and special education settings, wellness centers and private practice.

MEET OUR DANCE THERAPISTS

Dréa's Dream dance therapy programs are funded by the Andriá Rizzo Foundation. Our dance therapists are educated and focused on healing pediatric cancer patients and special education students.

ifery Whitley

Heidi Fledderjohn
MA, BC-DMT

Lisa Troisi
MA, LPC, R-DMT, RYT

Lori Baudino Psy.D., BC-DMT
Mattel Children's Hospital UCLA

Katie Bohn
R-DMT, PLPC, M.Ed.

Rosana Hernandez
MA

Jean Console
MA, R-DMT, CPC

MEET OUR DANCE THERAPISTS

Dréa's Dream dance therapy programs are funded by the Andriá Rizzo Foundation. Our dance therapists are educated and focused on healing pediatric cancer patients and special education students.

Lori Baudino Psy.D., BC-DMT

She received her doctorate in Clinical Psychology and her Masters in Dance/Movement Therapy. Dr. Baudino worked extensively in psychiatric hospitals with adolescent and adult populations, rehabilitation for pain management, and support groups for families. Dr. Baudino has specialized in supervising, facilitating, and providing treatment for children with special needs and their families.

Mattel Children's Hospital UCLA
Childrens Hospital LA

WEB - DONATION PAGE

Make a Donation

Contribution Amount*
\$

E-mail Address*

Your donation receipt will be sent by email. We will not share your email address or personal information with anyone else.

Name & Address

First Name*

Last Name*

Company/School Name (if applicable)

Country*

Street Address*

City*

Postal Code*

State*

Phone*

Payment Options

Payment Method*
 Credit Card PayPal

Note: You must use a credit card for recurring contributions. We can only process donations of less than \$5 via PayPal.

Credit Card Information

Card Type

Card Number

Security Code

Usually the last 3-4 digits in the signature area on the back of the card.

Expiration Date

Make a Donation

Billing Name & Address

Billing Address is same as above
Enter the name as shown on your credit or debit card, and the billing address for this card.

