



Nikki Ogorek
Visual Thinking: ART 331

MISSION STATEMENT:

At **Helping Hands**, it is our goal to make sure no child goes to bed hungry. Our mission is to serve those in need by acquiring **donated locally grown food and distributing it door to door** across almost 16,000 square miles of Kentucky.

We serve 42 of Kentucky's counties through a network of more than 225 partner agencies.

RESEARCH

What they Do

Collect donated food and distribute meals back to the community, targeting impoverished areas in Kentucky. Feeding America's mobile food pantry travels door to door making sure no child goes to bed hungry.

Goals

To be able to spread the word of the Mobile Food Pantry across all counties in Kentucky, and have enough donated food to provide a steady supply of hand delivered meals to families in need.

Primary Audience

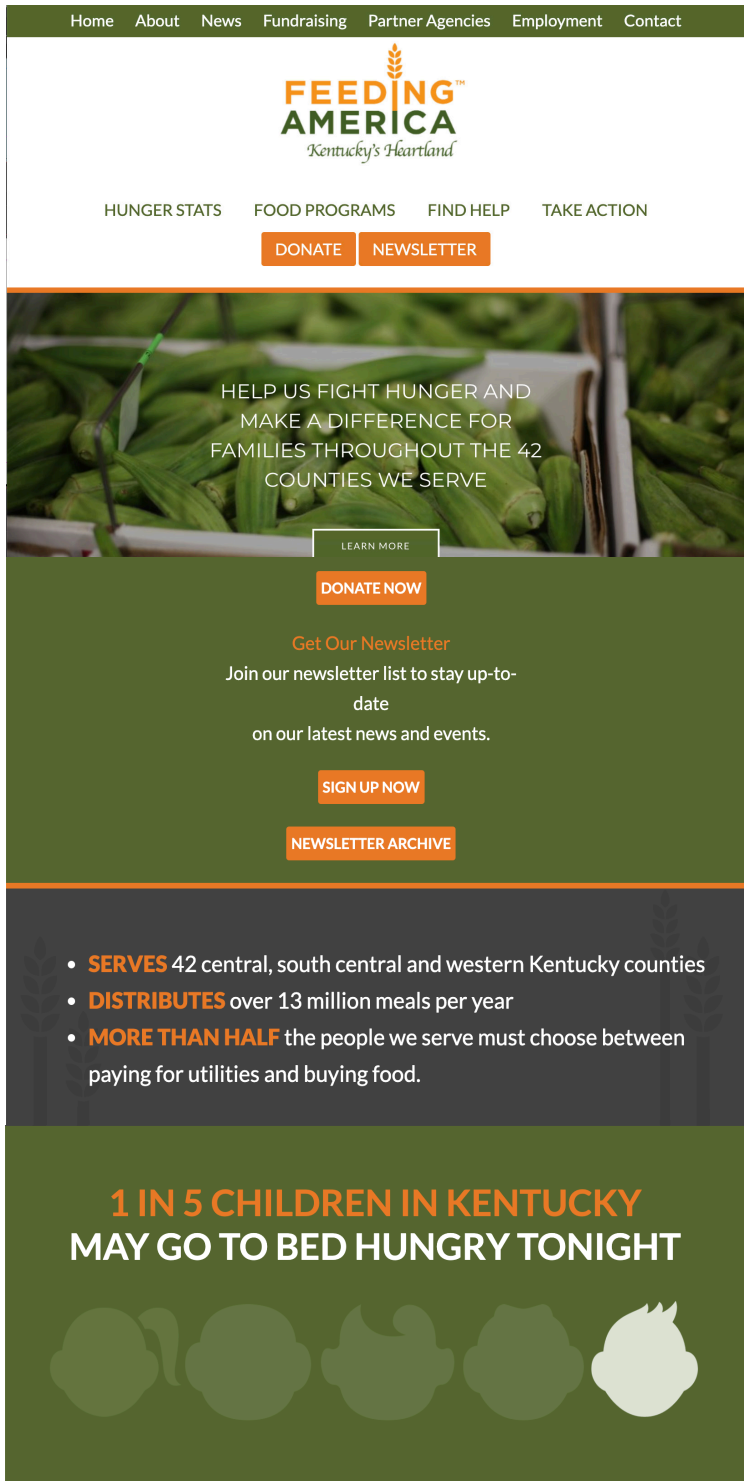
Impoverished areas in Kentucky, specifically in local communities. Their target audience is parents of young children, and struggling families with limited providers.

Client Persona

Organizations emphasis on the importance of family. Being able to help support families in need and provide reliable, consistent, and safe help to fight hunger.

IDEATION





CURRENT BRAND PERSONA

Key Words From Mission Statement

Fight
Difference
Serve
Distribute

Hunger
Community
Family
Children

Current Aesthetic

Farmer Based
Trustworthy
Helping Neighbor
Fresh

Imagery & Visuals

Green, Yellow, Orange
Produce/ Wheat
Smiling Families
Volunteers

Underserved Area

A Food Program Feeding America offers is a Mobile Food Pantry. This Program delivers donated food to impoverished areas in the community. There is a lack of branding and advertisement, which prevents this program from being as successful as it can be.

