

COCOON

BY CHRISTINA ANZALONE

ADVANCED GRAPHIC DESIGN 2

INSTRUCTOR: MEG CURTISS

DATE: 11/02/2016



About Cocoon



Cocoon is a non-profit organization that offers information, resources, and support to people suffering from depression and anxiety disorders. We promote encouragement, understanding, and want to let people know they are not alone on their path to mental wellness.

- Each year over 40 million Americans will suffer with an anxiety disorder.
- over 20 million will suffer from some type of depressive illness.



Many who suffer from mental illness do not seek help, or may not realize what they are going through.

- 1/5 adults in the United States experiences mental illness in a given year (That's 42.5 million.)
- Only 41% of them received mental health services in the previous year.

CLIENT NEEDS AND GOALS:

- Promote understanding of the disorders.
- Eliminate stigma associated with mental health.
- Provide a sense of empowerment, connection, safety, security, honesty, openness, and trustworthiness.
- Make the information relatable so people can feel comfortable talking about it and seek help if needed.
- Get people motivated and interested in learning more about mental health so they will visit the website for information.
- Fundraise to be able to afford promotional material to raise awareness.

TARGET AUDIENCE:

- People of all ages, mainly 16 - 40-year-olds.
- People suffering from or affected by depression and/or anxiety, including loved ones of those suffering.
- Anybody who is unaware of the resources and might need help.
- People who are uneducated about mental illness and hold negative judgements towards it.



ANXIOUS SKATEBOARDER



John is a 31-year-old computer programmer who loves to skateboard. A month ago he had a strange occurrence where his heart started beating abnormally fast and wouldn't slow down for an hour. This started happening more frequently and randomly and he does not know why. He is afraid to leave the house because if it happens, he does not know how to stop it and he doesn't want to explain it to people. He also has generalized anxiety and OCD, likes to keep things very neat and organized.

Name:	John Andrews
Age:	31
Gender:	Male
Location:	Pennsylvania
Occupation:	Programmer
Salary:	\$55K/year
Education:	Bachelors
Marital Status:	Single
Kids:	None
Tech savviness:	High
Main Device:	Computer

MOTIVATIONS

- To feel supported and understood without having to talk about his symptoms directly.
- To find out more information about his condition without leaving bed.
- Wants to be able to skateboard again.

LIKES

- Pirates
- Skateboarding
- Video games
- Cozy, comfortable clothing

FRUSTRATIONS

- Traffic
- Not being able to skateboard.
- Not being able to socialize.
- Untidy/Unkempt spaces.
- Hates when people ask him if he's "ok."

GOALS

- To understand his symptoms and not panic when they occur.
- Be able to work again.
- Be able to leave the house.
- Be able to skateboard and socialize again.

HOBBIES

- Skateboarding
- Carpentry
- Drawing
- Gaming

CONCERNED SISTER



Susan is a 26-year-old pianist who is concerned about her depressed sister. Her sister is very lethargic and cannot summon enough energy to get out of bed each day. Susan wants to do something nice for her to let her know she cares and is there for her. She also wants to learn more about depression so she can help her sister recover.

Name: Susan Sanders

Age: 26

Gender: Female

Location: Hartford, CT

Occupation: Pianist

Salary: \$30K/year

Education: Bachelors

Marital Status: Single

Kids: None

Tech savviness: Medium

Main Device: Iphone

MOTIVATIONS

- Concern for her sister.
- Does not know how to help her and wants to learn more and find resources for her.

LIKES

- Online shopping
- Simplicity
- Flowers
- Winter days by the fireplace

FRUSTRATIONS

- Feeling scared about what her sister might do if she continues this way.
- Not knowing how to help.

GOALS

- To learn more about depression and mental illness,
- To show her sister she cares and is there for her.
- For her sister to get the help she needs.

