



UNITY WOMEN'S DESK

Empowering Moravian Women for Global Change



THE UNITY WOMEN'S DESK REFRESHING A BRAND USING DESIGN PSYCHOLOGY

The **Unity Women's Desk** is an independent non-profit corporation, serving over one million Moravian's worldwide. Their intent is to positively impact the lives of women and girls for global change. The **UWD brand** was in need of a refresh that reflects the organization's personality, and purpose in addition to being, unifying and relevant.

The identity program uses a **color palette** that represents diversity, security and faith. Also acting as a color coding system to help guide the audience reducing cognitive load. **Sans Serif fonts** are known for being open, friendly, and honest. A **round logo** tend to project a positive emotional message that the non-profit is caring, warm, and sensitive to their needs. **Design Includes** Pin, Logo, Postcards, Website, Style Guide, Newsletter, & T-Shirt.

