

ART 361 DESIGN SYSTEMS

Client: Immigrant and Refugee Law Center
Julie LeMaster, Esq., Executive Director, Attorney, Co-Founder

Assistant Professor Betty Bone
Students: Gillian Casey, Claire Cerimele, Kennedy Fry, Hannah Sprague, Drew Whisman

The visual identity of a brand is comprised of distinct elements, unified into a system that fuels recognition, amplifies differentiation, and encourages customers to identify with the brand. ART 361 teaches designers the process by which to create each element of the system, with the system as a whole in mind.

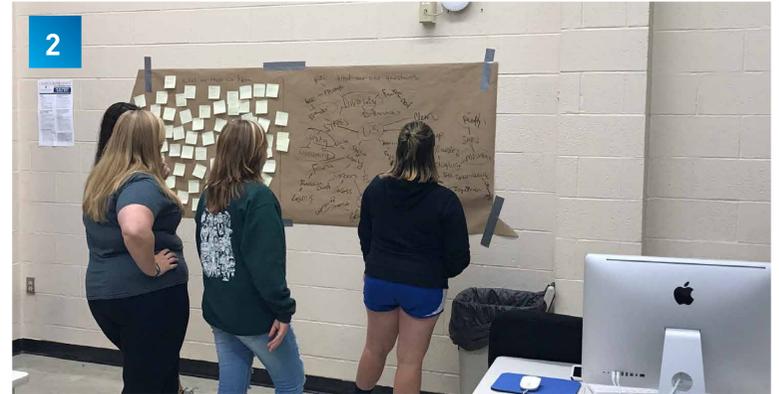
In the Fall of 2018 our class was lucky enough to be approached by the Immigrant and Refugee Law Center to develop their visual identity system.

STUDENT PROCESS

1. Researched existing Law Centers, their missions, tone of voice, strategies, services, and their visual identities.
2. Interviewed Julie LeMaster, the founder, about the organizations mission, strategy, vision, its audiences, and its services (See image 1).
4. Developed an audience boards for the two main audiences: 1. Clients and 2. Funders.
3. Brainstormed ideas around which to develop their visual Identity (See images 2 & 3).
4. Each student created over 20 ideas and 50 sketches of possible visual landmarks and presented their ideas to Julie, so she could guide the students (See image 4).
5. We had two further presentations (See Boards 2 & 3) where students designed donation cards, a two page strategy document, website homepage, and brochure cover before the final design was chosen (See images 5 & 6).



From Left to Right: Claire Cerimele, Julie LeMaster (founder of Immigrant and Refugee Law Center), Drew Whisman, Kennedy Fry, Gillian Casey, and Hannah Sprague



From Left to Right: Hannah Sprague, Kennedy Fry, Claire Cerimele, and Gillian Casey



From Left to Right: Claire Cerimele, Kennedy Fry, Hannah Sprague, and Gillian Casey



From Left to Right: Hannah Sprague, Claire Cerimele, Gillian Casey, Drew Whisman, and Kennedy Fry



From Left to Right: Kennedy Fry, Hannah Sprague, Claire Cerimele, Julie LeMaster, and Gillian Casey



From Left to Right: Gillian Casey and Julie LeMaster with the Gillian's winning design.

CLAIRE CERIMELE

IMMIGRANT & REFUGEE LAW CENTER
Cincinnati, Ohio
Mobile: 202-276-2963
jlemaster@irlawcenter.org
irlawcenter.org

Dear Julie LeMaster,

In the Cincinnati area there is a critical gap in access to legal services for immigrant and refugee families. Families overwhelmed by the complicated nature of the immigration system, often restricted by their limited English skills, need help navigating the laws to prevent wrongful detention, deportation, and separation from their families. These families are also vulnerable to exploitation and immigration officials or attorneys, and are often victims of crimes by those who take advantage of their inability to open bank accounts for safeguarding their employment checks.

There are more than 25,000 refugees living in Cincinnati, with 200-300 new refugees resettling in the area each year, having fled countries such as Bhutan, Nepal, Burma, Democratic Republic of Congo, Iraq, Rwanda, Somalia, and Syria. Although they have legal status, beyond the initial ninety-day resettlement period funded by the U.S. Department of State there are few services accessible to them, and they are often left feeling isolated. There are also large numbers of immigrants from other countries, including over 20,000 Hispanics in Hamilton County. Cincinnati Public Schools have seen a dramatic increase in enrollment from these populations. For example, at the Roberts Academy Community Learning Center in East Price Hill, the number of children who are learning English as a Second Language has increased from 15% since 2007. At the Academy of World Languages in Eviston approximately half of the students are refugees from more than 40 countries.