Expiration Date

Billing First Name

Billing Last Name

Street Address

City

Country

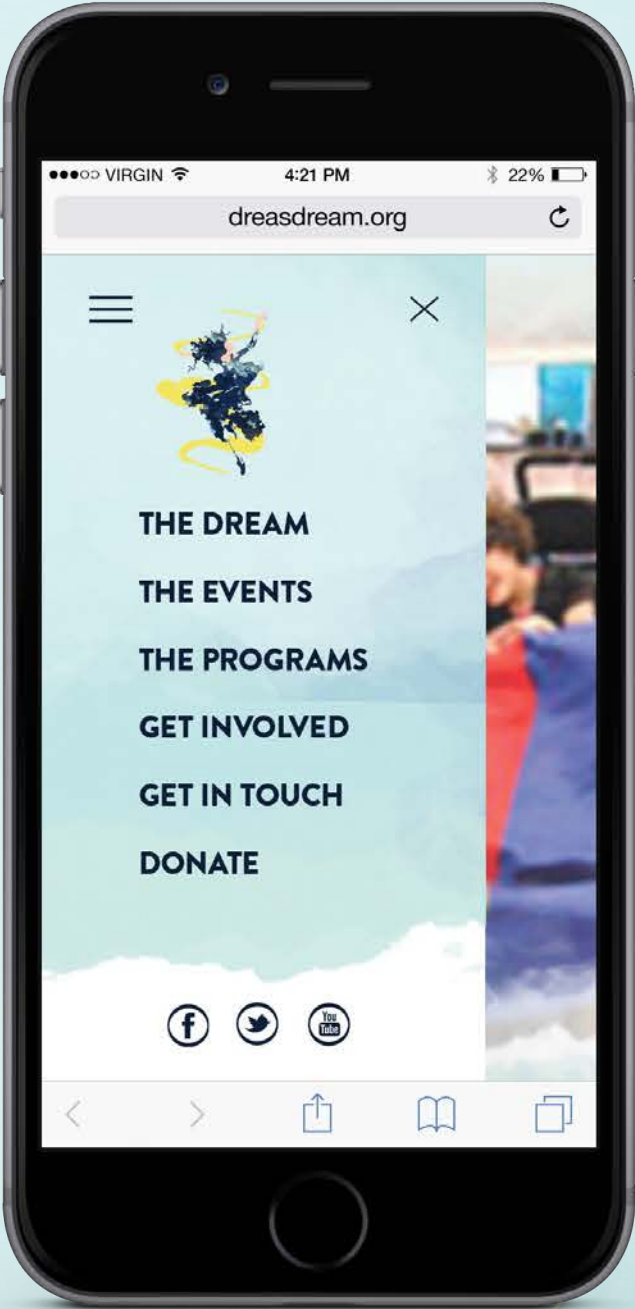
State/Province

Postal Code

Would you like to receive e-mail updates?

CONFIRM CONTRIBUTION

MOBILE SCREENS



The background features a soft, abstract watercolor wash in shades of light blue and pale yellow. Overlaid on this are several thick, vibrant yellow brushstrokes that appear to be painted with a brush, creating a sense of movement and depth. The strokes are most prominent on the left side of the page, with one large, curved stroke near the top and another larger, more horizontal stroke below it. The overall aesthetic is clean, modern, and artistic.

PRINT

BUSINESS PAPERS

Our business papers further convey the expressive movement and fluidity of our overall brand aesthetics. They feature our logo, contact information, as well as aspects from our logo.



MERCHANDISE

Our t-shirts and tank tops feature our logo and a tie dye watercolor effect that further represents our brand aesthetic. They can be utilized for events, dance shows, and to be sold to support the cause.



PRINT AD

This ad would be featured in Salve Regina University's monthly magazine. It would communicate our message and would focus on increasing awareness as well as volunteers for the organization.



**BECAUSE
DANCING
CAN HELP HEAL**

#DREASDREAM

Dance therapy is a form of therapeutic expression, as well as a way to manage pain or physical changes resulting from cancer treatment.

 **DREA'S
DREAM**
HEALING THROUGH DANCE
dreasdream.org

PRINT AD

This ad would be featured in Family First magazine to reach our other target market of mothers and parents that have the financial means to donate to the organization. It also strives to showcase the second side of our cause which is to bring healing to special needs classrooms.



**BECAUSE
HEALING
CAN BE BROUGHT TO
CLASSROOMS**

#DREASDREAM

**DRÉA'S
DREAM**
HEALING THROUGH DANCE
dreasdream.org

Dréa's Dream integrates dance therapy into classrooms improving motor and social skills, mood, confidence, and health for children with special needs.



An open magazine spread. The left page shows the spine of the magazine with the words 'AT AY GA' written vertically in large, colorful letters. The right page features a black and white photograph of a young child standing on a balance beam with arms raised. The headline reads 'BECAUSE HEALING CAN BE BROUGHT TO CLASSROOMS'. At the bottom of the page, there is a logo for 'DREA'S DREAM' with the tagline 'HEALTH THROUGH DANCE' and the website 'dreasdream.org'. Below the logo is the hashtag '#DREASDREAM' and a short paragraph: 'Drea's Dream integrates dance therapy into classrooms improving motor and social skills, mood, confidence, and health for children with special needs.'

PRINT AD

This ad would be featured in Woman's Day to also target parents and mothers that have an emotional, empathetic connection to the cause.



**BECAUSE
HEALING
CAN START WITH DANCE**

#DREASDREAM
Dance therapy focuses on the connection between the mind and body to promote health and healing.

**DRÉA'S
DREAM**
HEALING THROUGH DANCE
dreasdream.org

75 WAYS TO BEAT STRESS

Woman's Day

Slash your bills!
SAVE hundreds of \$\$\$ on your phone, TV + more

FAST HOME FIXUPS FOR \$50 OR LESS

YES! TO THE FOODS YOU LOVE
New rules of healthy eating

Easy summer
PERFECT GRILLED CHICKEN

SMOOTHIES

SPECIAL \$2.79

So Cool! 10 MINUTE HOMEMADE ICE CREAM

Dance!

ah Proctor, Nia Teacher for...
s her passion for Nia, a modern...
ce fusion exercise, which is...
ty in the UK since it was...
in the States almost 20 years ago.

the body can work with confidence. Moves are characterised by the absence of nine movement forms. Alexander Technique, Yoga, Tai Chi, Jazz dance, Pilates, and Modern dance. Classes are taken barefoot, allowing dancers to sense the connection with the earth and be mindful of their foot placement. Most importantly, Nia dancers are guided by pleasure, not pain.