MOODBOARD

PRIMARY LOGO



TYPOGRAPHY

Header: Cocogoose

**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**

Sub head: Avenir Medium

**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**

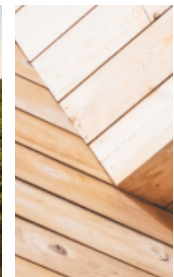
Body copy: Avenir Light

**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**

PHOTOGRAPHY



TEXTURES



#456B35

#9C9E4B

#77ABD6

#FF8D4F

#FFF7EE

BRANDBOARD

PRIMARY LOGO



SECONDARY LOGOS



SOCIAL MEDIA



TYPOGRAPHY

Header: Cocogoose Regular

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

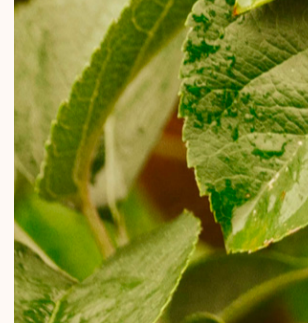
Subhead: Acumin Variable Condensed

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

Body copy: Cocogoose Ultralight

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

PHOTOGRAPHY



#333333

C: 0%, M: 0%,
Y: 0%, K: 40%
R: 51, G: 51, B: 51

#293B4D

C: 85.7%, M: 69.5%,
Y: 47.9%, K: 40.8%
R: 41, G: 59, B: 77

#55778F

C: 71.6%, M: 46.3%,
Y: 31.3%, K: 5.5%
R: 85, G: 119, B: 143

#9A9B56

C: 41.5%, M: 29.2%,
Y: 77.8%, K: 4.2%
R: 155, G: 155, B: 90

#FF8D4F

C: 0.5%, M: 30.4%,
Y: 67.0%, K: 0%
R: 251, G: 186, B: 106

#FFF7F2

C: 0%, M: 2.45%,
Y: 3.2%, K: 0%
R: 255, G: 247, B: 242

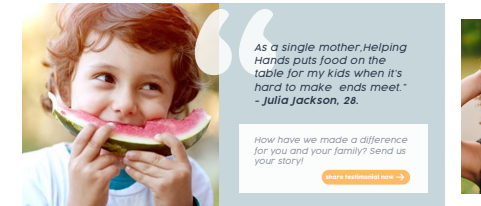
WEBSITE HOME PAGE



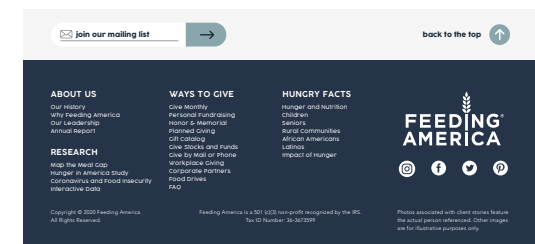
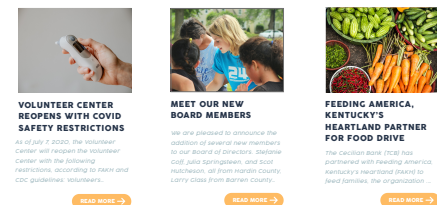
The hero image of my home page is an immediate call to action to donate. Prompting the viewers eye from left to right, then as the viewers scrolls down the page one can find a carousel of testimonials, a photo gallery slide show, and a list of recent blog posts. The return to the top button makes it easy for users to navigate the page and fulfill the call to action.



BECAUSE YOU MATTER. *what people are saying.*



ENDING WORLD HUNGER. *Stay up to date with our current news.*



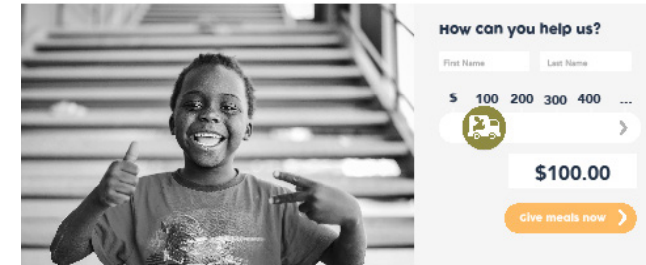
WEBSITE DONATION PAGE



Upon navigating to the donation page, the hero image turns into a photo of a child in need who will get a meal with the users donation. If users are unsure about donating, I highlighted some key stats in infographic modules to appeal to the viewers sense of ethos and pathos to encourage them to donate.



Donate Now.
Help end the war on hunger today.



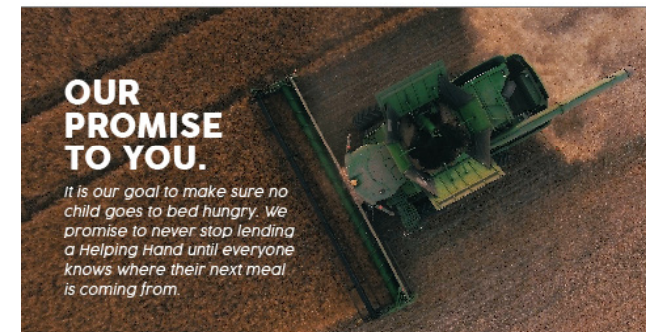
At a Glance:
How you will make an impact.

We proudly serve
42 central,
south central,
and western
KENTUCKY
communities.