While many agencies and organizations have been working to create a resettlement infrastructure in our community, few agencies provide legal services, and those that do can only take on a fraction of the cases that exist. The small number of private attorneys that work with families are often too expensive, and pro bono work is limited. The Immigrant and Refugee Law Center (IRLC) of Cincinnati will help fill this gap by providing free and low-cost legal services to low and moderate income immigrant and refugee families in our community.

Thank You,

Julie LeMaster
Executive Director/Attorney

IMMIGRANT & REFUGEE LAW CENTER
ACCESS. EDUCATION. ADVOCACY.
irlawcenter.org

IMMIGRANT & REFUGEE LAW CENTER
ACCESS. EDUCATION. ADVOCACY.
irlawcenter.org

KENNEDY FRY

IMMIGRANT & REFUGEE LAW CENTER
Cincinnati, Ohio
Mobile: 202-276-2963
jlemaster@irlawcenter.org
irlawcenter.org

Dear Julie LeMaster,

In the Cincinnati area there is a critical gap in access to legal services for immigrant and refugee families. Families overwhelmed by the complicated nature of the immigration system, often restricted by their limited English skills, need help navigating the laws to prevent wrongful detention, deportation, and separation from their families. These families are also vulnerable to exploitation and immigration officials or attorneys, and are often victims of crimes by those who take advantage of their inability to open bank accounts for safeguarding their employment checks.

There are more than 25,000 refugees living in Cincinnati, with 200-300 new refugees resettling in the area each year, having fled countries such as Bhutan, Nepal, Burma, Democratic Republic of Congo, Iraq, Rwanda, Somalia, and Syria. Although they have legal status, beyond the initial ninety-day resettlement period funded by the U.S. Department of State there are few services accessible to them, and they are often left feeling isolated. There are also large numbers of immigrants from other countries, including over 20,000 Hispanics in Hamilton County. Cincinnati Public Schools have seen a dramatic increase in enrollment from these populations. For example, at the Roberts Academy Community Learning Center in East Price Hill, the number of children who are learning English as a Second Language has increased from 15% since 2007. At the Academy of World Languages in Eviston approximately half of the students are refugees from more than 40 countries.

While many agencies and organizations have been working to create a resettlement infrastructure in our community, few agencies provide legal services, and those that do can only take on a fraction of the cases that exist. The small number of private attorneys that work with families are often too expensive, and pro bono work is limited. The Immigrant and Refugee Law Center (IRLC) of Cincinnati will help fill this gap by providing free and low-cost legal services to low and moderate income immigrant and refugee families in our community.

Thank You,

Julie LeMaster
Executive Director/Attorney

IMMIGRANT & REFUGEE LAW CENTER
EXECUTIVE DIRECTOR/ATTORNEY
Cincinnati, Ohio
Mobile: 202-276-2963
jlemaster@irlawcenter.org
irlawcenter.org

IMMIGRANT & REFUGEE LAW CENTER
ACCESS. EDUCATION. ADVOCACY.
irlawcenter.org

HANNAH SPRAGUE

IMMIGRANT & REFUGEE LAW CENTER
Cincinnati, Ohio
Mobile: 202-276-2963
jlemaster@irlawcenter.org
irlawcenter.org

Dear Julie LeMaster,

In the Cincinnati area there is a critical gap in access to legal services for immigrant and refugee families. Families overwhelmed by the complicated nature of the immigration system, often restricted by their limited English skills, need help navigating the laws to prevent wrongful detention, deportation, and separation from their families. These families are also vulnerable to exploitation and immigration officials or attorneys, and are often victims of crimes by those who take advantage of their inability to open bank accounts for safeguarding their employment checks.

There are more than 25,000 refugees living in Cincinnati, with 200-300 new refugees resettling in the area each year, having fled countries such as Bhutan, Nepal, Burma, Democratic Republic of Congo, Iraq, Rwanda, Somalia, and Syria. Although they have legal status, beyond the initial ninety-day resettlement period funded by the U.S. Department of State there are few services accessible to them, and they are often left feeling isolated. There are also large numbers of immigrants from other countries, including over 20,000 Hispanics in Hamilton County. Cincinnati Public Schools have seen a dramatic increase in enrollment from these populations. For example, at the Roberts Academy Community Learning Center in East Price Hill, the number of children who are learning English as a Second Language has increased from 15% since 2007. At the Academy of World Languages in Eviston approximately half of the students are refugees from more than 40 countries.

