

SOCIAL CAUSE CAMPAIGN DESIGN

A Group Endeavor



THE DESIGN PROCESS OF AMANDA PULLANO

Group members: Angela Costakis & Emily Sarno

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CREATIVE BRIEF

THE ASSIGNMENT...

Design a brand that fully describes The Physical Freedom Festival. Incorporate the brand into promotional material for the event such as a responsive website, a poster and postcards.

THE AUDIENCE...

The audience for the Physical Freedom Festival ranges from young adults (16-20) to adults (21-60+). This event is open for all ages, however our audience is targeted more towards people who want to help raise money for Spina Bifida and physical freedom. This event is intended to be open for everyone and to act as a great way to raise money and awareness for Spina Bifida and physical freedom.

THEIR PERCEPTIONS...

Their perceptions are that this event is a way to raise money and awareness for Spina Bifida. This event is fun and high energy with great music and fun for the whole family.

WHAT WE WANT THEM TO BELIEVE...

We want them to believe that this event is super fun and will be a great concert, regardless of the cause in order to draw in the maximum number of guests. For guests who take this cause seriously, we want them to believe that they are making a difference and that their money is helping the cause. This should be easy to believe because all proceeds are going to Spina Bifida (non-profit event)

WHY SHOULD THEY BELIEVE US...

In the past, this event has raised \$40,000 and has made an impact on the research for a cure. On our website, we will have links to donate on the official Spina Bifida page to provide a reliable source for people to donate to.

BRAND PERSONALITY...

The brand personality is high energy! We are using bright and vibrant colors to make our brand stand

out. The geometric shapes and patterns that we are using resemble the lines lasers make into the audience of live shows. The typeface, Rainfall, is also geometric and give the logo a lively and energetic feel. In our logo, we incorporated lightening bolts to really show how vibrant this event is.

CREATIVE CONSIDERATIONS...

It's important to consider the colors and logo we are using work well with the event and how we want the event to come across. All aspects of this project should be respectful towards the disease and people with the disease and their family members.

HOW WE WILL DETERMINE SUCCESS...

We will determine success by the amount of people that show up to the event. Also by how much money was raised to help raise awareness for Spina Bifida.

KEY CONSIDERATIONS

Create a logo and brand that can be easily transferred to merchandise, SnapChat Filters and other social media posts.

SCHEDULE & KEY DATES...

Oct 11- Research, Process & Mood board

Poster & Logo Sketches

Oct 18- Info architecture & Website Comps & Sketches

Oct 25- Print stuff done, start coding skeleton

Nov 1- Coding

Nov 15- Coding

Nov 22- Thanksgiving, order blurb book

Nov 29- Finishing touches on everything

Dec 6- Project Completed

EVENT RESEARCH

OUR MISSION

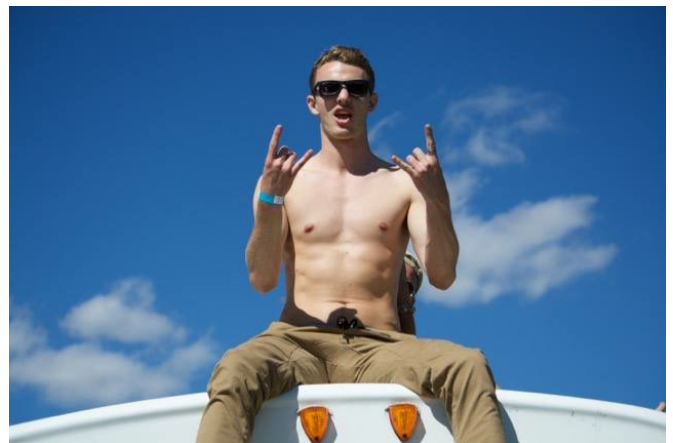
The Physical Freedom Festival is a fundraising event that aims to support individuals who suffer from immobilizing diseases. We believe that the power of music can bring people together in order to positively impact the lives of others. The festival styled event is geared towards young and old in order to promote awareness of our causes. By getting communities together in a fun & uplifting way, we hope to bring happiness to those who are suffering.

ABOUT PFF18

PFF18 will be held on July 7th at the North Haven Fair Grounds. The goal of this event is to raise money for a birth defect called Spina Bifida. 100% of the proceeds will be donated directly to The Spina Bifida Associated (SBA) to support further research. There will be live music, entertainers, guest speakers, yard game tournaments, dunk tank, raffles, silent auction, & MUCH MORE!

ABOUT PFF16

PFF16 was our pioneering event! It was held on September 24th at Wild Bill's Nostalgia in Middletown CT. It's cause was a rare bone disorder called Fibrodysplasia Ossificans Progressiva (FOP). Through the work of the Pullano Family and a devoted volunteer committee the event was a huge success! 6 FOP patients attended the event & announced the official FOP Awareness Day in CT was to be held for the first time on November 26th 2017. The fundraiser was an all day music festival (11AM-11PM) complete with 7 local bands, 3 live speakers, craft vendors, a bocce tournament, corn hole, silent auctions and raffle prizes, hula-hoop entertainers, a "comfort" food stand, & even an art installation.

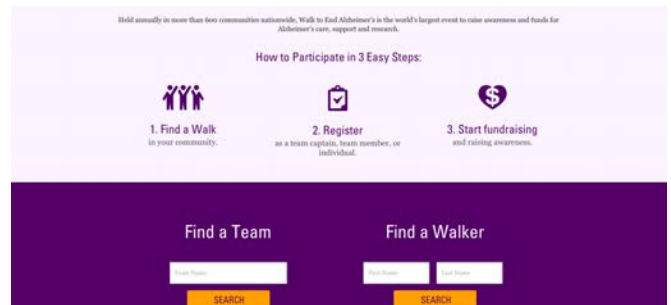


VISUAL RESEARCH WEB



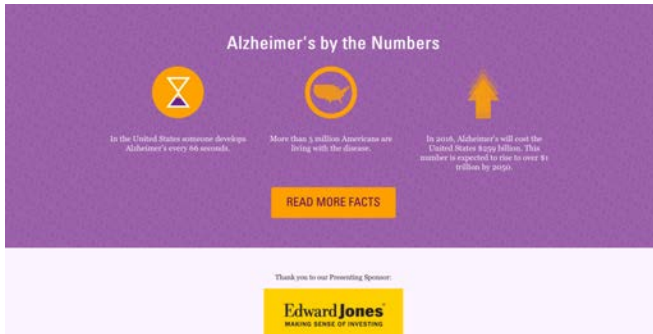
NOTES

The Alzheimer's Walk homepage attracts viewers with a video. Certain elements are highlighted to attract viewers to do certain things such as "find a walk" or "register." The navigation is easy to understand with a drop down menu that directs users to exactly where they want to go.

