

MARCH 2019

HCDE 508



**TREEHOUSE FOR KIDS  
BRAND BOOK**

SAYENA MAJLESEIN

# TABLE OF CONTENTS

INTRODUCTION	<b>1</b>	GRID SYSTEM	<b>15</b>
MOODBOARD	<b>3</b>	ICONS	<b>17</b>
COLOR PALETTE	<b>5</b>	IMAGES	<b>19</b>
BUTTONS	<b>8</b>	APPLICATIONS	<b>21</b>
TYPOGRAPHY	<b>10</b>	APPENDIX	<b>25</b>
LOGO	<b>13</b>		

# INTRODUCTION

Treehouse is Washington's leading nonprofit organization addressing the essential education and enrichment needs of kids in foster care.

They have a wide range of audience including high school students who would like to volunteer and adults who would like to make donations, host a drive/ event, or advocate for them.

## COMMUNICATION GOALS

The main goal of the visual system is to build a trustworthy and transparent means of communication to engage more users and encourage them to help provide foster kids with a childhood and a future they envision.

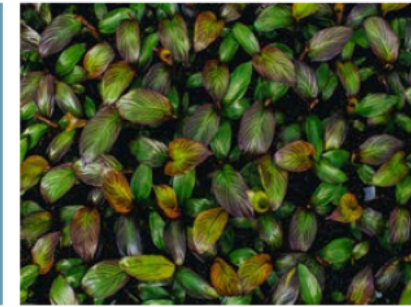
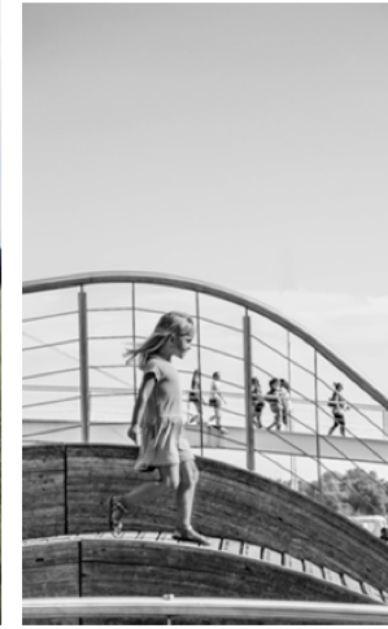
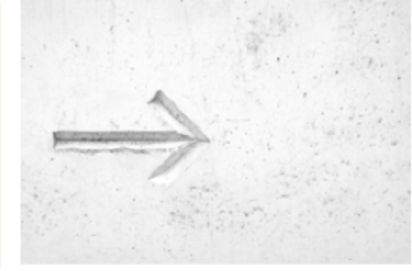
Moreover, we tend to represent a friendly and encouraging tone throughout the visual system to demonstrate the world where every child has the opportunities and support they need to pursue their dreams and launch successfully into adulthood.



## MOODBOARD

The moodboard is created to represent the concept of growth, as well as a joyful childhood, and trust through the combination of images and colors.

The patterns follow specific structures while using fun and pleasant colors to reflect the formal-casual nature of the Treehouse as an organization. Finally, it uses elements that are related to childhood and growth to trigger passion and empathy in the audience.



## COLOR PALETTE

The colors are representative of the concepts of trust and growth. The primary color of blue is chosen to trigger the sense of reliability and the color green is used to demonstrate the natural growth in an organic manner.

## PRIMARY



**HEX** #364F71  
**RGB** (54, 79, 113)  
**CMYK** (0.5221, 0.3009, 0.0000, 0.5569)  
**APPLICATIONS** Top Navigation Bar  
Footer  
Secondary Buttons



**HEX** #90B45D  
**RGB** (144, 180, 93)  
**CMYK** (0.2000, 0.0000, 0.4833, 0.2941)  
**APPLICATIONS** Primary Buttons



**HEX** #FFFFFF  
**RGB** (255, 255, 255)  
**CMYK** (0.0000, 0.0000, 0.0000, 0.0000)  
**APPLICATIONS** Background  
Picture Description  
Icons and Labels