One of the wonderful aspects of Nia is that despite its comprehensive approach and effectiveness, it suits literally every body. People of all ages, all fitness levels, shapes and sizes benefit and transform their lives through Nia. I heard an inspiring story from my trainer, Helen Terry, recalling a lady turning up to class and all she was able to do at that time was move her little finger in time to the music, whilst lying prone on the studio floor. Yet even she was able to benefit immediately from her own Nia experience. I cannot think of many exercise classes that are so accommodating, and, thankfully, most of us are in a much better starting place than that!

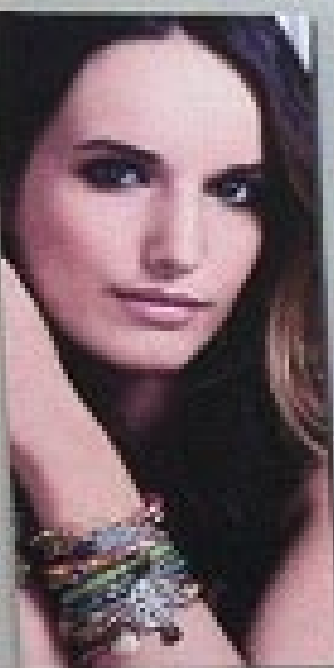
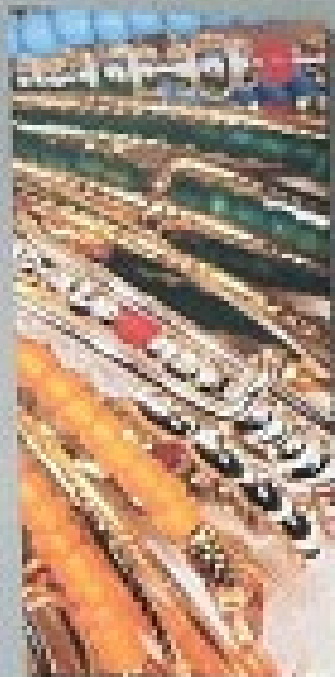
There are more than 100 Nia teachers in the UK, with regular training intensives for those wanting to take their practice further for teaching or self-development. For more details or to find your nearest teacher, please visit www.nianow.com

Photos courtesy of the Nia Technique (www.nianow.com) and Jill Paine, The Studio, Tatterhall

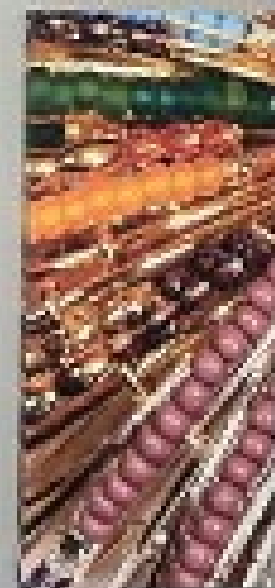
'Imagine a form of exercise which can move you to euphoria, serenity, empowerment, grace, sensuality, joy, playfulness'

BECAUSE HEALING CAN START WITH DANCE

#DREASDREAM
Dance therapy focuses on the connection between the mind and body to promote health and happiness.



ALEX AND ANI

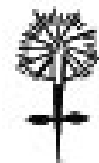


ALEX AND ANI

Charity by design empowers a multitude of non-profit organizations on an international, national, and local level, as it works to bring the power of positive energy where it's needed most. From small foundations to national associations, charity by design supports causes by building brand awareness. Charity by design believes in the power of giving and the power of working together to provide an outlet for positive change.

Charity by design supports philanthropy in a variety of ways. From donations and in-store events to the creation of symbolic, creative designs, charity by design is spreading the power of positive energy. By allowing consumers to enter the charitable world with their purchases, alex and ani is inspiring consciousness.