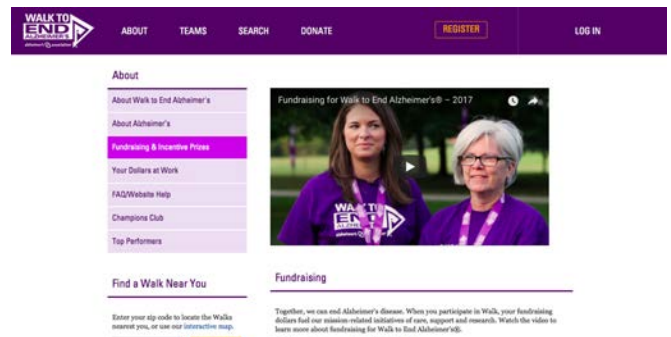


I like how this section breaks down how to participate really simply. It provides instruction as well as an easy way to get involved.

VISUAL RESEARCH WEB



The icons they used are visually appealing, all the same style, and are descriptive. This website provides resources to learn more about the disease and how the walk helps raise money to find a cure. This information is important to have on the website because it makes it easy for the user to learn about the event and if they want to participate. It also raises awareness for the disease.



This is one of the interior pages of the site. Here, it provides users with information on how to fundraise, which is something we definitely want to include on our site.

VISUAL RESEARCH WEB



Connecticut's largest and best organized ride.

NOTES

The Close to Free Ride website is very visually appealing with a colorful homepage. It immediately shows the date of the event, along with a thank you message to previous participants. The drop down navigation bar is easy to understand, and it opens into more options to direct users to where they need to go quickly and clearly.

Connecticut's largest and best organized ride.

When you Ride Close to Free, you're not just riding one day, you're joining a year-round, passionate community. Now in its 8th year, the 2018 Close to Free Ride is the one you don't want to miss.



TOP NOTCH EXPERIENCE



4 INCREDIBLE ROUTES



INSPIRATION AT EVERY TURN



A TRUE COMMUNITY



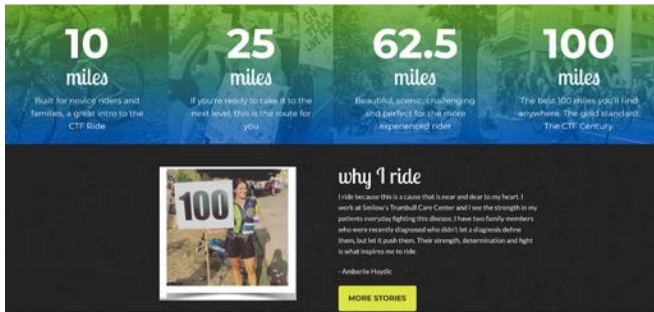
PARTY AT THE FINISH



POWERFUL IMPACT

The icons used match the color scheme of the website, making everything look cohesive. They accurately describe each item and make the information more appealing and easy to understand quickly.

VISUAL RESEARCH WEB



The photographs behind the statistics give the information a more personal feel. The "Why I Ride" section also provides users with a personal testimony about why they should participate. I want to put something like this on my website to help convince users to participate so our event can be successful.



The last section of the website contains links to sponsors of the event along with links to the top fundraisers and top teams. This section also provides users with information about where exactly their money is going. This is valuable information to put on the website because it shows users that their money and time is really being put to good use and it is making a difference. This can help convince them to donate or participate, which is the overall end goal.

VISUAL RESEARCH PRINT



NOTES

I like the geometric properties of this poster such as the polygonal shape on the bottom right corner, and the white rectangle on the photo. I think this ties in the graphical elements and the photography together to make a cohesive design. The typography is simple and easy to read, making this poster easy to understand. For my poster, I want to incorporate the geometric elements and easy to read typography.

NOTES

This poster also incorporates a geometric feel with the tiled photos. I think this is an interesting way to show a general feel of the event. I don't like how small the event information is because it is difficult to read from afar.

VISUAL RESEARCH PRINT



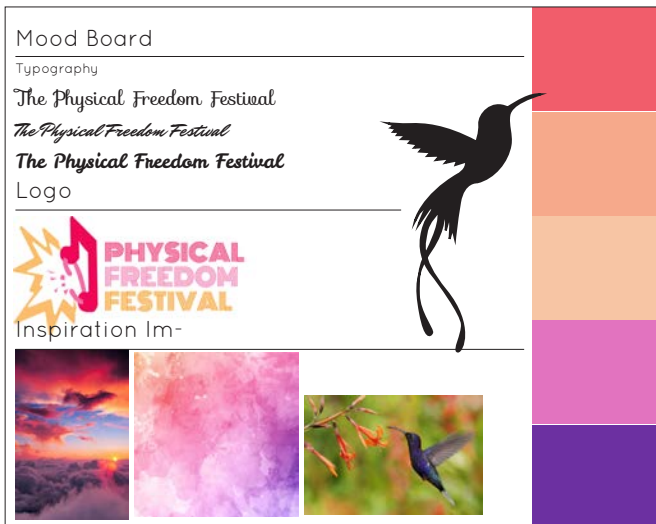
NOTES

This poster stood out to me because of the hand drawn elements. I liked the emphasis on the words with the lines because it makes the event look fun and exciting. The hand drawn font makes the poster unique. The poster provides ample information about the location and time of the event.

NOTES

I loved the style of the typography for the date, time and location information. This made the date and time stand out, and also clearly let the viewer know where to go and where to be. I think the poster is nicely balanced with the top and the bottom. The typographic elements are very strong through out the entire poster.

MOOD BOARD



NOTES

This was the first version of our mood board for the Physical Freedom Festival. We were inspired by the colors of the sunset and decided to make that our color scheme. The typefaces we chose were very swirly and looked almost like hand written fonts.

NOTES

Colors are too girly
Looks like an event for females only
Typefaces are girly, don't fit with typeface in the logo
Hummingbird style doesn't match with the logo

NOTES

Based on our critique, we revamped our moodboard. We chose bolder, more high energy colors. We changed our inspiration to be more geometric like the laser lights often on stages at concerts. We began to incorporate a faceted texture into our brand through the new hummingbird design.

NOTES

Hummingbird and logo don't fit together
Logo looks too retro, not modern and high energy like we're going for
Typefaces still aren't quite right, maybe not a cursive font

NOTES

Our final mood board demonstrates the feel of The Physical Freedom Festival much more accurately. We narrowed down the fonts and colors, updated our logo and incorporated our textures and icons used on our website. This mood board shows that the event is high energy and FUN!