## SUPPORTING



**HEX** #364F71 **Opacity** 64%

**RGB** (54, 79, 113)

**CMYK** (0.5221, 0.3009, 0.0000, 0.5569)

**APPLICATIONS** Text Background

Discription Background



**HEX** #CACACA

**RGB** (202, 202, 202)

**CMYK** (0.0000, 0.0000, 0.0000, 0.2078)

**APPLICATIONS** Multiple Choices

# BUTTONS

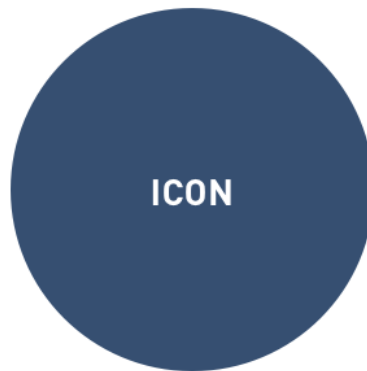
An effective example of the application of colors can be found in the design of buttons.

## PRIMARY

**BACKGROUND** #90B45D

**TEXT** #FFFFFF

**RADIUS** 12px



## SECONDARY

**BACKGROUND** #364F71

**TEXT** #FFFFFF

**RADIUS** 12px



# TYPOGRAPHY

To create a playful view, DINPro is selected as the font family of the visual system.

The define wights of DINPro make it a flexible and joyful font for the visual design of the Treehouse

Using capital letters, we tend to create a joyful and friendly experience for the users as they navigate through the applications.



## HEADLINE H1

**Font-family** DINPro  
**Font-size** 24px  
**Font-weight** Bold  
**Character-Spacing** -0.22px  
**Line-height** 24px

## HEADLINE H2

**Font-family** DINPro  
**Font-size** 24px  
**Font-weight** Regular  
**Character-Spacing** -0.16px  
**Line-height** 23px

## HEADER H3

**Font-family** DINPro  
**Font-size** 18px  
**Font-weight** Regular  
**Character-Spacing** 0.16px  
**Line-height** 28px

## HEADER H4

**Font-family** DINPro  
**Font-size** 14px  
**Font-weight** Bold  
**Character-Spacing** 0.22px  
**Line-height** 22px

### BODY B1

**Font-family** DINPro  
**Font-size** 14px  
**Font-weight** Regular  
**Character-Spacing** 0.16px  
**Line-height** 24px

### BODY B2

**Font-family** DINPro  
**Font-size** 18px  
**Font-weight** CondLight  
**Character-Spacing** 0.22px  
**Line-height** 22px