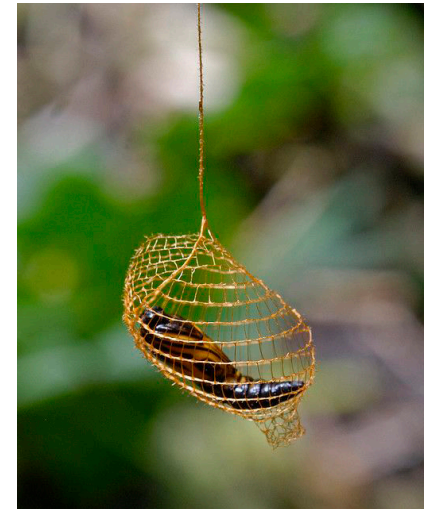
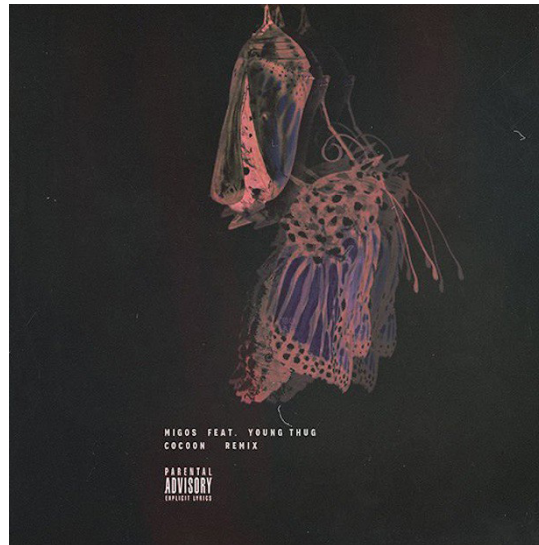
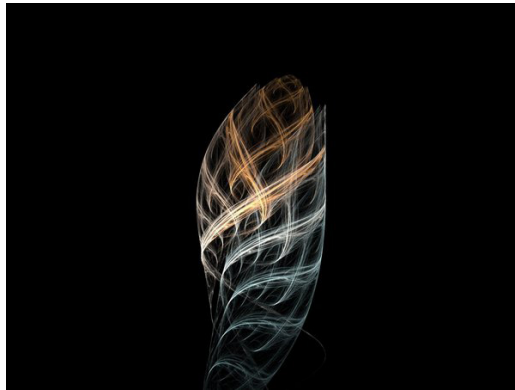
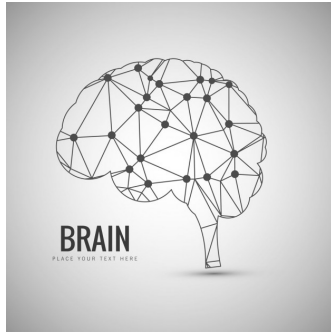
HOBBIES

- Journaling
- Reading
- Music

Inspiration

Representation of:

