

BDSRA

Foundation

Brand Evolution



What you'll see



Updated name



Evolved logo,
tagline, and
visual system



How our new
brand comes to
life

Why we re-branded

BDSRA is no longer a membership-driven “association.” BDSRA Foundation is dedicated to leveraging its relationships with top clinicians and researchers in the field to provide disease support and find a cure through science.

Fundraising is vital to our ability to provide family support, research and advocacy. Current economic conditions and the pandemic have made fundraising *critical*.

We are equipped to raise and manage funds so families who are already stretched financially emotionally, and in so many other ways can trust us to invest in support, research and advocacy on a large scale rather than forming individual foundations.

New employees have been added to the organization and we wanted to convey their determination and compassion for BDSRA’s mission.

New management strategies have been put into place to improve operations and create the transparency necessary to earn the trust of families and donors.



The process

- Performed a competitive assessment
- Conducted an online survey
- Held message development sessions
- Created graphic design ideations
- Conducted focus groups

The image features three overlapping hexagons with rounded corners. The leftmost hexagon is purple, the middle one is teal, and the rightmost one is orange. The teal hexagon is the largest and is positioned in the center, overlapping the other two. The text "Brand strategy" is written in white, sans-serif font across the teal hexagon.

Brand strategy

Positioning & Personality

Positioning

Positioning is the single idea you want to own in the minds of your key audiences.

We exist to provide support, research, and advocacy for families with all forms of Batten Disease.

Personality

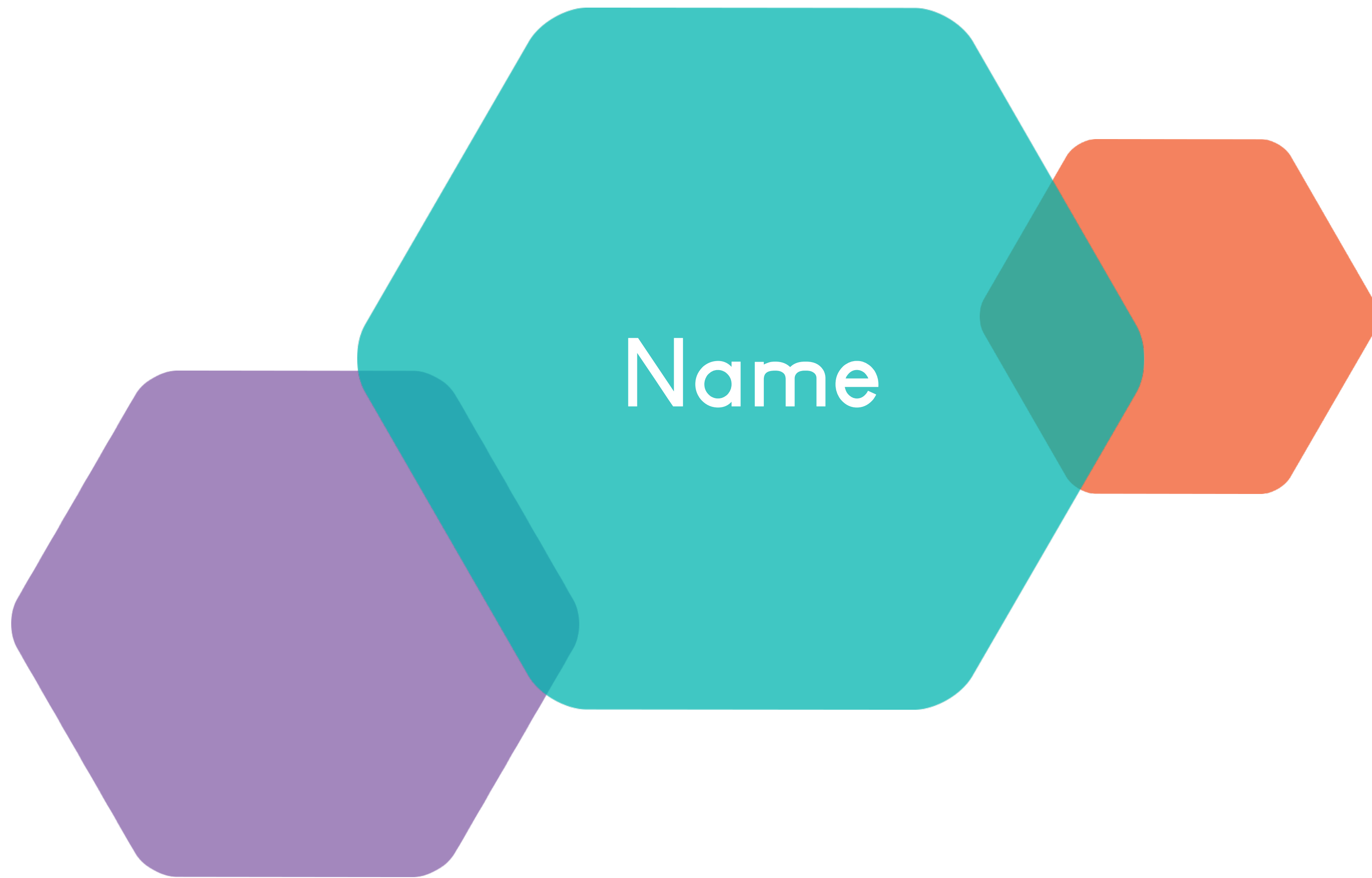
Personality is your tone and style – the feelings you want people to associate with you.