1 in 5
children
will go to bed
HUNGRY
in Kentucky tonight.

We distribute over
13
MILLION
meals every
calendar year.



Join our mailing list



back to the top



ABOUT US

Our History
Why Feeding America
Our Leadership
Annual Report

RESEARCH

Map the Meal Gap
Hunger in America Study
Coronavirus and Food Insecurity
Interactive Data

WAYS TO GIVE

Give Monthly
Personal Fundraising
Honor & Memorial
Planned Giving
Gift Catalog
Give Stocks and Funds
Give by Mail or Phone
Workplace Giving
Corporate Partners
Food Drives
FAQ

HUNGRY FACTS

Hunger and Nutrition
Children
Seniors
Rural Communities
African Americans
Latinos
Impact of Hunger

**FEEDING
AMERICA**

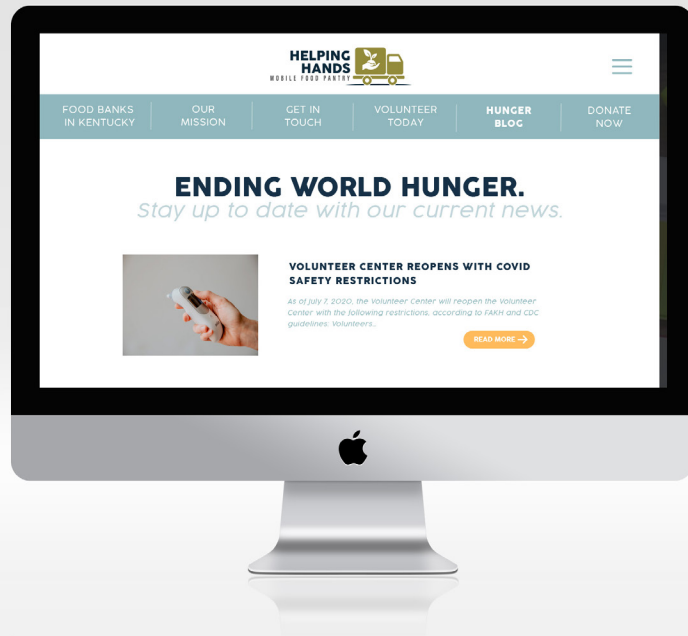


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Tax ID Number: 26-3623599

Photos associated with client stories feature
the actual person referenced. Other images
are for illustrative purposes only.

BLOG NAVIGATION: HOME PAGE



The Hunger Blog can be accessed from the bottom of the Home Page through any of the read more buttons or through the ribbon navigation. This provides an overview for blog posts and easy access to a full list of previous posts.



ENDING WORLD HUNGER. *Stay up to date with our current news.*



VOLUNTEER CENTER REOPENS WITH COVID SAFETY RESTRICTIONS

As of July 7, 2020, the Volunteer Center will reopen the Volunteer Center with the following restrictions, according to FAMI and CDC guidelines: Volunteers.

[READ MORE →](#)



MEET OUR NEW BOARD MEMBERS

We are pleased to announce the addition of several new members to our Board of Directors: Stefanie Goff, Julia Springsteen, and Scott Hutcheson, all from Harlan County, Larry Glass from Barren County.

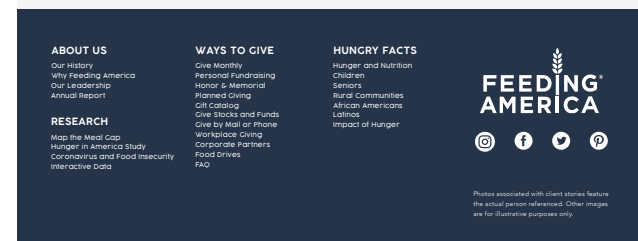
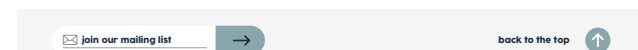
[READ MORE →](#)



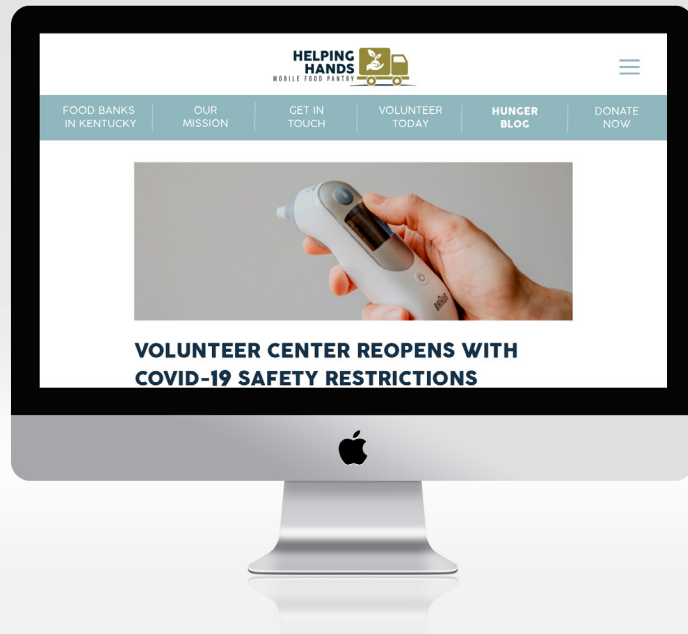
FEEDING AMERICA, KENTUCKY'S HEARTLAND PARTNER FOR FOOD DRIVE

The Cecilian Bank (TCB) has partnered with Feeding America, Kentucky's heartland (FAKH) to feed families, the organization...