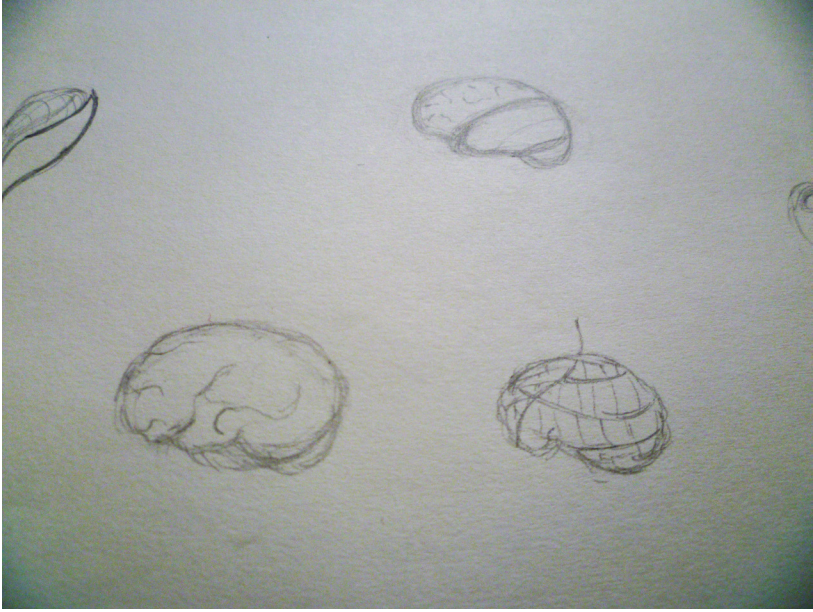
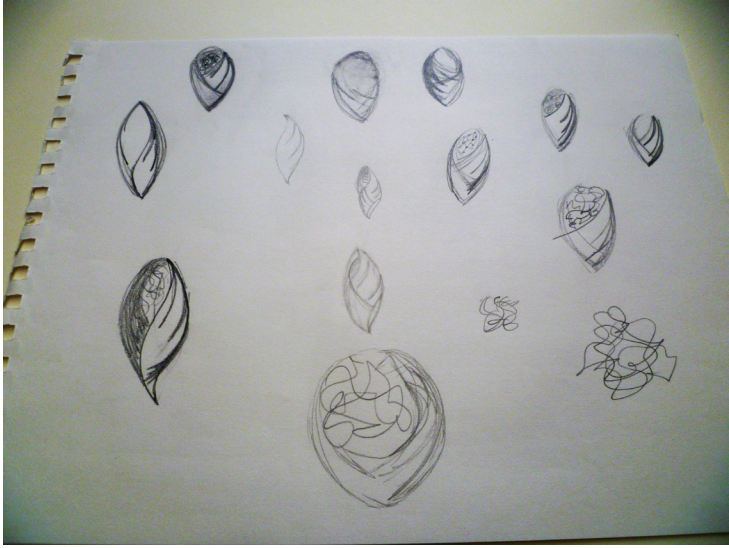
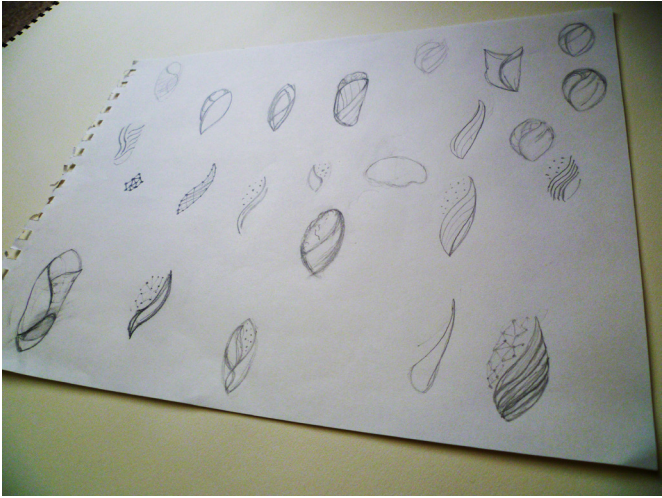
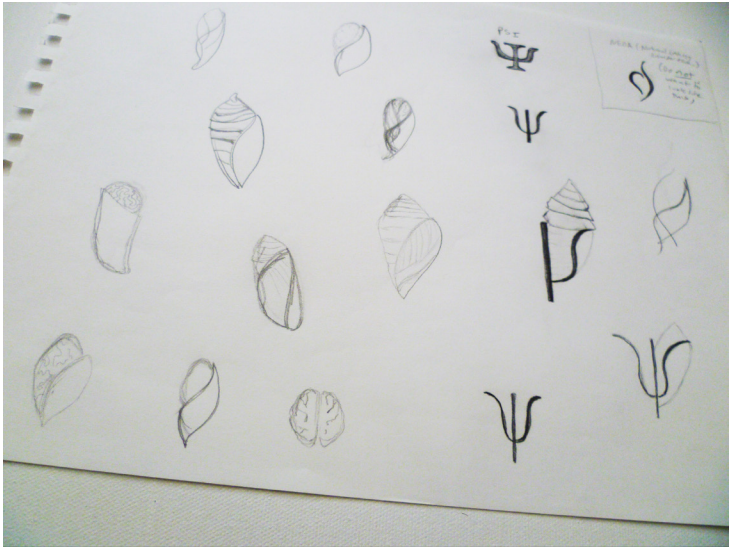
- Science & Nature
- Transformation
- Appearing to be fragile/weak, but actually strong as it goes through it's physical change.
- Relabeling and transforming views



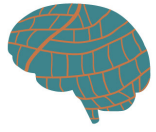
active minds
for every mind

13TH NATIONAL
MENTAL HEALTH ON CAMPUS CONFERENCE
SACRAMENTO, CA · NOVEMBER 4-6, 2016

Logo Development



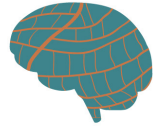
1st Drafts:



COCOON



COCOON



COCOON



COCOON



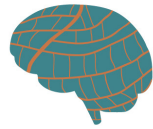
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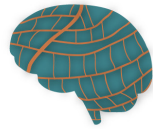
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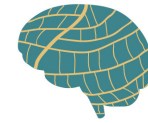
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Revisions:



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Final Logo:



COCOON

Type

Recovery and Staying Well

Available Support

There is no one proven way that people recover from anxiety or depression, and it's different for everybody. However, there are a range of effective treatments and health professionals who can help you on the road to recovery. There are also many things you can do to help yourself to recover and stay well. The important thing is finding the right treatment and the right health professional that works for you.

