

Starlight

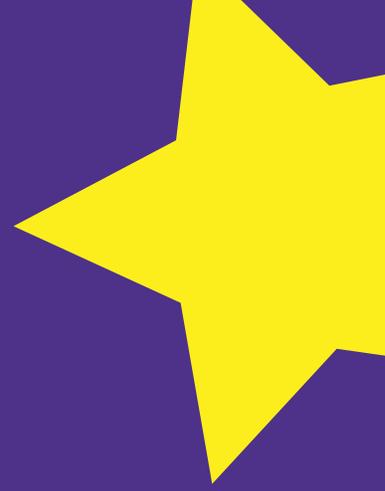
Children's Foundation Canada

Corporate Identity Research Report



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SWOT Analysis

Strengths

The current corporate identity strengths of Starlight Children's Foundation of Canada include their ability to identify their target market and create their visual identity with this audience in mind. Starlight also utilizes expressive type to engage with their audience and show their child-like playful side. The two main colours used in their logo and identity is yellow and purple, which are both complimentary colours. These colours represent and relate to the name of the organization name, as stars are usually depicted as being the colour yellow in illustrations and the purple could represent creativity, peace, and magic. The logo has some strengths aside from the type as it also illustrates the name of the organization using a silhouette of a child reaching for a five-pointed star in place of the 'i' in Starlight.

Weaknesses

The weaknesses in Starlight Children's Foundation of Canada's corporate identity includes the outdated logo, typefaces, and overall visual identity they are currently using. The foundation strives itself on aiding children and their family through their entire health journey providing sick children with the support they need and a source of happiness to get through tough times. This is currently not fully reflected in their current identity and could be made stronger through a closer examination and look at their values and goals. I think that another weakness in their corporate identity is that they do not currently stand out from other children's foundations and could maintain the playful look that they want in with more contemporary visuals.



SWOT Analysis

Opportunities

The opportunity in this foundation lies in their ability to bring light to dark situations and bringing hope to children and families in difficult situations, especially given the current global pandemic. They provide children with toys to keep their spirits high and grant wishes to affected children. This kind of support brings some magic into the children's life and is a great opportunity to bring the elements of magic and positivity into the corporate identity and branding. The work that is done at this organization is very positive, hopeful, playful, and magical which could all be considered and incorporated into a powerful new corporate identity which is appealing to both children and their parents. This could be accomplished through a colourful colour palette for example, instead of a deep purple colour which seems to darken and overpower their positive messaging.

Threats

The apparent threats to this foundation and corporate identity include the absence of events and wish granting programs due to Covid-19 restrictions and guidelines. The 'magic' of this foundation is at-risk and put-on hold currently, which not only poses a risk to it becoming underfunded and forgotten, but may also become secondary to what they are able to offer to families in the future as many of these programs include travelling and group activities. This would pose some challenges in their visual corporate identity as it would need to be addressed, but with careful consideration to the state of Canada currently and into the future. Another threat to this organization is the increase in need for donations and support from donors during the pandemic as more people become ill and people no longer have the financial stability needed to donate to this organization. Additionally, those who can afford to donate may choose another cause or foundation with a more appealing mission or corporate identity.

Organization Review

This organization uses two primary colours in their current corporate identity. They use a dark purple and bright yellow in their logo as well as corporate materials. The current corporate identity is outdated and bland in contrast to their vibrant goals as an organization. The promotional material is predictable and unimaginative in terms of graphics and layout as seen below. Because of these reasons, there is a lot of potential for this organization, their branding, and corporate identity.

The organization uses basic shapes and standard sans serif type on their website. They never seem to use the same typeface seen in the logo and the type on their website seems pretty standard. In order to create a sense of hierarchy they use bold headlines in either the purple colour or a secondary magenta colour. Their website uses a lot of banner images using gradients, geometric shapes and images with borders. There are minimal buttons/symbols on the website which use outlines of different icons including stars.



#4E3189



#FFF100



Become a Starlight Family!

Register Your Family



Attend a signature event and support our cause in your area!

Find a Starlight Event

LEARN MORE

fondation pour l'enfance
starlight
children's foundation canada

Play From Hospital To Home

Pandemic threatens the happiness of thousands of immunocompromised children

Project Statement

Starlight Children's Foundation Canada

Our Mission

To bring joy, laughter, relief and a whole lot of smiles.

Our Work

Making children smile. Helping families cope.

Our Goal

Being that reliable and shining star in a dark and stormy sky.

What makes Starlight Canada unique

We are there for the entire journey — from hospital to home.

Information Sourced from:

<https://www.starlightcanada.org/>

<https://www.starlightcanada.org/about-us/>

Target Market

Target Market(s)

Adults (Parents) aged 20 - 50

Children aged 4 - 18

Target Individual

Sarah

Sarah is the mother of a 6-year-old son with a serious health condition. She is looking for support as her family is not able to help her take her son Kyle to appointments and in and out of hospital stays. She is worried that Kyle is missing out on making friends, memories, and enjoying his youth.

Aspirations/Goals:

Sarah's main priority is her son Kyle and ensuring that he has a fun childhood while being treated for a health concern. She pours all of her time into him but needs some help from others to motivate both herself and him to get through this tough period in their life. Her goal is to ultimately have a healthy and happy son with a lust for life.