[READ MORE →](#)



BLOG: ARTICLE ONE



An example of one of Helping Hands most recent blog posts include new regulations and safety restrictions among the global pandemic.

There are also buttons at the bottom of the article to return to the top of the page, or return to the main blog navigation page.



VOLUNTEER CENTER REOPENS WITH COVID-19 SAFETY RESTRICTIONS

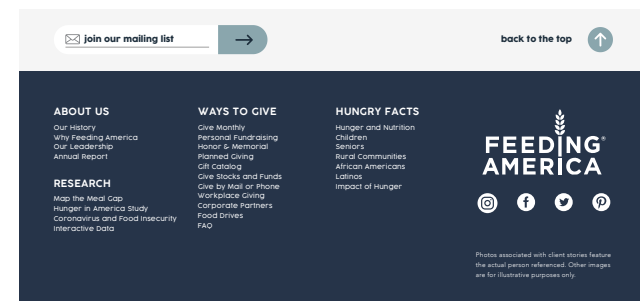
As of July 7, 2020, the Volunteer Center will reopen the Volunteer Center with the following restrictions, according to FAKH and CDC guidelines:

- Volunteers must be over the age of 18. No walk-ins, children under the age of 18, or community service volunteers will be able to volunteer at this time.
- All interested volunteers MUST CALL 270-735-1407 to schedule their volunteer time slot. The Volunteer Center will accept times Monday-Friday, 8 a.m.-5 p.m.
- All volunteers will have forehead temperatures taken at the door, must wear face mask, and adhere to the safety guidelines of FAKH and CDC.
- All volunteers must sign waiver stating they are COVID-19 symptom-free at the time of volunteering.
- Smaller number of volunteers will only be accepted due to the CDC guidelines.
- All volunteers should dress appropriately for the hot and humid warehouse, but must wear closed toe shoes. Volunteers should be able to stand for the duration of their volunteer time while packing and lifting 30 lb. boxes.

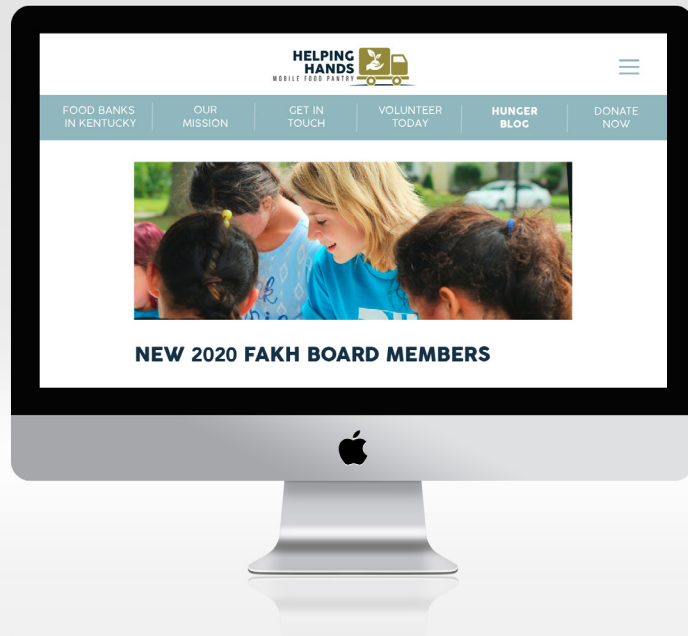
"As a hunger-relief organization, we continue to provide counties with food as we know so many children, families, and senior citizens depend on our services," said Jamie Sizemore, FAKH Executive Director. "FAKH would like to thank everyone for their patience and understanding as we reopen the volunteer center with safety precautions in mind."

Adults or small groups of adults who can volunteer according to the restrictions above should contact the Volunteer Center at volunteer@feedingamericaky.org or 270-735-1407.

[← Back to News](#)



BLOG: ARTICLE TWO



A second example of one of Helping Hands blog posts include introduction of the new board members.

Again, I have included buttons at the bottom of the article to return to the top of the page, or return to the main blog navigation page.



NEW 2020 FAKH BOARD MEMBERS

We are pleased to announce the addition of several new members to our Board of Directors. Stefanie Goff, Julia Springsteen, and Scot Hutcheson, all from Hardin County, Larry Glass from Barren County, and Laura Hagan from Warren County, have all been appointed to a three-year term.

Stefanie, Julia, Scot, Larry and Laura will serve as liaisons between their communities and FAKH. They will also help ensure donations and funding received are used for their intended purposes to help acquire and distribute food to those in need throughout the 42 Kentucky counties we serve. You can read more about each of these great new additions below.

Stefanie Goff is the Director of Community Services for the Lincoln Trail District Health Department, and has worked at the health department in different roles since beginning her career there in 1998. She is responsible for health promotion, communicable disease, public health preparedness, community epidemiology, and clinic nursing services for the Lincoln Trail counties of Hardin, Larue, Marion, Meade, Nelson and Washington Counties.