CHARITY
— BY —
DESIGN



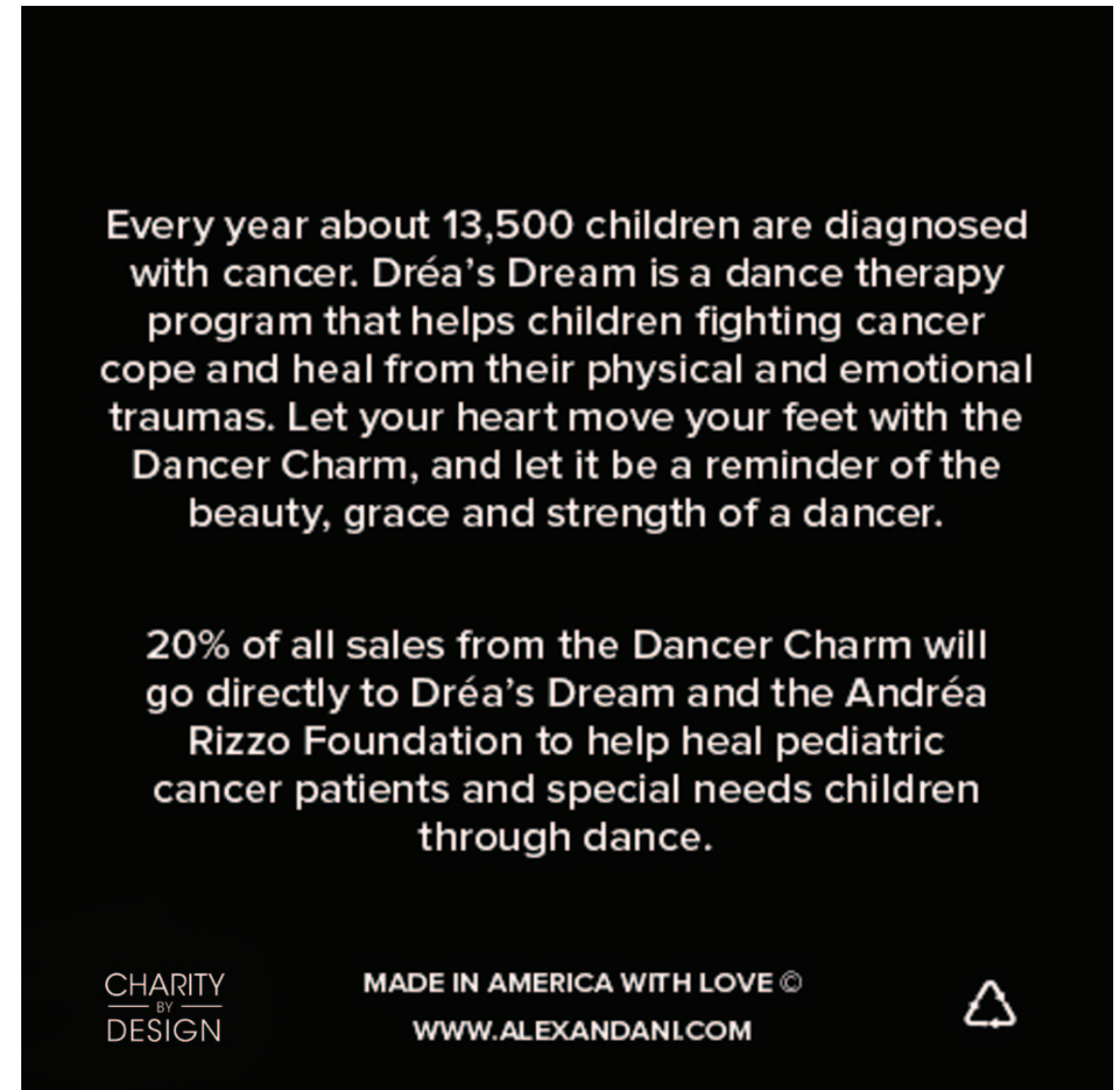
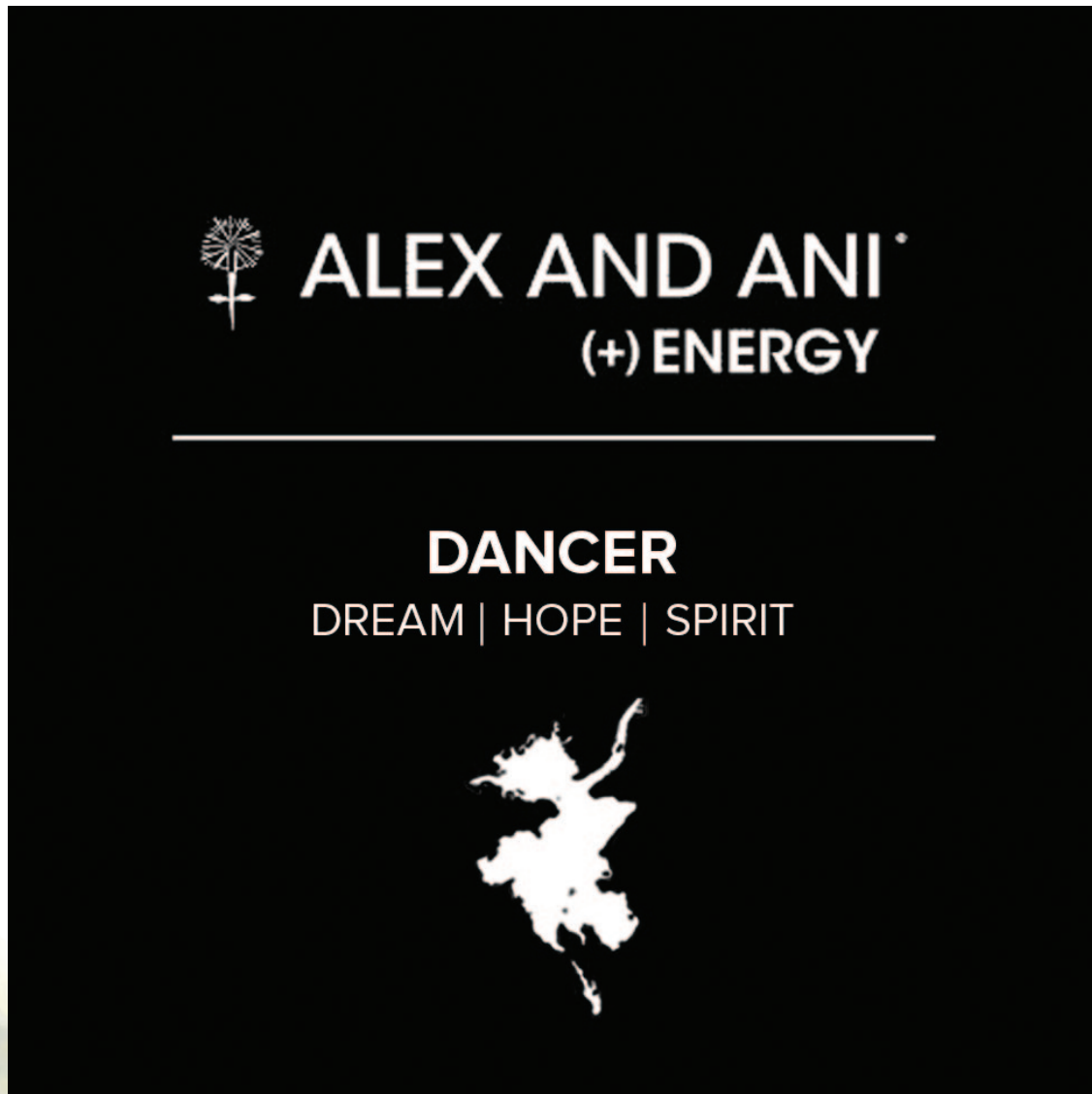
ALEX AND ANI*
(+) ENERGY

CHARITY*
— BY —
DESIGN

Alex and Ani will donate 20% of the purchase price* from the Dancer Charm, with a minimum donation of \$20,000 to The Andréa Rizzo Foundation, to provide effective means for Dréa's Dream and dance/movement therapy for children with pediatric cancer and special needs.

PRODUCT TAG

All Alex and Ani bangles come with a black product tag that features the Alex and Ani logo, a silhouette of the featured design on the front. Also on the back of the tag there is a short blurb that explains the purpose behind the design and the bracelet.



DANCER BANGLES

The dancer bangle features the Dréa's Dream logo to connect to both the organization it supports as well as movement and dance in general. Through the Charity by Design association 20% of the proceeds from this product will go back to Dréa's Dream.