**Unbiased
Compassionate
Experts
Resourceful**



Brand Evolution





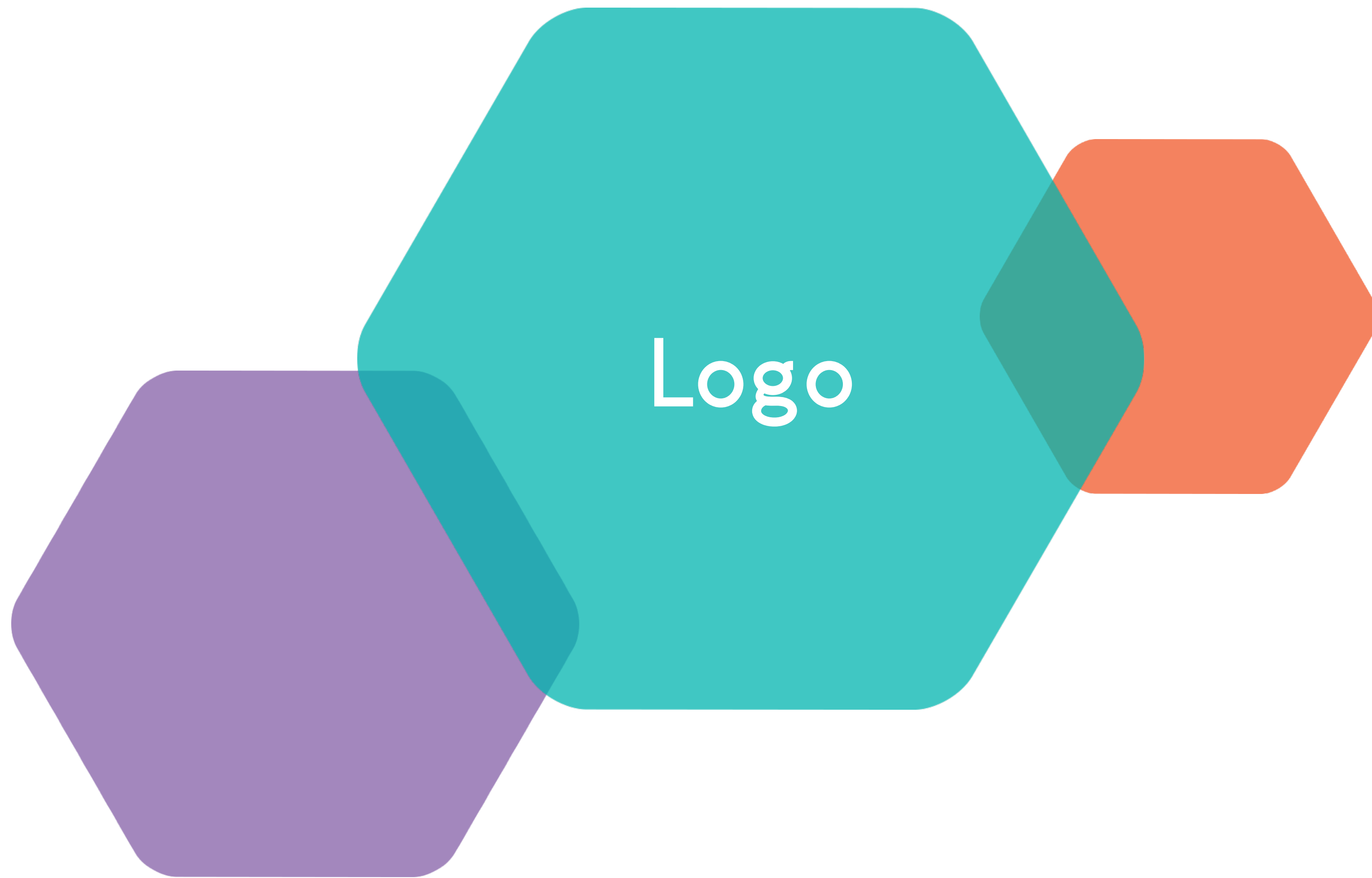
Name

BDSRA Foundation

Why it works

- Adding “Foundation” to our name emphasizes that we are not a member-driven association, but rather an organization dedicated to raising funds to support the research necessary to find a cure.







Why it works

- The hexagons represent the fact that Batten is a complex genetic disorder that we believe can be cured by leveraging unbiased scientific research.
- Our colors emphasize energy (**red**), fresh ideas (**green**), hope (**yellow**), our respected history as an organization (**teal**) and similar genetic diseases, such as Epilepsy and Alzheimers (**purple**).





Tagline

Batten Advocates for a Cure

Why it works

- Clearly communicates the determination to raise more funding to provide research, education and resources to support Batten families.
- According to the focus group findings, the word “cure” is more inspiring than the word “hope” to our families.