## LOGO

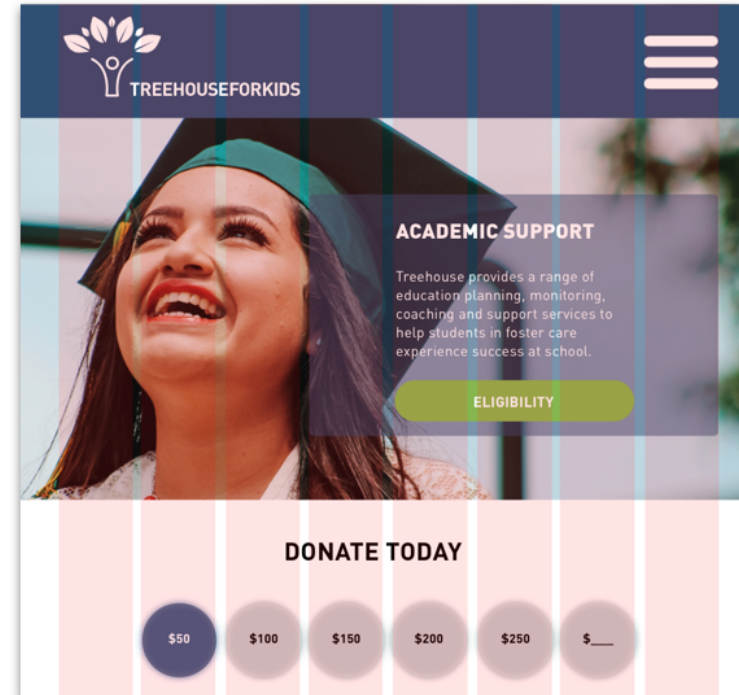
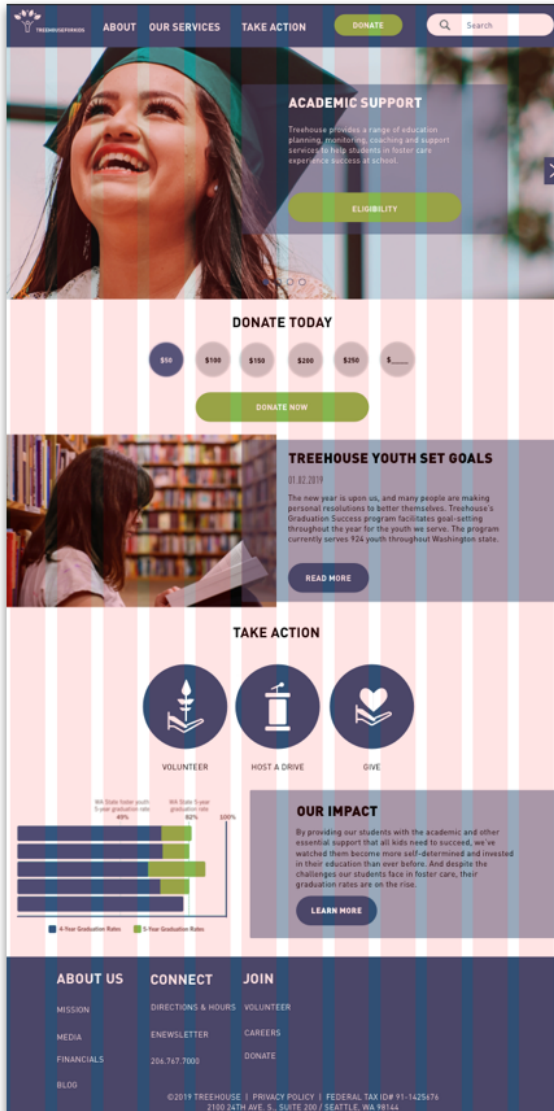
The logo is designed directly based on the elements of the moodboard. The goal of the logo is to show the concept of growth and represent the brand's name through two concepts: a tree and a happy child that is throwing leaves in the air.



**TREEHOUSEFORKIDS**

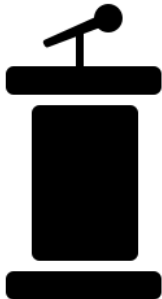
## GRID SYSTEM

The 12px layout has been used to design of the web application and the business card due to the flexibility of the layout. The 8px layout was used to design the mobile view -responsive web-. The 8px grid provided the mobile with an effective and optimized view to demonstrate the contents of the web application.



## ICONS

The icons have been designed in a cohesive manner to represent the elements of moodboard. The symbol of the “hand” has been used in multiple of the icons to trigger the sense of empathy in users.

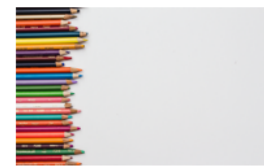


The icons on the second row have been inspired by the icons available at <https://www.flaticon.com>