Goff received her Master of Science degree in Nursing from Bellarmine University, after receiving her Bachelor's degree in Social & Behavioral Sciences from Western Kentucky University and Associate's degree in Nursing from Elizabethtown Community College. She and her husband reside in Hardin County.

LARRY GLASS is the current President of Glass Holdings, LLC and has many business ventures and partnerships since his first business, Glass Paving, Inc. was started in 1987.

In addition to his new position on the Board of Directors with FAKH, Glass is also on the board of Community Relief Fund, Community Medical, Open Arms Foundation, and South Central Bank.

Glass graduated from Freed Hardeman University with a B.A. in Business Management, and is a resident of Barren County. He and his wife, Charlotte, have three adult sons.

LAURA HAGAN is a practicing attorney with the firm of Kerrick Bachert, PSC, with offices in Bowling Green, KY and Elizabethtown, KY. Hagan is registered to practice before the U.S. Patent and Trademark Office, and her practice consists of assisting companies and individuals with their intellectual property needs, such as patents, trademarks, trade secrets, and copyrights.

Hagan currently serves as the Chair of the Western Kentucky University Research Center, and is also a member of the Executive Committee of the Board of Directors for The Community Foundation of Southern Kentucky.

Hagan was born and raised in New Haven, KY and graduated from the University of Kentucky with Bachelor of Health Science in 1987 and with a Juris Doctor in 1993.

SCOT HUTCHESON, a graduate of Murray State University, is a certified Public Accountant (CPA), Certified Financial Planner (CFP), and holds Securities Licenses (6, 63, 7, 65, 26).

Hutcheson is currently Vice President, Wealth Management Advisor, with Merrill Lynch, with responsibilities of providing guidance on financial planning, asset management, risk management and goal oriented outcomes. He was the Founder and President of Hutcheson Financial Solutions, LLC in 1993.

He is affiliated with the American Institute of CPAs and the KY Society of CPAs. He was also named as the Accountant Advocate of the Year for Kentucky by the United States Small Business Administration. Hutcheson resides with his family in Hardin County.

JULIA SPRINGSTEEN identifies needs in her community, both professionally and personally. Springsteen pursued a law degree and practiced, first in Virginia, and now in Kentucky. Her practice in Elizabethtown was dedicated to supporting local non-profit organizations, which then can better support the community's most vulnerable.

Again, looking at a vulnerable population, Springsteen formed Friends of Hardin County Animal Shelter, a 501(c)3 non-profit organization in 2014, to help fundraise for programs in support of homeless pets. She is also a charter investor and served on the core committee to develop "Heels Together" women's fund to support worthy community programs designed to raise up women and girls in Hardin County. "Heels Together" is currently in its fourth year.

Springsteen has also been active on The Heritage Council for several years, chairing and organizing the BBQ, Blues and Bikes Festival in 2018. She and her family live in Hardin County.

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BLOG : ARTICLE THREE



A third example of one of Helping Hands blog posts include an article about a recent campaign.

In addition to the names and hours of locations accepting donations, there are again buttons at the bottom of the article for easy navigation.

HELPING HANDS
MOBILE FOOD PANTRY

FOOD BANKS IN KENTUCKY | OUR MISSION | GET IN TOUCH | VOLUNTEER TODAY | HUNGER BLOG | DONATE NOW

THE CECILIAN BANK, FEEDING AMERICA, KENTUCKY'S HEARTLAND PARTNER FOR FOOD DRIVE

The Cecilian Bank (TCB) has partnered with Feeding America, Kentucky's Heartland (FAKH) to feed families, the organization announced today. By utilizing both virtual and in-branch food drives, TCB hopes to reach as many people dealing with food insecurity as possible.

"The demand for food assistance has increased tremendously as many families are faced with choosing between paying bills and putting food on the table," said Greg Pawley, President and CEO of TCB. "Through this partnership, we hope to brighten the holidays for area families so they don't have to make those choices."

The drive will run Nov. 16-Dec. 18, and will focus on ensuring families don't go hungry during the holiday season. Virtual food drives allow donors to leverage the wholesale buying power of the food bank to purchase food items that represent items found in a food pantry. Those who give can see exactly how their money will help end hunger. Donors can visit <https://feedingamerica.org/ferly.org/tcb> to support TCB's virtual food drive.

"During unprecedented times, it's a comfort to know that businesses like The Cecilian Bank are there to care for our neighbors in need," said Jamie Sizemore Executive Director of FAKH.

In addition to the virtual food drive, TCB also will be accepting food donations at several of its banking centers throughout the region.