TYPOGRAPHY

THE PHYSICAL FREEDOM FESTIVAL

The Physical Freedom Festival

THE PHYSICAL FREEDOM FESTIVAL

LOGO



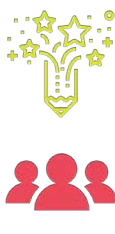
**PHYSICAL
FREEDOM
FESTIVAL**



INSPIRATIONAL PHOTOS



GRAPHIC ELEMENTS



BRAND BOARD



BREAK THE CHAINS OF IMMOBILITY!

All day entertainment for a cause! Raising funds to put an END to demobilizing diseases – bringing people together to raise awareness. Live music & family fun!

BREAK THE CHAINS OF IMMOBILITY!

TAXIS, THE MUSHROOM CLOUD, EGGY, WEST END BLEND, THE REMNANTS, SHAKEDOWN, BIG BEAR TRIO & MORE!

BREAK THE CHAINS OF IMMOBILITY!



COLORS	GRAPHIC ELEMENTS	TYPOGRAPHY
<p>34 67 148 216 224 47 235 72 90 65 64 66</p>		<p>RAINFALL ABCDEFGHIJKLMNOPQRSTUVWXYZ WXYZ</p> <p>BREAMCATCHER ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>Futura AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr SsTtUuVvWwXxYyZz</p>

NOTES

We updated our brand board with our new logo, added new graphic elements such as bullet points and the hummingbird. We labeled our colors in RGB for web design.

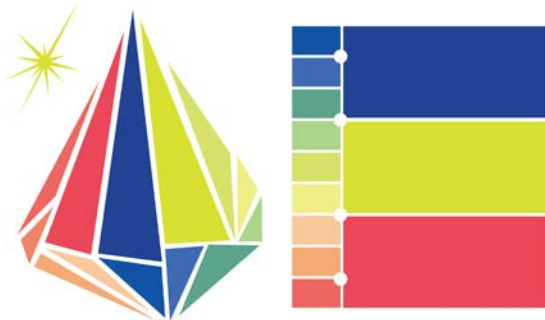
NOTES

Label colors

What is the diamond thing?

Add more information on type studies

Add more graphic elements that we are using



NOTES

This was our first brand board. We added different versions of our logo at the top until we chose the exact one we wanted to use.

NOTES

Label colors with hex numbers

What is the diamond thing?

Add more information on type studies

Add more graphic elements that we are using

BRAND BOARD



COLORS

GRAPHIC ELEMENTS

TYPOGRAPHY



RAINFALL
ABCDEFGHIJKLMNOPQRSTUVWXYZ
WXYZ

BREAMCATCHER
 ABCDEFGHIJKLMNOPQRSTUVWXYZ

Futura
 AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
 SsTtUuVvWwXxYyZz

NOTES

We updated our brand board with our new logo, added new variations of logos that work on black backgrounds for merchandise. We removed the diamond since we are not using it on any materials.

TYPOGRAPHY

HEADINGS
RAINFALL

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

SUB-HEADINGS
BREAMCATCHER

ABCDEFGHIJKLM
NOPQRSTUVWXYZ

Body
Futura Medium

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

COLOR PALETTE

R:65 G:64 B:66
C:0 M:0 Y:0 K:90
#404041

R:235 G:72 B:90
C:1 M:87 Y:58 K:0
#ec458a

R:216 G:224 B:47
C:19 M:0 Y:94 K:0
#d8e031

R:34 G:67 B:148
C:96 M:75 Y:1 K:0
#1254a6

CHARCOAL

NEON CORAL

LIME

ULTRAMARINE

PERSONA



STACIE SMITH, 26

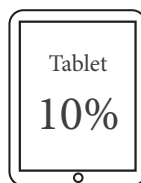
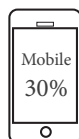
- Single
- From Pennsylvania
- Works in New York City
- Account manager at a PR Firm
- Loves music
- Misses the rural area of her hometown

PERSONALITY

- Easy Going
- Passionate
- Giving
- Friendly
- Optimistic

INTERESTS

- Friends
- Family
- Music
- Art
- Outdoor activities



ABOUT STACIE

Stacie is a 26 year old Account Manager at a large Public Relations agency in New York City. She recently moved to New York City and is excited to be in a new environment. Stacie loves her family and was sad to move far away from them. One of her favorite things about her family was that they were very involved philanthropically. She and her family would attend fundraisers every weekend. The Physical Freedom Festival stood out to her because one of her childhood friends suffered from FOP and she wanted to help raise money to find a cure!

MOTIVATIONS

- Accessibility
- Fast load time
- Easy to navigate
- Visually appealing
- Works across platforms
- High quality images

FRUSTRATIONS

- Crashing
- Slow loading time
- Outdated
- Excessive Advertisements
- Unorganized Menus
- Non-Responsive

EMPATHY MAP

SEE

Lack of philanthropic events to attend that fit in her busy schedule
The need to raise awareness for Spina Bifida
A fun event to attend to help a good cause

SAY

Invites her friends to come to the concert with her
Its an important cause to support



HEAR

Happy radio promotions about the event
Friends talking about seeing their favorite bands perform

FEEL

Excited to attend the concert
Happy to help an important cause
Fulfilled that she has participated in something greater than herself

GAIN

- A fun day out of the city with friends
- Helping a good cause
- Meeting new people
- Understanding the importance of philanthropy events

PAIN

- Traveling out of NYC to Connecticut
- She won't get the first hand experience of helping people in need
- She will not feel like she is helping enough

PERSONA



ABOUT JEN

Jen is a full-time business owner and a mother of two kids. She owns her own bakery in New Haven, CT and is always around her two boys. They keep her energized and excited. Her youngest son Ben, was born with Spina Bifida. She wants to make sure Ben grows confident and ready to take on the world. It's hard to balance family life and work, especially because her son needs extra care. Jen will do anything she can to help her sons have a wonderful life.