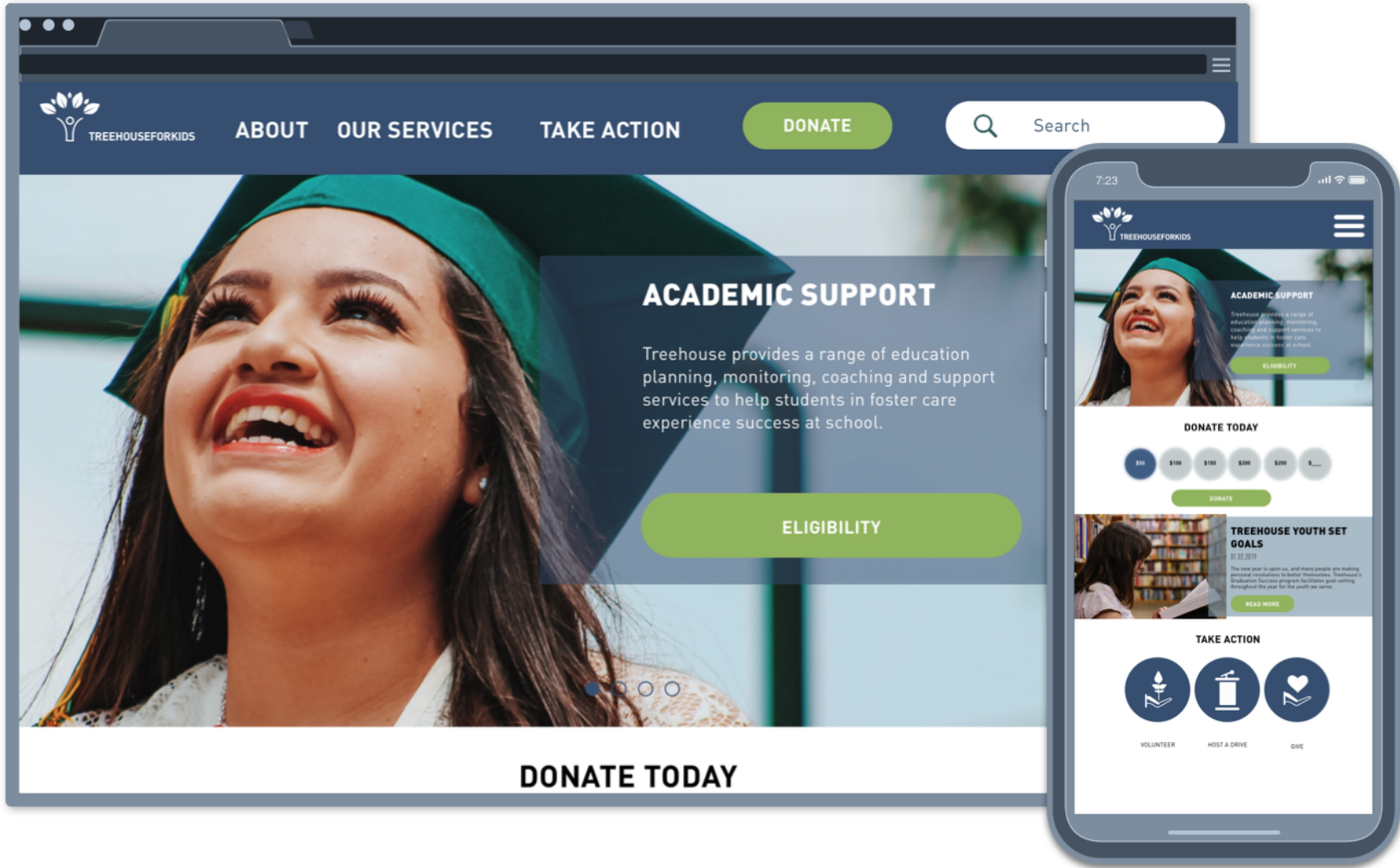
## IMAGES

The main focus of treehouse is on education, academic support, and youth. To follow their main focus, the images are tend to represent education, support, growth, and youthfulness. The primary images include the color green to form a consistent view and reflect the concept of education.



## APPLICATIONS

The following demonstrate the some of the application of the designed visual system. The home page of the web application along with a subpage have been designed to show the application of the visual system in their website. Furthermore, the business card demonstrates another application of the visual system.





WEB

**Navigation:** ABOUT OUR SERVICES TAKE ACTION DONATE Search

**ACADEMIC SUPPORT**  
Treehouse provides a range of education planning, mentoring, coaching and support services to help students in foster care experience success at school.

**DONATE TODAY**  
\$50 \$100 \$150 \$200 \$250 \$+  
DONATE NOW

**TREEHOUSE YOUTH SET GOALS**  
01.02.2019  
The new year is upon us, and many people are making personal resolutions to better themselves. Treehouse's Graduation Success program facilitates goal-setting throughout the year for the youth we serve. The program currently serves 924 youth throughout Washington state.

**TAKE ACTION**  
VOLUNTEER HOST A DRIVE GIVE

**OUR IMPACT**  
By providing our students with the academic and other essential support that all kids need to succeed, we've watched them become more self-determined and invested in their education than ever before. And despite the challenges our students face in foster care, their graduation rates are on the rise.