Interests & Traits:

Sarah is a loving mother and gives most of her time to her son and has made many sacrifices for him. She loves being social and chatting with other mothers but finds herself giving up this socializing for her son's treatment. She would like to get back into some of her favourite activities including going to yoga regularly to de-stress, getting a coffee with an old friend, and meeting other mothers in a similar situation to converse. Sarah is a great mom and is doing her best for her son but can only do so much alone. She is a positive person and can see the best in a bad situation, so she wants to make sure her son has the same outlook, especially in his formative years.

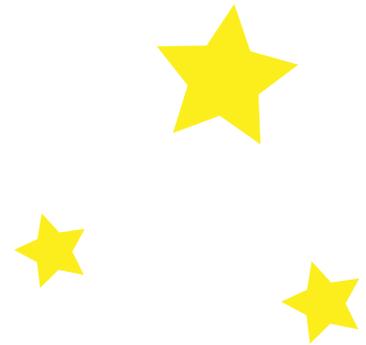
Sarah is a great example and sample of the target market for this project. She is looking for a community or organization that is there to support her and her son through not only his treatment at the hospital, but his transition back home and into his teen years. She is searching for a welcoming community that will bring joy and light to her son, which will ultimately bring her happiness as well. She would love to meet other parents and mothers in the same situation as her to give her some peace of mind and socializing.



Desired Position

The desired position of Starlight Children's Foundation Canada is to support children and their family through their health journey from the hospital to being at home. They strive to be the positive light during dark times and make wishes come true for those who need it most. They want to have a positive, welcoming, supportive, and magical appearance to their target audience. Starlight has granted 64 hospital wishes and have helped over 384,000 children, but there are still 51,566 wishes that need to be granted. They have been brightening the lives of children and making magic happen for over 30 years and hope to continue doing so into the future especially now given the global pandemic.

Another aspect that is desired for this organization is to be taken seriously while remaining playful and uplifting. Since this organization relies heavily on grants and donations as they work with healthcare providers they need to appear professional and reputable in order to engage with other organizations.



Marketing Message

The marketing message for Starlight Children's Foundation Canada should identify their target audience and stand out from other similar organizations. It should be fun and exciting while being firm in their promise and support for those seeking the foundation. The marketing message should connect to the logo and the name of the foundation in order to create a vivid and positive image in the mind of the viewer. The marketing message is meant to bring joy and light into the lives of those seeking support, as this is a key function of the foundation and their impact on families all over Canada.



Creative Strategy

The creative strategy for this organization is to create a more modern and symbolic appearance instead of the current heavily illustrative logo and flourished type.

The corporate identity will use an entirely new colour palette to update the appearance of the organization and bring more light to their logo and overall look. The visual of the child reaching for the star in their current logo will be re-interpreted into a more concise and symbolic logo. The corporate identity should be appealing to both children and adults, meaning it should have the same playful and fun elements they currently have, while remaining legible and professional. The imagery of stars and light will be a main driving force and image kept in mind during the creative process as it is both relevant to the name of the company as well as their mission statement.

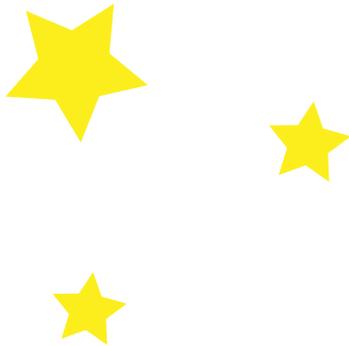
The typefaces will remain playful, but in a more sophisticated and clean way. The copy typefaces and secondary headings will most likely be a standard type which is legible and professional. This allows the type to be used in important documents, letterheads, and for web use.

This organization has a great foundation to work from in terms of their values and desired position which will allow for a lot of exploration and creativity. The other current assets for the foundation are minimal in terms of they do not seem to have a lot of promotional assets aside from the website and banners. The new promotional materials will be applicable to a variety of print and digital assets which will complement the corporate identity and bring more awareness to this foundation. Virtual promotion will be a main focus for this organization given their current online presence, finances allotted to promoting, and current Covid restrictions on physical gatherings outside.



Summary

In summary, Starlight Children's Foundation Canada has a great marketing message and values to build a new corporate identity around which will reflect their mission statement more accurately. Their corporate identity right now is not bad but is somewhat outdated and could use a refresh. There are many opportunities with this organization to play with the concept of stars, positivity, and light. The current logo is very illustrative with a flourished type creating a very stimulating and over-designed logo. The logo could be reimagined in a less illustrative way, which is more symbolic, while still representing the same concept with a modern typeface. The organization's current assets and promotional material are predictable and standard with room for a more imaginative approach that will engage their target audience. The new corporate identity including logos and typefaces should be created with a web-based application in mind as this is their primary use for advertising and promotions.



References

Starlight Children's Foundation Canada

<https://www.starlightcanada.org/>

Starlight Annual Report (2016)

<https://www.starlightcanada.org/wp-content/uploads/2018/12/2016-Annual-Report-Dec11-Eng.pdf>

Image of Mother and Child

<https://www.dreamstime.com/stock-photo-african-american-mother-son-beautiful-white-background-image50152891>