To donate non-perishable food items, visit one of these convenient banking centers:

Oaklawn Banking Center 1808 North Dixie Ave Elizabethtown, KY 42701 Lobby Hours: Mon-Thurs: 9 a.m. – 4 p.m. (EST) Fri: 9 a.m. – 6 p.m. (EST) Sat: Closed	Hillcrest Banking Center 3460 Leitchfield Rd Ceelia, KY 42724 Lobby Hours: Mon-Thurs: 9 a.m. – 4 p.m. (EST) Fri: 9 a.m. – 6 p.m. (EST) Sat: Closed
Prospect Pointe Banking Center 2920 Ring Road Elizabethtown, KY 42701 Lobby Hours: Mon-Thurs: 9 a.m. – 4 p.m. (EST) Fri: 9 a.m. – 6 p.m. (EST) Sat: Closed	Radcliff Banking Center 245 North Dixie Blvd Radcliff, KY 40160 Lobby Hours: Mon-Thurs: 9 a.m. – 4 p.m. (EST) Fri: 9 a.m. – 6 p.m. (EST) Sat: Closed
Leitchfield 62 Banking Center 1625 Elizabethtown Rd Leitchfield, KY 42754 Lobby Hours: Mon-Thurs: 8 a.m. – 4 p.m. (CST) Fri: 8 a.m. – 5 p.m. (CST) Sat: Closed	Brandenburg Banking Center 302 By-Pass Rd Brandenburg, KY 40108 Lobby Hours: Mon-Thurs: 9 a.m. – 4 p.m. (EST) Fri: 9 a.m. – 6 p.m. (EST) Sat: Closed

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ABOUT US
Our History
Why Feeding America
Our Leadership
Annual Report

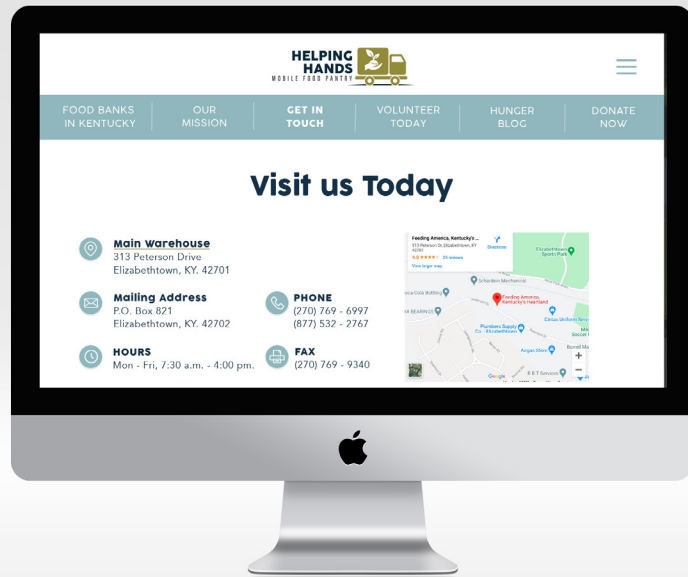
WAYS TO GIVE
Give Monthly
Personal Fundraising
Honor & Memorial
Planned Giving
Gift Catalog
Give Stocks and Funds
Give by Mail or Phone

HUNGRY FACTS
Hunger and Nutrition
Children
Seniors
Rural Communities
African Americans
Latinos
Impact of Hunger

RESEARCH

FEEDING AMERICA

DIRECTIONS & CONTACT PAGE



The Get In Touch page can be accessed through the ribbon navigation. This page features the directions, hours, and contact information of both the main warehouse and the volunteer center.



Visit us Today

Main Warehouse
313 Peterson Drive
Elizabethtown, KY. 42701

Mailing Address
P.O. Box 821
Elizabethtown, KY. 42702

HOURS
Mon - Fri, 7:30 a.m. - 4:00 pm.

PHONE
(270) 769 - 6997
(877) 532 - 2767

FAX
(270) 769 - 9340



Volunteer Center
300 Peterson Drive
Elizabethtown, KY. 42701

HOURS
Mon - Thurs, 9:00 a.m. - 7:00 pm.
(Closed Fri, Sat, Sun.)

PHONE & FAX
(270) 735 - 1407



Get in Touch

NAME

First Name: Jane
Last Name: Doe

E-MAIL

Jane.Doe@gmail.com

PHONE

(909) 123 - 4455

COMMENT

I would like to Helping Hands Mailing List for weekly e-mails.
 I have read and agree to Helping Hands terms and conditions.

Store Comment →

Join our mailing list →

back to the top ↑

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Why Feeding America
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Annual Report

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Map the Meal Gap
Hunger in America Study
Coronavirus and Food Insecurity
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Corporate Partners
Food Drives
FAQ

HUNGRY FACTS

Hunger and Nutrition
Children
Seniors
Rural Communities
African Americans
Latinos
Impact of Hunger

FEEDING AMERICA



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Tax ID Number: 36-3573999

Photos associated with client stories feature
the actual person referenced. Other images
are for illustrative purposes only.

WEB DESIGN STYLE TILE



FOOD BANK IN KENTUCKY	OUR MISSION	GET IN TOUCH	VOLUNTEER TODAY	HUNGER BLOG
--------------------------	------------------------	-----------------	--------------------	----------------

THIS IS AN EXAMPLE OF A HEADER.

cocogoose, demi bold. 20 pt.

This is an example of a subhead.

Cocogoose Pro, Light Italic. 15 pt.

This is an example of body copy. Bit, tem solo con resti blanti odiat autem consecatur rate experundic tendipit peruptia vollaborro conecetem. Sedi int utendiatur re pori dolorer sperum nones nim quo estem quatio torerum, sitam aut milibearis mos ad quias aut a voluptame isqui rat quos vellupt atibea quatioosi duciist, temporro escillent iminciam vid est illes magnim illes ium autem fugit archit utempor mo is doluapat iditat quam ipsam experspel ipsunt, alitini moluapta taspereratur molor sam, tem. Rum, tem is vendica temposae qui verum atqui aliquos tionet odi sequiatint.