**Footer:** ABOUT US CONNECT JOIN  
MISSION DIRECTIONS & HOURS VOLUNTEER  
MEDIA ENEWSLETTER CAREERS  
FINANCIALS 206.767.7000 DONATE  
BLOG  
©2019 TREEHOUSE | PRIVACY POLICY | FEDERAL TAX ID# 91-1425674  
2100 24TH AVE. S., SUITE 200 / SEATTLE, WA 98144

**Navigation:** ABOUT OUR SERVICES TAKE ACTION DONATE Search

**LITTLE WISHES**  
Research shows that kids who are actively engaged in school and receive extra help at home and after school, Treehouse helps provide additional support in foster care to help achieve this important goal.

**GIVING KIDS A CHILDHOOD**  
Driver's education Art and music programs Self-certification classes  
Summer camp Multiple of other academic and extracurricular activities Student's education

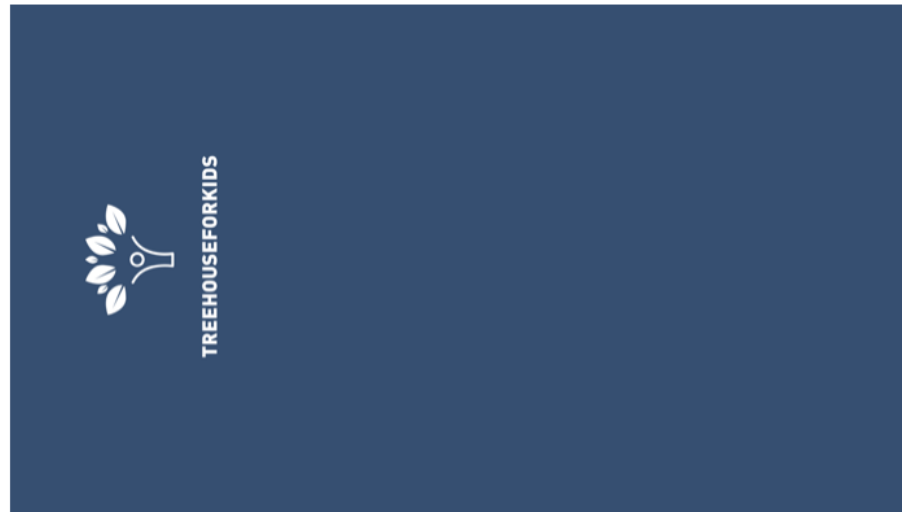
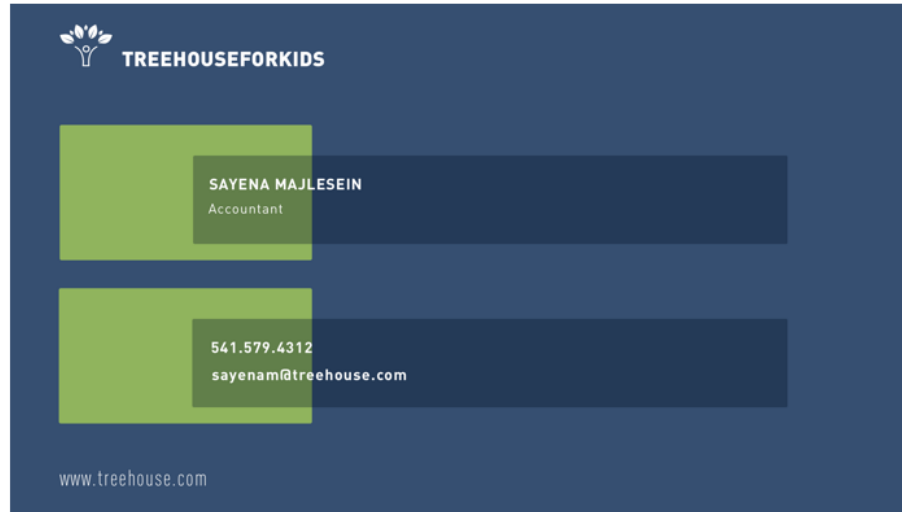
**RESOURCES**  
SUMMER CAMP FINDER FREE! ACADEMIC RESOURCE CENTER

**SIGN UP FOR TREEHOUSE'S CAREGIVER NEWSLETTER**  
Sign up to receive resources, updates and announcements from Treehouse via our monthly caregiver newsletter.  
SIGN UP

**TREEHOUSE PROVIDES PATTY THE ESSENTIALS**  
By providing our students with the academic and other essential support that all kids need to succeed, we've watched them become more self-determined and invested in their education than ever before.