JEN CARTER, 34

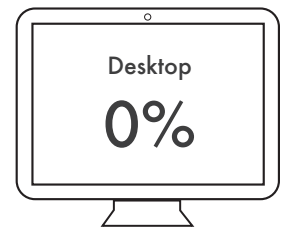
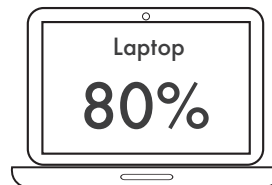
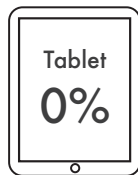
- Married
- Two Children
- Works in New Haven
- Business owner
- Son has Spina Bifida

PERSONALITY

- Realistic
- Motivated
- Protective
- Extroverted
- Creative

INTERESTS

- Reading
- Family
- Activities with her son
- Gardening
- Cooking



MOTIVATIONS

- Accessibility
- Fast load time
- Easy to navigate
- Visually appealing
- Recommended by friends
- High quality images

FRUSTRATIONS

- Confusing layout
- Slow loading times
- Disorganization
- Excessive Advertisements
- Unorganized Menus
- Non-Responsive

EMPATHY MAP



PERSONA



DARCY GREEN, 56

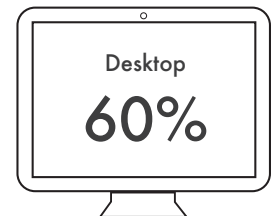
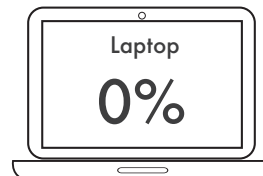
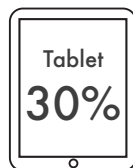
- Married
- Three children
- From Springfield, MA
- Lives in Fairfield, CT
- Stay at home mom
- Dedicated to philanthropy

PERSONALITY

- Passionate
- Creative
- Introverted
- Accepting
- Protective

INTERESTS

- Family
- Hosting parties
- Poetry
- Coffee
- Writing



ABOUT DARCY

Darcy is a mother of 3 teenagers. She is the aunt of a young girl who was recently diagnosed with a rare and immobilizing disease. She is looking for a way to donate to her cause in a creative way. She also wants to teach her community about her niece's disease.

MOTIVATIONS

- Accessibility
- Fast load time
- Easy to navigate
- Visually appealing
- Recommended by friends
- Good information

FRUSTRATIONS

- Confusing Layout
- Slow loading time
- Disorganization
- Pop-Up Advertisements
- Unorganized Menus
- Unnecessary information

EMPATHY MAP



USER SCENARIOS

1. Stacie was on her way to work when she got a phone call from her mom.
 2. Her mom told her about the recent philanthropy events she had attended.
 3. Stacie remembers how much fun she had raising money for good causes when she still lived at home and would go with her mom.
 4. When Stacie got home from work, she went on Facebook to look up events that she could attend to help raise money and awareness for a good cause.
 5. She scrolled through events near her on Facebook and came across the Physical Freedom Festival and was interested.
 6. She clicked on the Facebook page and found the link for the event's website.
 7. On the website, she was able to donate to the cause and purchase tickets to the event.
1. Darcy is on Facebook and reads a post by her niece explaining that she is optimistic but unfortunately she will need to get back surgery, again. This has been a rough year for her niece and Darcy feels the need to take action.
 2. Darcy messages one of her philanthropist friends and asks if they have any ideas.
 3. Darcy's friend mentions the physical freedom fest, and says that she should reach out to host an event in honor of her niece.
 4. Darcy Googles "Physical Freedom Festival" and finds the website.
 5. Darcy learns more about the initiative; she wants to know what will go into hosting an event like this. She wants specific steps.
 6. Darcy clicks on the "past events" button to get inspiration for her event.
 7. She clicks the "share" button for Facebook so that she can tell her friends and family her plans to host a festival in honor of her niece.
 8. Throughout Darcy's process of planning her own Physical Freedom Festival, she will continue to look back on the website for inspiration. She will also share it to others.

USER SCENARIOS

1. Jen Carter wants to do more for her son, Ben, who has Spina Bifida. Ben has been doing well but she wants to keep him motivated and confident.
2. Jen searches “Spina Bifida” on the web and comes across the Physical Freedom Festivals Facebook page.
3. Their Facebook page recently shared a poster for the festival, focusing on Spina Bifida this year.
4. Jen decides to take a closer look into what exactly the physical freedom festival is by going to their website; which is linked on their Facebook page.
5. She then scrolls through the website and decides to volunteer and take Ben to the festival. She is happy about this experience for Ben.
6. Jen owns her own bakery so she prints some of the posters to bring more attention to the event.
7. Jen also shares the poster and information she has obtained from the website on Facebook, to get others involved.

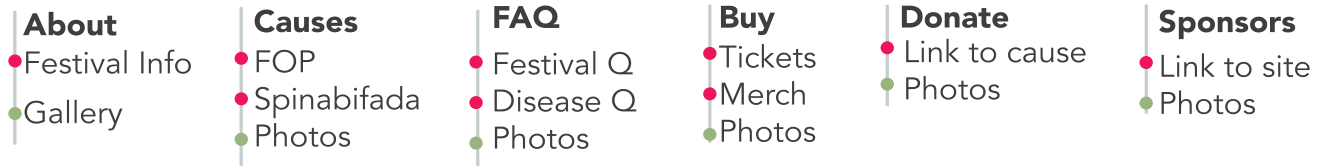
NOTES

We included personas, empathy maps and user scenarios to better understand how users will interact with our brand and our website. This helped us decide what information to put on our website, and what information is most important to users. It also helped us determine our brand because we understood that users wanted something that stood out from other fundraising events, and something that was fun and high energy to attract more participants.

INFORMATION ARCHITECTURE

VERSION #1

Homepage



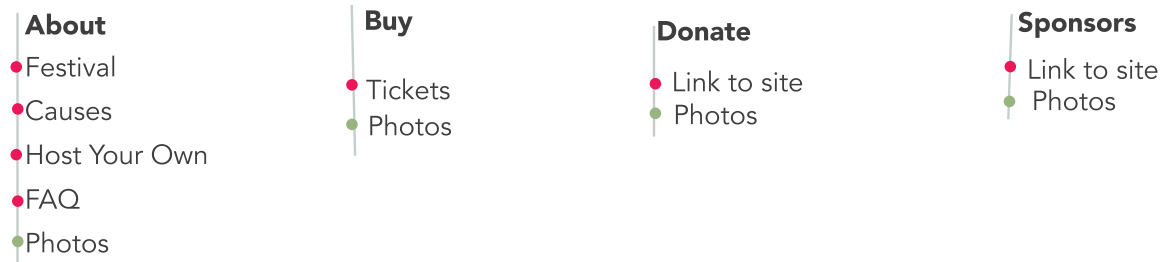
● Text ● Photo

NOTES

This architecture is larger and contains a lot of information. We want to contain photos in every page to make the content more exciting. We are providing more information about the cause the event is benefiting and why people should participate.

VERSION #2

Homepage



● Text ● Photo

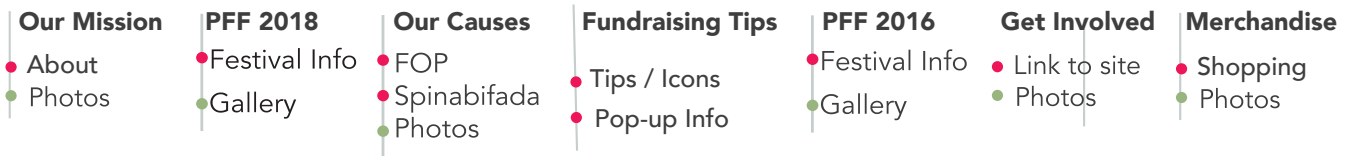
NOTES

This architecture is more simple and has more links to other pages in a drop down menu. The navigation is simple and users can find exactly where they want to go.