While many agencies and organizations have been working to create a resettlement infrastructure in our community, few agencies provide legal services, and those that do can only take on a fraction of the cases that exist. The small number of private attorneys that work with families are often too expensive, and pro bono work is limited. The Immigrant and Refugee Law Center (IRLC) of Cincinnati will help fill this gap by providing free and low-cost legal services to low and moderate income immigrant and refugee families in our community.

Thank You,

Julie LeMaster
Executive Director/Attorney

IMMIGRANT & REFUGEE LAW CENTER
EXECUTIVE DIRECTOR/ATTORNEY
Cincinnati, Ohio
Mobile: 202-276-2963
jlemaster@irlawcenter.org
irlawcenter.org

IMMIGRANT & REFUGEE LAW CENTER
ACCESS. EDUCATION. ADVOCACY.
irlawcenter.org

DREW WHISMAN

IMMIGRANT & REFUGEE LAW CENTER
Cincinnati, Ohio
Mobile: 202-276-2963
jlemaster@irlawcenter.org
irlawcenter.org

Dear Julie LeMaster,

In the Cincinnati area there is a critical gap in access to legal services for immigrant and refugee families. Families overwhelmed by the complicated nature of the immigration system, often restricted by their limited English skills, need help navigating the laws to prevent wrongful detention, deportation, and separation from their families. These families are also vulnerable to exploitation and immigration officials or attorneys, and are often victims of crimes by those who take advantage of their inability to open bank accounts for safeguarding their employment checks.

There are more than 25,000 refugees living in Cincinnati, with 200-300 new refugees resettling in the area each year, having fled countries such as Bhutan, Nepal, Burma, Democratic Republic of Congo, Iraq, Rwanda, Somalia, and Syria. Although they have legal status, beyond the initial ninety-day resettlement period funded by the U.S. Department of State there are few services accessible to them, and they are often left feeling isolated. There are also large numbers of immigrants from other countries, including over 20,000 Hispanics in Hamilton County. Cincinnati Public Schools have seen a dramatic increase in enrollment from these populations. For example, at the Roberts Academy Community Learning Center in East Price Hill, the number of children who are learning English as a Second Language has increased from 15% since 2007. At the Academy of World Languages in Eviston approximately half of the students are refugees from more than 40 countries.

While many agencies and organizations have been working to create a resettlement infrastructure in our community, few agencies provide legal services, and those that do can only take on a fraction of the cases that exist. The small number of private attorneys that work with families are often too expensive, and pro bono work is limited. The Immigrant and Refugee Law Center (IRLC) of Cincinnati will help fill this gap by providing free and low-cost legal services to low and moderate income immigrant and refugee families in our community.

Thank You,

Julie LeMaster
Executive Director/Attorney

IMMIGRANT & REFUGEE LAW CENTER
EXECUTIVE DIRECTOR/ATTORNEY
Cincinnati, Ohio
Mobile: 202-276-2963
jlemaster@irlawcenter.org
irlawcenter.org

IMMIGRANT & REFUGEE LAW CENTER
ACCESS. EDUCATION. ADVOCACY.
irlawcenter.org

GILLIAN CASEY Designer of Chosen Identity System

Immigrant & Refugee Law Center
Cincinnati, Ohio
Mobile: 202-276-2963
jlemaster@irlawcenter.org
irlawcenter.org

Dear Julie LeMaster,

In the Cincinnati area there is a critical gap in access to legal services for immigrant and refugee families. Families overwhelmed by the complicated nature of the immigration system, often restricted by their limited English skills, need help navigating the laws to prevent wrongful detention, deportation, and separation from their families. These families are also vulnerable to exploitation and immigration officials or attorneys, and are often victims of crimes by those who take advantage of their inability to open bank accounts for safeguarding their employment checks.

There are more than 25,000 refugees living in Cincinnati, with 200-300 new refugees resettling in the area each year, having fled countries such as Bhutan, Nepal, Burma, Democratic Republic of Congo, Iraq, Rwanda, Somalia, and Syria. Although they have legal status, beyond the initial ninety-day resettlement period funded by the U.S. Department of State there are few services accessible to them, and they are often left feeling isolated. There are also large numbers of immigrants from other countries, including over 20,000 Hispanics in Hamilton County. Cincinnati Public Schools have seen a dramatic increase in enrollment from these populations. For example, at the Roberts Academy Community Learning Center in East Price Hill, the number of children who are learning English as a Second Language has increased from 15% since 2007. At the Academy of World Languages in Eviston approximately half of the students are refugees from more than 40 countries.