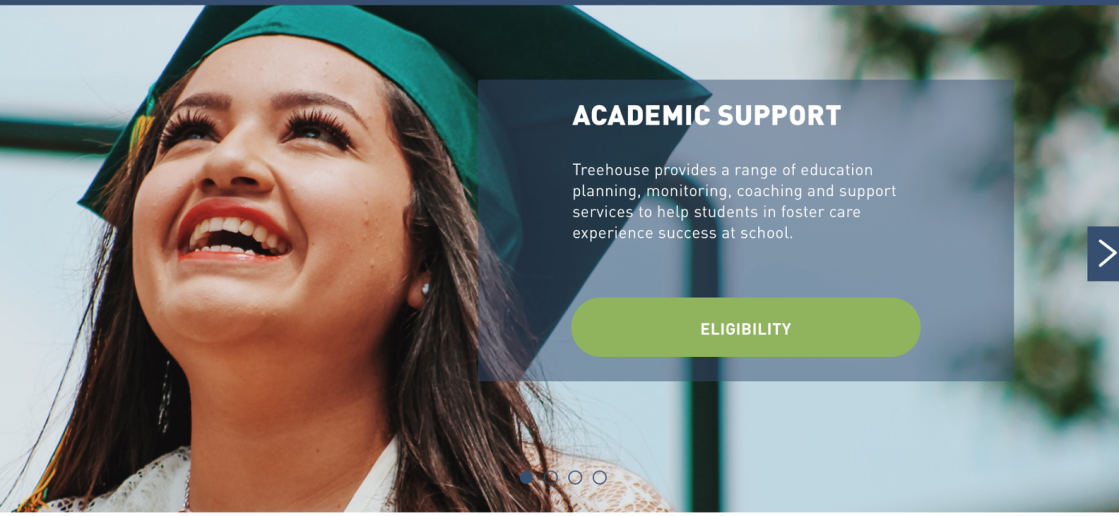
**Footer:** ABOUT US CONNECT JOIN  
MISSION DIRECTIONS & HOURS VOLUNTEER  
MEDIA ENEWSLETTER CAREERS  
FINANCIALS 206.767.7000 DONATE  
BLOG  
©2019 TREEHOUSE | PRIVACY POLICY | FEDERAL TAX ID# 91-1425674  
2100 24TH AVE. S., SUITE 200 / SEATTLE, WA 98144

## BUSINESS CARD



# APPENDIX

The real-sized applications of the visual system.



## ACADEMIC SUPPORT

Treehouse provides a range of education planning, monitoring, coaching and support services to help students in foster care experience success at school.

ELIGIBILITY

## DONATE TODAY

\$50

\$100

\$150

\$200

\$250

\$ \_\_\_\_\_

DONATE NOW



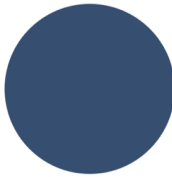
## TREEHOUSE YOUTH SET GOALS

01.02.2019

The new year is upon us, and many people are making personal resolutions to better themselves. Treehouse's Graduation Success program facilitates goal-setting throughout the year for the youth we serve. The program currently serves 924 youth throughout Washington state.

READ MORE

## TAKE ACTION



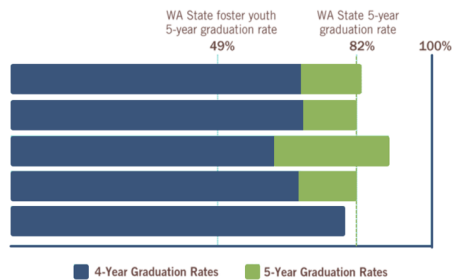
VOLUNTEER



HOST A DRIVE



GIVE



## OUR IMPACT

By providing our students with the academic and other essential support that all kids need to succeed, we've watched them become more self-determined and invested in their education than ever before. And despite the challenges our students face in foster care, their graduation rates are on the rise.