INFORMATION ARCHITECTURE

FINAL VERSION

Homepage



● Text ● Photo

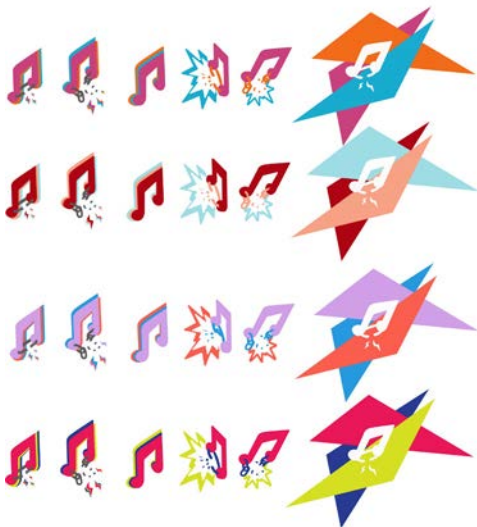
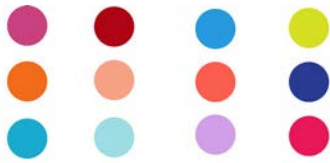
NOTES

In our final version of the information architecture is a balance between our two previous versions. We wanted users to get information about the cause so we could raise awareness and help get people involved. Each section had photos as icons to make the information visually appealing.

LOGO DESIGN



Original Logo



NOTES

We began the logo design based off of the original logo. We wanted it to be more high energy and we wanted it to emphasize "breaking the chain."



NOTES

We continued to play with the idea of "breaking the chain" and we liked the set on the right the best. We continued playing with the colors and the shatters of the chain on the next set of logos.

LOGO DESIGN



CRITIQUE

We liked the feel and the energy of the three stroke font, however the readability is not the greatest.

The new color choice of the logo is better and less feminine

Add emphasis on the "Break the Chain."

NOTES

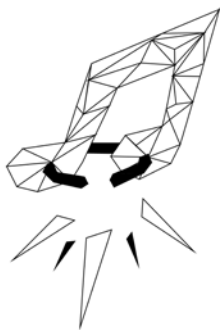
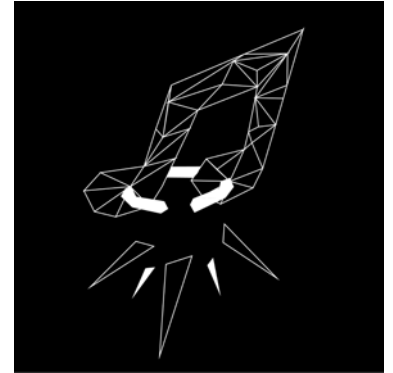
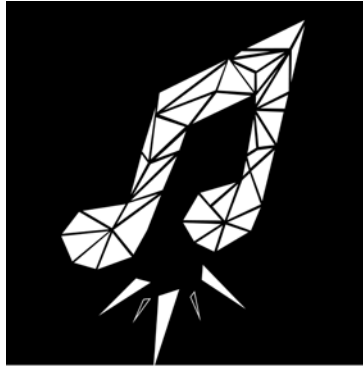
We changed the typefaces to new fonts that still fit with the high energy vibe that we are aiming for.

CRITIQUE

Stick with the typeface in the bottom logo

Make the music note more geometric to fit more with the faceted theme.

LOGO DESIGN



NOTES

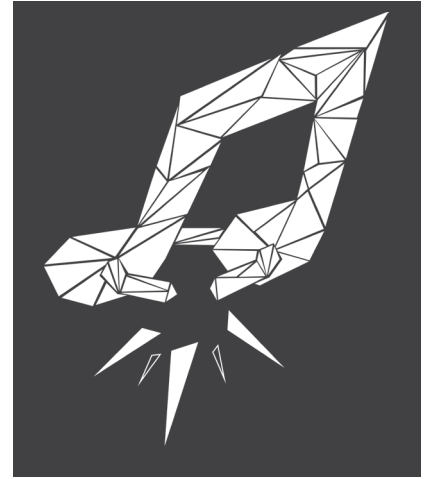
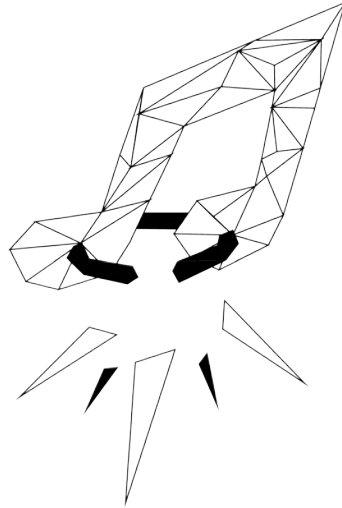
After our critique, we made our logo more geometric and we made different versions so they would work on black and white backgrounds.