- Approachable
- Friendly
- Still able to be taken seriously

Heading: Avenir Next LT Pro

Weight: Bold

Subheading: Avenir Next LT Pro

Weight: Regular

Body Copy: Avenir Next LT pro

Weight: Regular

Color



COCOON

- Dark green teal: naturally occurring derivative of mental health awareness green.
- Orange: color of the cocoon
- Teal: anxiety awareness

OTHER BRANDING COLORS:



RGB:
59, 86, 89

#3B5659

CMYK:
77, 53, 54, 30



RGB:
200, 119, 72

#C87748

CMYK:
18, 60, 80, 3



RGB:
81, 156, 165

#519CA5

CMYK:
70, 26, 35, 1



RGB:
62, 132, 140

#3E848C

CMYK:
77, 36, 42, 7



RGB:
132, 199, 199

#84C7C7

CMYK:
49, 0, 25, 0



RGB:
15, 23, 41

#0F1729

CMYK:
89, 79, 53, 69

Logo Usage



COCOON

This logo can be used on all promotional materials such as flyers, posters, buttons, and shirts.



If the background color is too similar in color to the logo colors, or does not offer enough contrast, use the white logo instead.

Shift From Stigma to Strength Awareness Campaign

BUS STOP AD



MAGAZINE AD



SHIRT FRONT



SHIRT BACK



FLYER/POSTER

BUTTONS



Shift from
Stigma to
STRENGTH

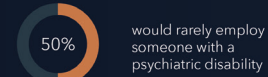
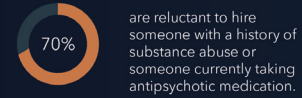
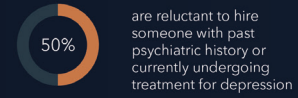
Stigmatizing views held by employers make it difficult for people with mental disabilities to enter the competitive workforce.

1/5 Adults
in the United States
experiences
**MENTAL
ILLNESS**
in a given **YEAR**



Only **41%** of adults in the U.S. with a mental health condition received mental health services in the past year

Surveys of US employers show:



1/3

One in three mental health consumers in the United States report being turned down for a job once their psychiatric status became known and in some cases, job offers were rescinded when a psychiatric history was revealed

Anxiety Disorders

Anxiety disorders affect **40 MILLION ADULTS** in the United States

Only **1/3** of those suffering receive treatment.

75% experience their 1st episode of anxiety **by age 22**

Women are 60% more likely than men to experience an anxiety disorder over their lifetime



Anxiety disorders may develop from a complex set of risk factors, including genetics, brain chemistry, personality, and life events



WEBSITE HOMEPAGE



COCOON

Search

Register Login

Understand the Facts

Find Help

Self-Care

About Cocoon

Get Involved



Guidance on the path to mental wellness

Mental Health is as important as physical health. If you are suffering from a mental illness, it is important to talk about it and ask for help. **You are not alone in your journey to recovery.** We offer information, resources, and support on your path to mental wellness.

Find Help



A Closer Look

Anyone can be affected by anxiety and depression, in fact 20% of American adults face some form of mental illness in their lifetime. Get to know the facts about mental illness.

View Statistics



Send Some Strength

Know somebody who is in need of some extra strength and encouragement? Let them know they're not alone with a personalized care package. All proceeds go to raising awareness on mental health.

Browse Products



Self-Care

Taking good care of yourself is paramount to the success of your recovery process. We've listed some healthy steps to take as you work towards recovery.

Read More

Shift from *Stigma* to STRENGTH

Let the world know there is compassion. Join our mission to end stereotypes about mental health.

Join the Campaign

Share and Talk

You don't have to go through it alone. Share your experiences with our free forums and blogs.

Join Our Community

Spread the Encouragement

Connect with us on Twitter, Instagram, and Facebook for daily prompts and motivational messages. Share your messages of support and inspiration.

#cocoonstrength



Contact Us About Press FAQ



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MESSAGE BOARD
LOGIN PAGE



Send Some Strength/Stay Strong
Fundraising Campaign Merchandise

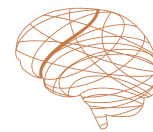
**HOODIE, BEANIE, SOCKS
& INFO CARD**



SKETCH & WRITING JOURNALS WITH PENCILS



INFO CARD



COCOON

Stay STRONG

You are appreciated

You are appreciated

You are courageous, and deserve to feel inspired. This package is a token of appreciation to help you stay strong.

Letting you know you're not alone

You are not alone in your journey to recovery. We offer information, resources, and support on your path to mental wellness.

Visit us:

www.Cocoon.org

Share your strength

Connect with us on Twitter, Instagram, and Facebook for daily prompts and motivational messages. Share your messages of support and inspiration. You can even start by posting a picture of your new gear!

#cocoonstrength

**SOCKS, BEANIES,
BUTTON, INFO CARD**



Thank you!

