

Demonstration of Start-Up Logo, Web, Print: Marilyn Tullius

World Accountability for Humanity

Mission Statement, Naming, Tag Lines, Logo, Booklet, Website, Business Card

Identity statement

Providing donors with insights that produce better decisions...Because responsible donors need to be informed.

Purpose statement

Because the need is urgent, far reaching, and cannot be ignored...And because donors want to help, but need assurance their gift can make a difference...Our firm was created to address the pressing questions regarding donor giving that often center around:

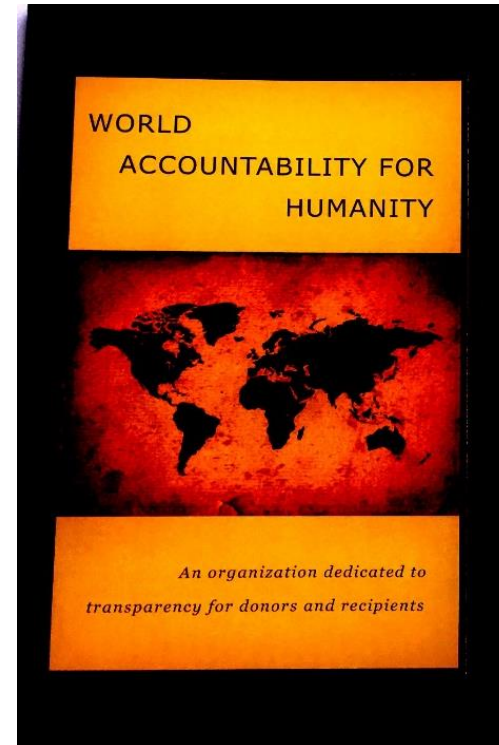
What actually happens to donor gifts?

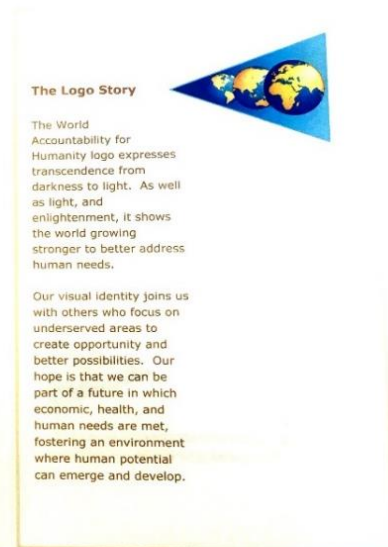
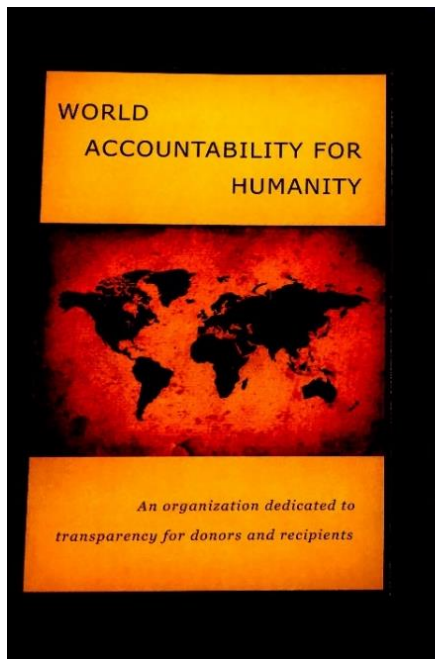
Are their gifts producing intended results?

World Accountability for Humanity follows through for our clients to understand the applications of their gifts. Our work helps guide donors and better serves the needs of recipients.

Tag line

Transparency for donors and recipients





(To compensate for compromised legibility)

The Logo Story

The World Accountability for Humanity logo expresses transcendence from darkness to light. As well as light, and enlightenment, it shows the world growing stronger to better address human needs.

Our visual identity joins us with others who focus on underserved areas to create opportunities and create possibilities. Our hope is that we can be part of a future in which economic, health, and human needs are met, fostering an environment where human potential can emerge and develop.

Introductory letter

Dear Donor:

It starts with a child's first allowance as parents keep a watchful eye on their youngster's spending decisions. Later in life, banks and other funding sources monitor expenditures carefully. Why should donors be less than informed about the ways in which their gifts are actually used?

Our services provide follow-through for donors by closing the loop to give donors insightful feedback. The information we gather can lead to more productive donor decisions and can improve the benefits of donor gifts to recipients.