CRITIQUE

Make sure colors are perfect

Add chain on the filled in music notes

FINAL LOGO

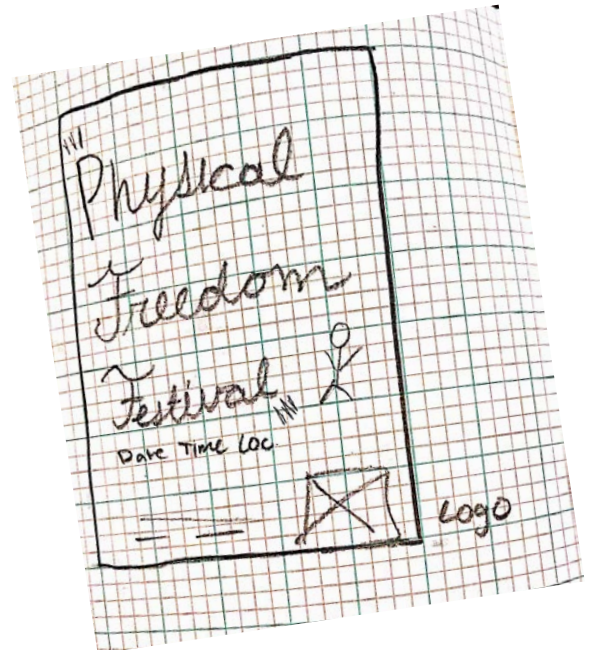
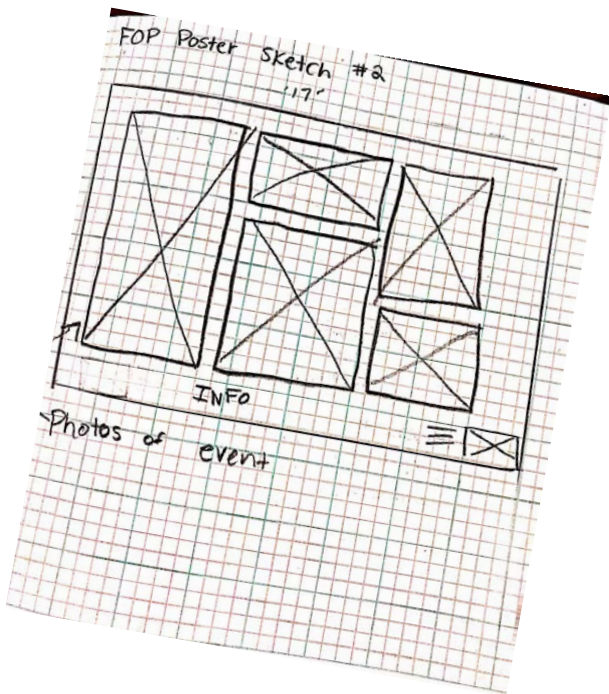
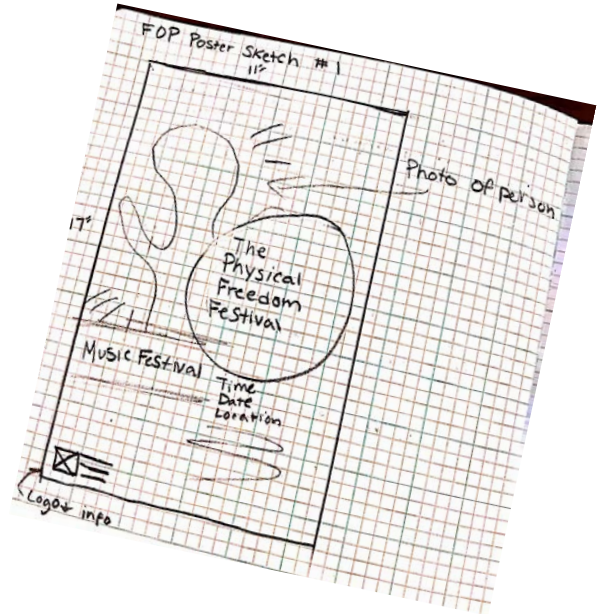


**PHYSICAL
FREEDOM
FESTIVAL**

NOTES

We made sure the colors were bright enough and exactly the right shades. We added the chain to the filled in logo so we would communicate "break the chain" and so all logos were the same. We created new logos to be used on merchandise.

POSTER SKETCHES



POSTER COMPS



NOTES

This poster was a basic layout for an idea we had as a group. As we developed our brand, we dropped this idea.

NOTES

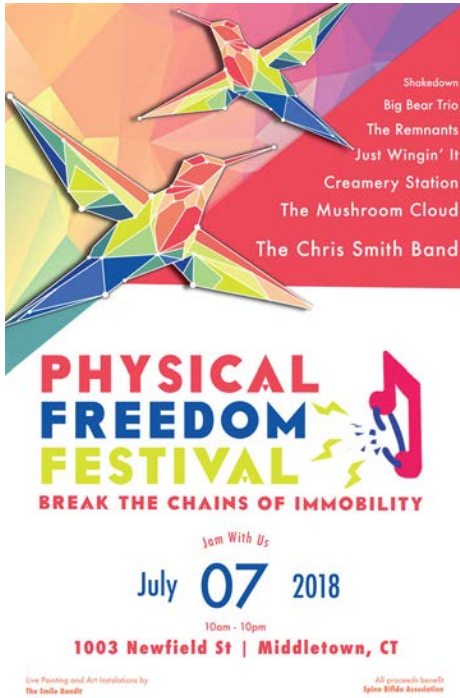
We focused on the hummingbird in this poster but didn't like the direction it was going in, so we didn't complete the poster.

CRITIQUE

The colors don't match, need to be more vibrant.

This poster has a lot of white space and not a lot of information.

POSTER COMPS



NOTES

I like this design better out of the two. The logo doesn't really fit with the design, and the colors at the top don't completely match.

CRITIQUE

Change the logo and the colors so it is more cohesive.

NOTES

We tried to make the top portion of the poster less heavy in comparison to the bottom of the poster. We toned down the faceted texture, and we straightened out the type over the date. We created a new layout for the band listing so people would know exactly what it was. The logo was updated so it is more cohesive with the geometric theme of the brand.

CRITIQUE

Too pink

Top heavy

Need to tie together the top and the bottom

Put web address on poster

Too many different typefaces used

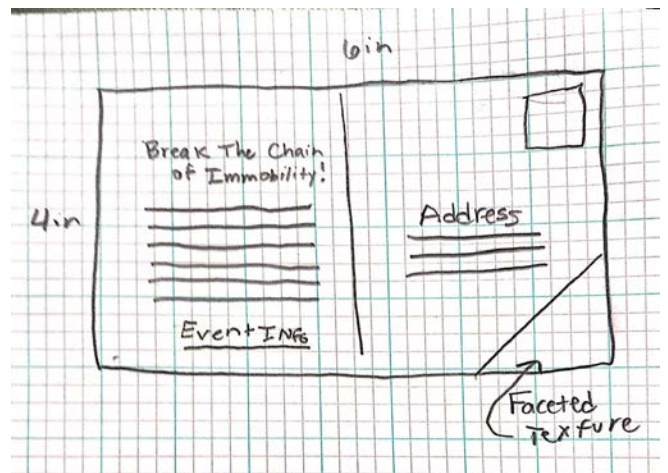
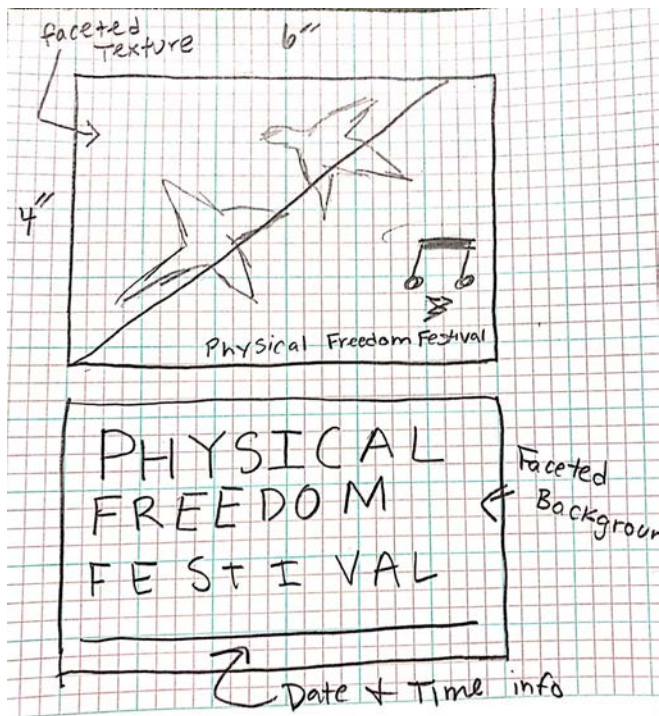
FINAL POSTER



NOTES

We toned down the pink and changed the overall color of the poster to blue. I switched the solid and faceted blocks on the top to incorporate more color into the poster. The correct logo is used and the correct color order of 'Physical Freedom Festival' is used. We changed the typefaces so there would only be two instead of three.