LEARN MORE

## ABOUT US

MISSION

MEDIA

FINANCIALS

BLOG

## CONNECT

DIRECTIONS & HOURS

NEWSLETTER

206.767.7000

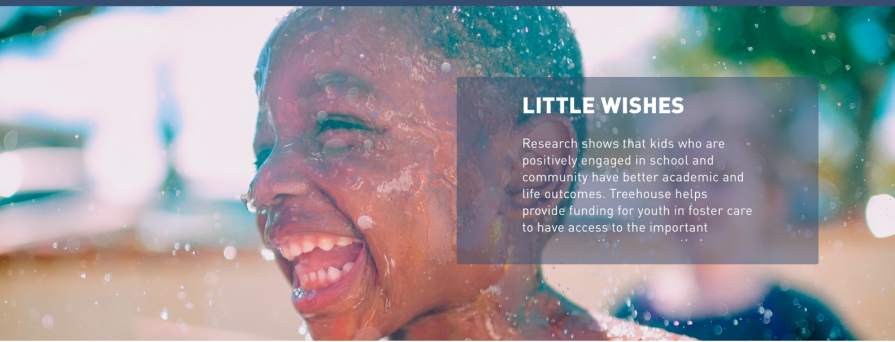
## JOIN

VOLUNTEER

CAREERS

DONATE

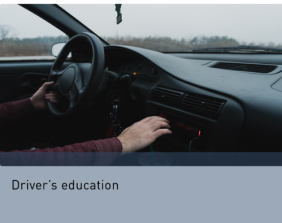




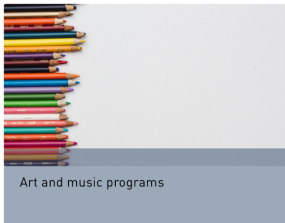
### LITTLE WISHES

Research shows that kids who are positively engaged in school and community have better academic and life outcomes. Treehouse helps provide funding for youth in foster care to have access to the important

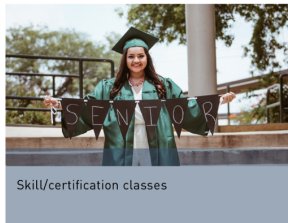
## GIVING KIDS A CHILDHOOD



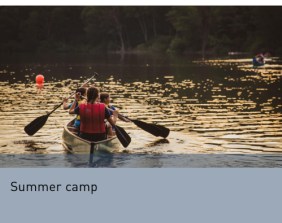
Driver's education



Art and music programs



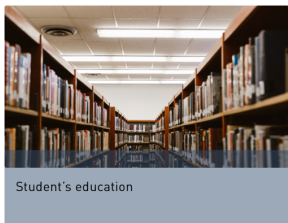
Skill/certification classes



Summer camp



Multitude of other academic and extracurricular activities



Student's education

## RESOURCES



SUMMER CAMP FINDER



FREE/LOW-COST ACTIVITY PACKET



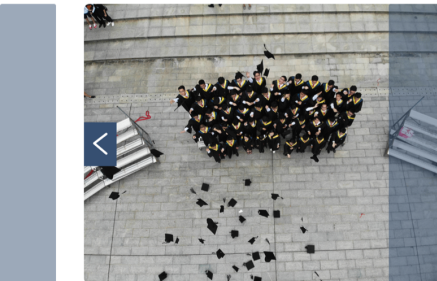
ACADEMIC RESOURCE CENTER



### SIGN UP FOR TREEHOUSE'S CAREGIVER ENEWSLETTER

Sign up to receive resources, updates and announcements from Treehouse via our monthly caregiver eNewsletter.

[SIGN UP](#)



### TREEHOUSE PROVIDES PATTY THE ESSENTIALS

By providing our students with the academic and other essential support that all kids need to succeed, we've watched them become more self-determined and invested in their education than ever before.

[READ MORE](#)

#### ABOUT US

- MISSION
- MEDIA
- FINANCIALS
- BLOG

#### CONNECT

- DIRECTIONS & HOURS
- NEWSLETTER
- 206.767.7000

#### JOIN

- VOLUNTEER
- CAREERS
- DONATE



**TREEHOUSEFORKIDS**

**SAYENA MAJLESEIN**

Accountant

**541.579.4312**

**sayenam@treehouse.com**

[www.treehouse.com](http://www.treehouse.com)



**TREEHOUSEFORKIDS**