I invite you to acquaint yourself with World Accountability for Humanity by browsing through this booklet. Then please contact me to express your thoughts and discuss our services

Respectfully,

Name
Founder and
Chief Executive Officer

Page following letter

World Accountability for Humanity

Our Focus is on Children and Families

Hospitals/Healthcare

Schools

Orphanages

Families

Special Situations



Diabetic Sweets Plus

Concept Refinement, Naming, Tag Lines, Logo eCommerce Website, Business Card

Concept

An online bakery offering breads and tasty sweets using natural sweeteners that avoid raising blood-sugar levels of sugar-sensitive individuals including diabetics.

The online bakery was to be supplemented with one store-front café and warehouse.

Naming

The availability of a domain name that would match the company name was a driving factor. "Diabetic Sweets" was taken. The "Plus" provided a unique .com name, that suggested possibilities beyond the products initially offered.

Logo

The distinctive typography alone might constitute a scaled down logo. The version shown below is an elaborated treatment, even including the tag line: "Celebrating the Sweet Life."

The logo synthesizes several considerations related to the business concept, marketplace, and product category.

The packaging and shipping costs were significant, reducing the justification for purchase to special occasions, such as celebrations. The outer shape suggests an ornate silver platter appropriate to special occasions in an upscale, traditional environment.

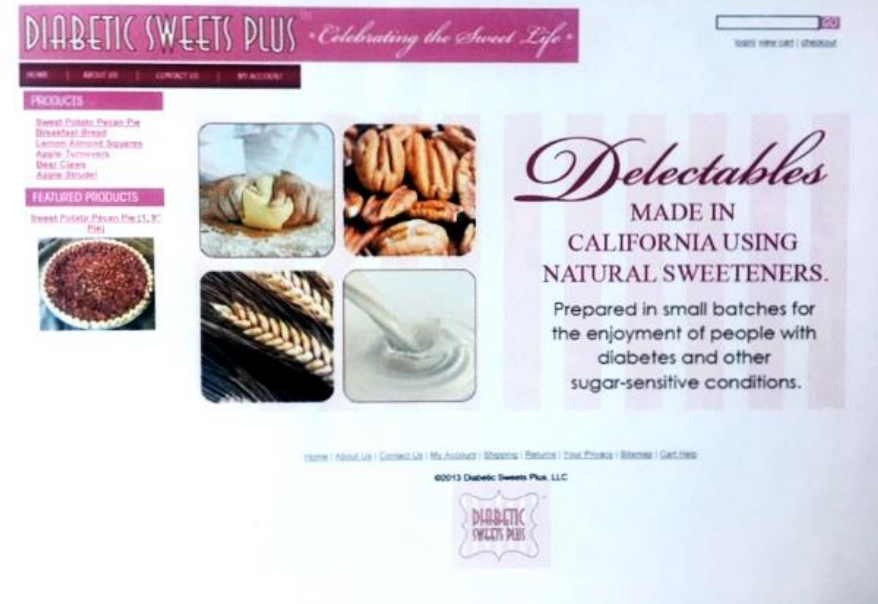


eCommerce Website

In addition to pages of a website focused on information only, the eCommerce website functions required ordering, shipping, returns-exchanges, account set-up, log-in, privacy, and product pages with click-through capabilities to see detail and order products.

Products at site launch were sweet potato pecan pie, breakfast bread, lemon almond squares, apple turnovers, bear claws, and apple strudel. Photo images needed to be shaped, conformed, and inserted.

The Founder took the photos, specified and sourced the shipping packaging, and managed an extended process with FedEx to qualify the shipping box. I succeeded in working through the trademarking steps documented by the U.S. Patent Office and submitted the online application. A team effort with the Founder resulted in setting up the payment processing with the merchant services unit of a major bank.



POWER PALS PRODUCTIONS

Business Services

A service to adjudicate and referee game shows including game and contestant rules, network compliance, and legal issues. The Founder consulted on game strategies and standards required. The firm's on-site supervisors implemented the compliance services. I prepared the initial website, which prevailed for several years. The company's site has since been replaced.

Tagline

Your partners in media compliance: In-studio—On-location

Website Structure, Pages

Services	Standards Management, Compliance Recommendations
About	Working with, Team, Founder Bio, Why Power Pals
Credits	Reality, Game, and Award Shows
Contact	Form

I prepared the Founder's bio and wrote all content. Additionally, I selected, prepared, and inserted the photo images.

Your partners in media compliance

In-Studio – On-Location