Avenir Book, 11 pt.



EXAMPLE BLOG TITLE

Blog Subhead

This is an example of blog body copy. Bit, tem solo con resti blanti odiat autem consecatur rate experundic tendipit peruptia vollaborro conecetem. Sedi int utendiatur re pori dolorer sperum nones nim.

[CONTINUE READING >](#)



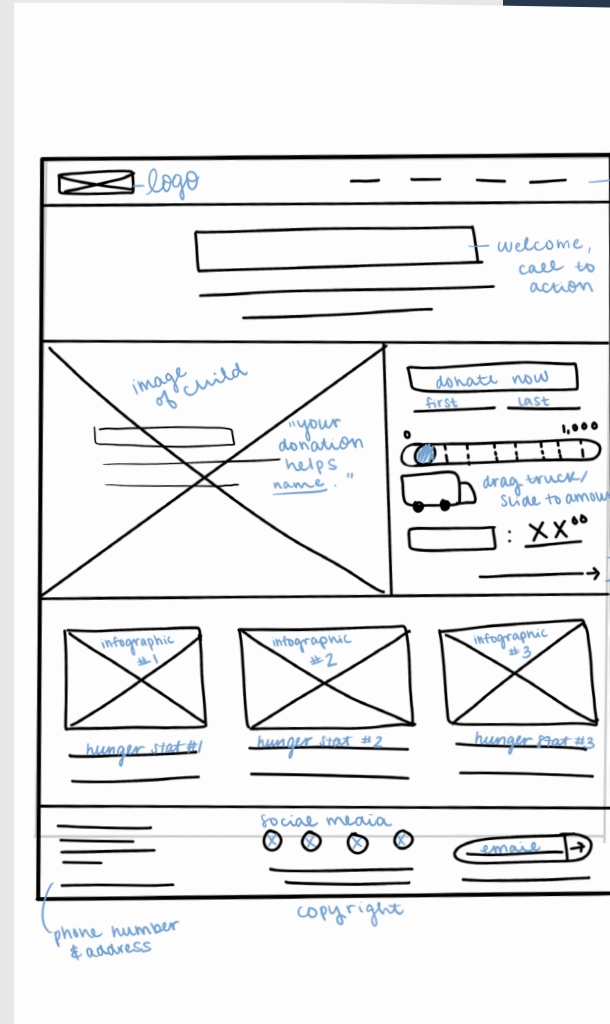
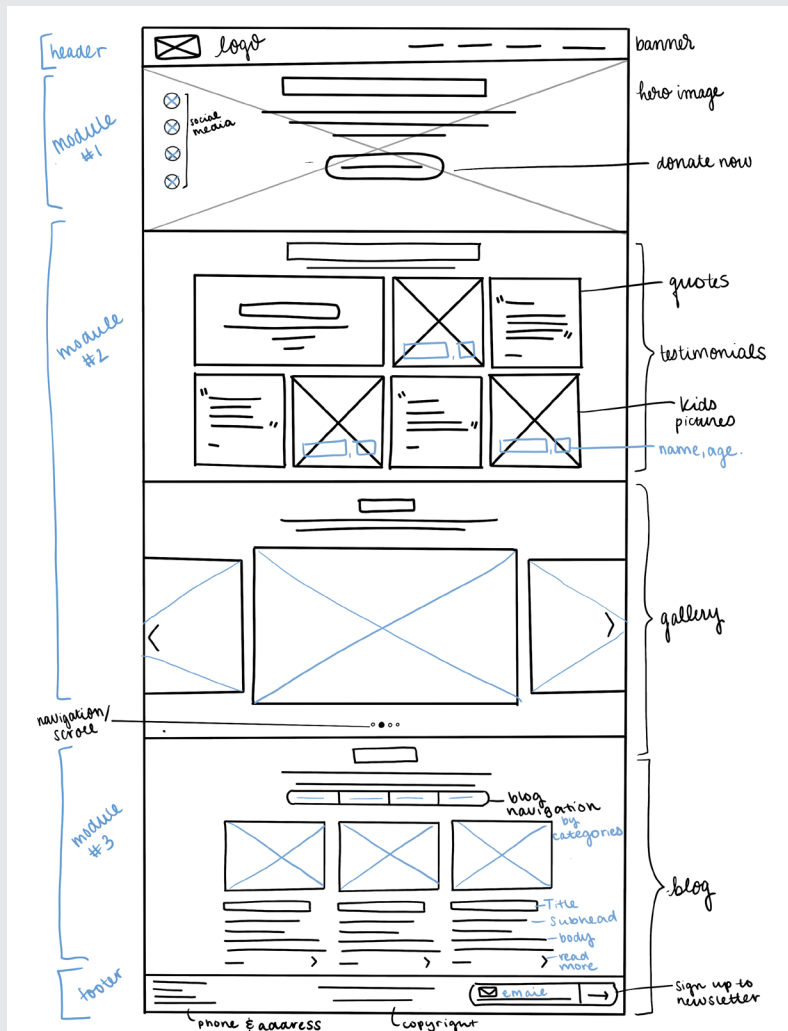
EXAMPLE BLOG TITLE

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This is an example of blog body copy. Bit, tem solo con resti blanti odiat autem consecatur rate experundic tendipit peruptia vollaborro conecetem. Sedi int utendiatur re pori dolorer sperum nones nim.