POSTCARD SKETCHES



NOTES

These are some basic layout sketches made for the front and back of the postcard design.

POSTCARD COMPS



Break the chain of immobility!

Iliquis aliquassedit odigend anihil idel illab iliquia corum rernatectiam faccus. Elicab iur? Tem facilig natent volorrare con etumquo to comnis corum vitatur apellor atiorero oditiorem. Quuntis enihil molum aliquioeped ma porum, volesequi odit landam voluptae. Aquo dem quam, se quisque la nimusdae cus ea ditis mi, cus quae asitin porehen ductus.

Thank You For Your Support!

Emily Sarno
300 Fans Rock Rd
Hamden, CT 06518

July 7, 2018 | Wild Bill's Nostalgia | 10am - 10pm | physicalfreedomfestival.com

NOTES

These were our first round of postcards that we created. We tried a few different variations

CRITIQUE

Colors are off

Difficult to read some of them

Make the back more visually interesting with good typography

POSTCARD COMPS



NOTES
We fixed the colors and create a new layout that we decided we liked the best (top left).

FINAL POSTCARD



July 7, 2018 | 10am - 10pm | North Haven Fair Grounds | physicalfreedomfestival.com

HELP US BREAK THE CHAIN OF IMMOBILITY!

PFF18 will be held on July 7th at the North Haven Fair Grounds. The goal of this event is to raise money for a birth defect called Spinabifida. 100% of the proceeds will be donated directly to The Spinabifida Association (SBA) to support further research. There will be live music, entertainers, guest speakers, yard game tournaments, dunk tank, raffles, silent auction, & MUCH MORE!

Thank You For Your Support!

NORTH HAVEN FAIR GROUNDS
JULY 7, 2018 | 10AM - 10PM
PHYSICALFREEDOMFESTIVAL.COM



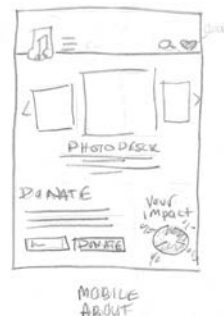
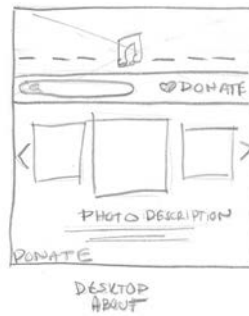
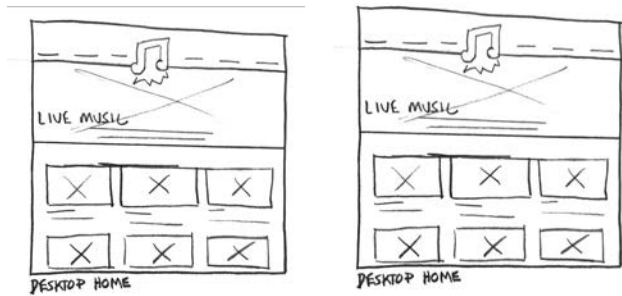
Emily Sarno
300 Fans Rock Rd
Hamden, CT 06518

NOTES

For the final postcard we edited the back to make it more visually appealing and strengthened the typography and made it more colorful. The front of the card provides the reader with information about when and where the event takes place, as well as the date and time.

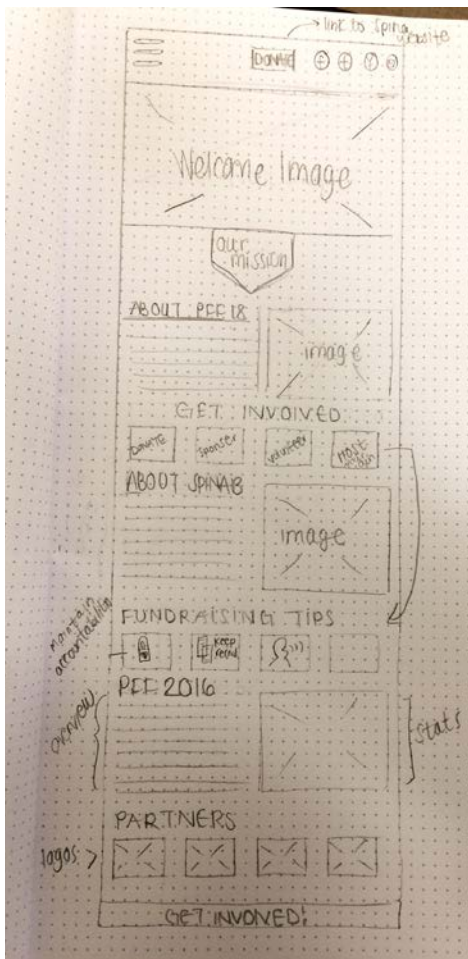


WEBSITE SKETCHES

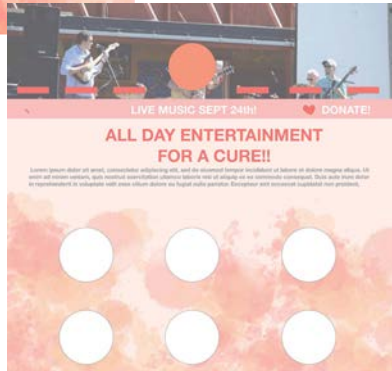
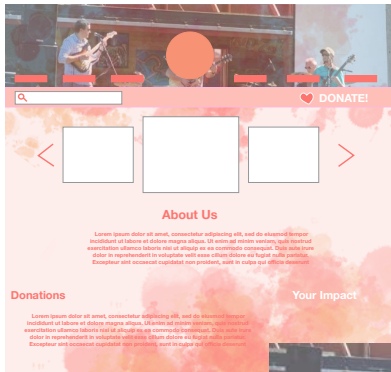


NOTES

These are some basic wireframe sketches for the website layout.