While many agencies and organizations have been working to create a resettlement infrastructure in our community, few agencies provide legal services, and those that do can only take on a fraction of the cases that exist. The small number of private attorneys that work with families are often too expensive, and pro bono work is limited. The Immigrant and Refugee Law Center (IRLC) of Cincinnati will help fill this gap by providing free and low-cost legal services to low and moderate income immigrant and refugee families in our community.

Thank You,

Julie LeMaster
Executive Director/Attorney

Immigrant & Refugee Law Center
Cincinnati, Ohio
Mobile: 202-276-2963
jlemaster@irlawcenter.org
irlawcenter.org

Immigrant & Refugee Law Center
Cincinnati, Ohio
Mobile: 202-276-2963
jlemaster@irlawcenter.org
irlawcenter.org

Immigrant & Refugee Law Center
Cincinnati, Ohio
Mobile: 202-276-2963
jlemaster@irlawcenter.org
irlawcenter.org

Immigrant & Refugee Law Center
Cincinnati, Ohio
Mobile: 202-276-2963
jlemaster@irlawcenter.org
irlawcenter.org

BRAND STORY

In the Cincinnati area there is a critical gap in access to legal services for immigrants and refugee families. Families overwhelmed by the complicated nature of the immigration system, often restricted by their limited English skills, need help navigating the laws to prevent wrongful detention, deportation, and separation from their families, and are often victims of crimes by those who take advantage of their inability to open bank accounts for safeguarding their employment checks.

There are more than 25,000 refugees living in Cincinnati, with 200-300 new refugees resettling in the area each year, having fled countries such as Bhutan, Nepal, Burma, Democratic Republic of Congo, Iraq, Rwanda, Somalia, and Syria. Although they have legal status, beyond the initial ninety-day resettlement period funded by the U.S. Department of State there are few services accessible to them, and they are often left feeling isolated. There are also large numbers of immigrants from other countries, including over 20,000 Hispanics in Hamilton County. Cincinnati Public Schools have seen a dramatic increase in enrollment from these populations. For example, at the Roberts Academy Community Learning Center in East Price Hill, the number of children who are learning English as a Second Language has increased from 15% since 2007. At the Academy of World Languages in Eviston approximately half of the students are refugees from more than 40 countries.

While many agencies and organizations have been working to create a resettlement infrastructure in our community, few agencies provide legal services, and those that do can only take on a fraction of the cases that exist. The small number of private attorneys that work with families are often too expensive, and pro bono work is limited. The Immigrant and Refugee Law Center (IRLC) of Cincinnati will help fill this gap by providing free and low-cost legal services to low and moderate income immigrant and refugee families in our community.

Thank You,

Julie LeMaster
Executive Director/Attorney

BRAND MARK

The logo consists of a stylized 'R' followed by the text 'Immigrant & Refugee Law Center'. The 'R' is composed of two overlapping shapes, and the text is in a clean, sans-serif font.

CLEAR SPACE

Clear space: Clear space to the space around the logo (including graphics and typography) should never end.

MINIMUM SIZE

Minimum size: The logo should be used at a minimum size of 100 pixels in height.

BRAND ALTERNATIVES

Gray Scale 40%
Black and White 40%
One Color - PMS 2995 C
White 40%

BRANDMARK DON'TS

Don't change the proportions of elements.
Don't add, delete, or change the baseline.
Don't change colors.
Don't change the proportions.
Don't outline the wrong/don't outline.
Don't change the order of colors.

COLOR PALETTE

White	PMS 2995 C	Primary Neutral Blue 1	PMS 2955 L
HEX #FFFFFF	HEX #000000	HEX #000080	HEX #000080
HEX #000080	HEX #000080	HEX #000080	HEX #000080
HEX #000080	HEX #000080	HEX #000080	HEX #000080

TYPOGRAPHY

Avril Regular
ABCDEFGHIJKLMNQRSTUWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avril Bold
ABCDEFGHIJKLMNQRSTUWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Avril Bold Italic
ABCDEFGHIJKLMNQRSTUWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890