[CONTINUE READING >](#)

WEB DESIGN STRATEGY

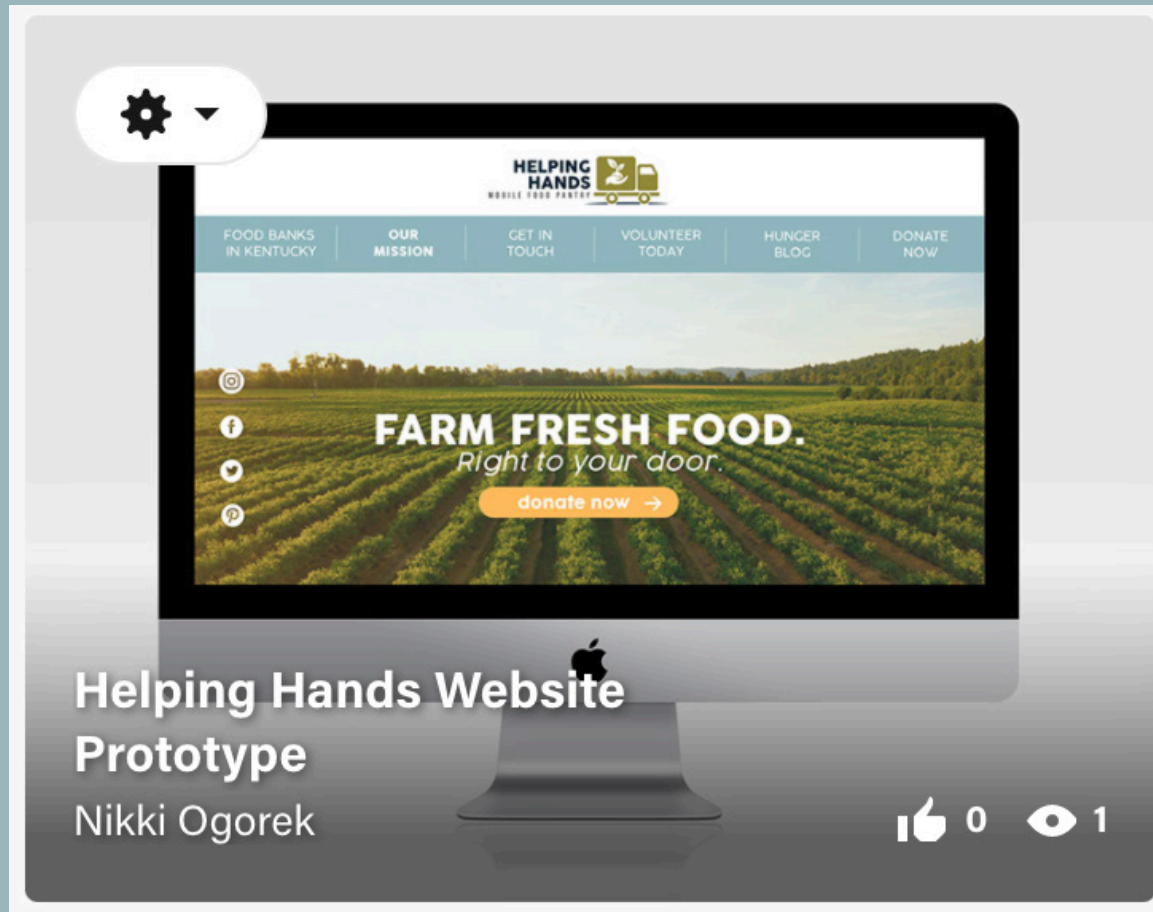


The strategy behind my web design was to create a site that felt **bright, open, and inviting**, so the audience felt comfortable and confident interacting with our company.

I was inspired by different viewing patterns so the audience kept moving throughout the site without visually getting bored.

The first page was designed to resemble an **F-Pattern design**, while the second page was designed to resemble a **Z-Pattern design**.

WEB DESIGN PROTOTYPE



Click the link here to go to my Behance Account and view the video of my websites prototype:

<https://www.behance.net/gallery/109326105/Helping-Hands-Website-Prototype>

PROJECT OUTCOMES:

What I Learned

I learned so much as a designer, especially from a professional lens, about how to work with a company and design a campaign or sub-company from the ground up. Researching the parent organization gave me clear direction and increased my confidence and understanding of the brands goals for the organization before I even began designing.

Pros

One of the biggest take aways I learned from this project was how to start a design and progress it into a multi step project that continues to build on each step of the process.

I am really proud of how cohesive my over all visual aesthetic is for this brand, and I would like to create more pages for the website, and further develop this project for my portfolio by designing an app interface.

Cons

The biggest con of my project is how many times I pivoted my vision of the color palette. In the end I like how it turned out, but thorough out each step it felt like my colors shifted subtly from the mood board, to the brand board, to the style frame, and web design.

In future projects I would like to also frame the website with more visual connections to the parent organization to create a better sense of overall harmony.

THANK YOU!

for your interest and time in my design concepts for this organization. Together we can build a **safe place** for families to rely on healthy food **delivered to their door** in times of poverty, uncertainty, and unforeseen crisis.