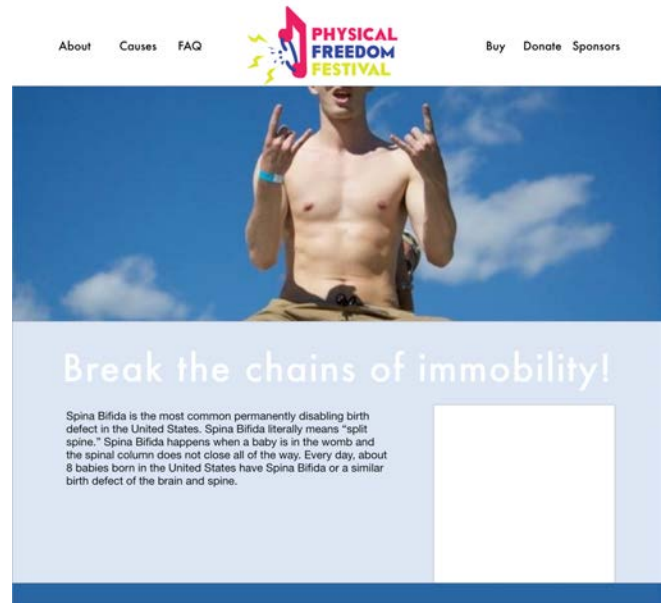


WEBSITE COMPS



NOTES

This was the first website comp we created. It matched our first color theme. We were planning on adding pictures and icons in the white spaces.



NOTES

This comp is more simple with a more photographic style.

CRITIQUE

Doesn't fit with the brand
Very simple
Boxy

WEBSITE COMPS

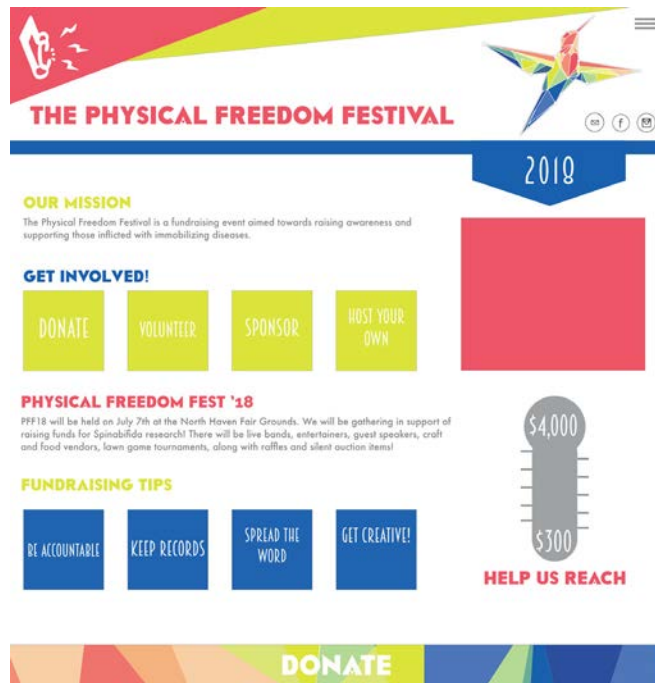


NOTES

In this comp we redesigned the comp with the correct colors.

CRITIQUE

Background is a little busy
Work on grid structure



NOTES

This comp really works well with our brand and incorporates our brand elements and colors while maintaining a clean and organized layout.

CRITIQUE

Good use of color
Boxy
Need photos and icons

FINAL WEBSITE



PFF18

PFF18 will be held on July 7th at the North Haven Fair Grounds. The goal of this event is to raise money for a birth defect called Spina Bifida. 100% of the proceeds will be donated directly to The Spina Bifida Association (SBA) to support further research. There will be live music, entertainment, guest speakers, yard game tournaments, dunk tank, raffles, silent auctions, & MUCH MORE!

For inquiries of any kind, including volunteer & vendor opportunities, email us today at physicalfreedomfestival@gmail.com



GET INVOLVED!

We always welcome enthusiastic volunteers to help out on the day of events however there are many ways to aid us in our mission!



FUNDRAISING TIPS!

THINKING ABOUT HOSTING YOUR OWN PHYSICAL FREEDOM FESTIVAL?

Here are some quick tips to guide you towards a successful fundraiser! Be sure to reach out to us with any further questions or concerns. We are here to help you. We'd also love to hear about your event so that we can help to spread the word about it.

GET CREATIVE & HAVE FUN



- Sell candy
- Do a dunk tank
- Do an auction with an auctioneer for prizes
- Get a car wash going
- Sell baked goods
- Host games for the young & young at heart!

OUR MISSION

The Physical Freedom festival is a fundraising event that aims to support individuals who suffer from immobilizing diseases. We believe that the power of music can bring people together in order to positively impact the lives of others. The festival styled event is geared towards young and old in order to promote awareness of our causes. By getting communities together in a fun & uplifting way, we hope to bring happiness to those who are suffering.



OUR CAUSES

FIBRODYPLASIA OSSIFICANS PROGRESSIVA

To learn more, visit fipoa.org



- Rare genetic disorder
- Effect 1 in 2 million
- Causes muscles to transform into bone
- No treatment or cure

SPINA BIFIDA

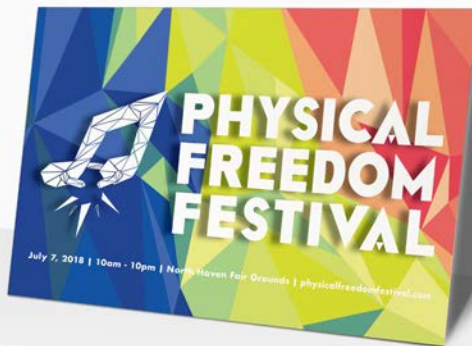
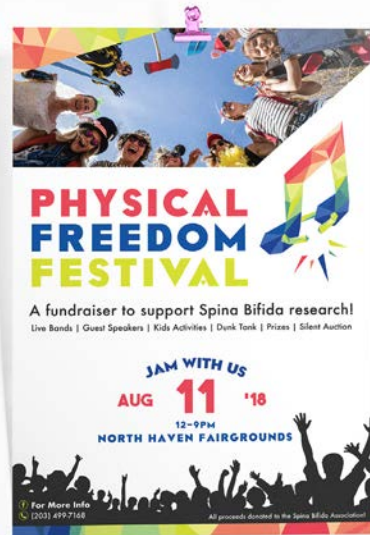
To learn more, visit stanfordchildrens.org/sba



SHOP PFF MER:



FINALIZED BRAND



FINALIZED BRAND



The final product left us with a fully responsive website with all the essentials of our brand. Our signage is now prepared for print and our elements can be used to create other kinds of signage as we need them. Since this is a real event, my next step is to host this website so that people can purchase their tickets!

