

VISUAL STRATEGY GUIDE

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01

BRAND HISTORY

BRAND OVERVIEW

THE BEGINNING

HOW WE EVOLVED

WHERE ARE WE NOW?

TIMELINE OVERVIEW

BRAND OVERVIEW

WHAT IS PLANNED PARENTHOOD?

Planned Parenthood is the leading provider of affordable, high-quality, health care, and the nation’s largest provider of sex education. There are nearly 600 Planned Parenthood centers around the country.

Planned Parenthood provides a full range of health services, including: birth control, cancer screening, abortion, prenatal care, STI screening and treatment, HIV Prevention, gender-affirming health care, counseling, education, and more. They help people live full, healthy lives—no matter your income, insurance, gender identity, sexual orientation, race, or immigration status.

Planned Parenthood believes access to quality health care is a basic human right, and they are not alone. They have a nationwide base of over 17 million activists, supporters, and donors who work to protect fundamental sexual and reproductive rights.





THE BEGINNING

THE EARLY 1900S

Planned Parenthood originated from the birth control movement in the United States in the early 20th century. The organization's roots can be traced back to the efforts of Margaret Sanger, a nurse and birth control activist. She was deeply committed to advocating for women's reproductive rights and access to birth control. She believed that women should have the knowledge and means to control their own reproductive health.

In 1914, Margaret Sanger started publishing a feminist magazine called “The Woman Rebel,” where she openly discussed issues related to birth control, women's rights, and sexuality. The magazine challenged the legal and societal norms of the time.

On October 16, 1916, Margaret Sanger opened the first U.S. birth control clinic in Brooklyn with her sister Ethel Byrne and activist Fania Mindell. Despite legal challenges, arrests, and subsequent closures, Sanger's efforts highlighted the importance of birth control. In 1921, she founded the American Birth Control League (ABCL) to advocate for reproductive rights, leading to its transformation into Planned Parenthood Federation of America (PPFA) in 1942, expanding its mission to include family planning and education.

HOW WE EVOLVED

THE GOING GETS TOUGH

Over the years, they've become a prominent reproductive health organization that has broadened the healthcare services they offer. While keeping a focus on access and information about contraceptives, they branched out to also include family planning services, women's health services, as well as sexual health education regarding STI's, reproductive anatomy, and contraception. They continued to advocate for reproductive rights as well as engage in public policy advocacy to shape laws and policies related to reproductive health.

NO WOMAN CAN CALL HERSELF FREE WHO DOES NOT OWN AND CONTROL HER BODY. NO WOMAN CAN CALL HERSELF FREE UNTIL SHE CAN CHOOSE CONSCIOUSLY WHETHER SHE WILL OR WILL NOT BE A MOTHER.

- MARGARET SANGER; *FOUNDER OF THE BIRTH CONTROL MOVEMENT*

WHERE ARE WE NOW?

THE TOUGH GET GOING

Today, Planned Parenthood is a prominent reproductive health organization that provides a wide range of healthcare services, including family planning, contraception, sexually transmitted infection (STI) testing, cancer screenings, and more. While it has faced political and social controversies, as well as a fair share of lawsuits, it remains a significant advocate for reproductive rights and women's health in the United States.



TIMELINE OVERVIEW

1916 – PRESENT

1921

Sanger’s continuous efforts led to the foundation of the American Birth Control League, an ambitious new organization that examined the global impact of population growth, disarmament, and famine.

1939

Sanger’s continuing efforts led to the foundation of the Birth Control Federation of America

1960

The first oral contraceptive pill was approved by the FDA.

Image: Development of “the pill,” as it became popularly known, was initially commissioned by birth-control pioneer Margaret Sanger and funded by heiress Katherine McCormick.



1900 1910 1920 1930 1940 1950 1960

1970 1980 1990 2000 2010 2020

1916

October 16, 1916: Margaret Sanger opened the country’s very first birth control clinic in Brownsville, Brooklyn, New York.

Image: Sanger covering her mouth as a form of protest due to not being allowed to openly talk about birth control in Boston (1929)



1923

Birth Control Clinical Research Bureau in Manhattan opens to provide birth control devices to women.

1942

American Birth Control League and the Birth Control Federation of America merge together to become Planned Parenthood® Federation of America, Inc. (PPFA®).

Image: The original PP logo depicted a black emblem and a wordmark next to it. The emblem was a letter ‘P’ of sorts, but sharpened to look like a leaf. The organization’s name on the right was written in black, serif letters in a mundane style. (pre-2009).



2009

Logo was turned into a blue rectangle with the name in fully capital letters in a sans-serif style.

2022

June 24, 2022: In Dobbs v. Jackson Women’s Health Organization, the U.S. Supreme Court overturned 50 years of precedent, overruling Roe v. Wade.

Image: People with disabilities worry about how they will be disproportionately affected by the Supreme Court’s reversal of Roe v. Wade.



1973

Supreme Court granted women a constitutional right to abortion in Roe vs. Wade.

2012

The logo gets revamped with an updated typeface and an icon to pair it with.



PRESENT

Planned Parenthood launches Planned Livelihood (Info TBD as project progresses)

02

OUR DEVELOPMENT

NEW BRAND MISSION

REBRANDING OBJECTIVE

KEYWORDS

OUR MISSION

WE ENCOURAGE AND SUPPORT INDIVIDUAL'S DECISIONS REGARDING THEIR FAMILY GROWTH, HEALTH, AND PEACE OF MIND—EMPOWERING PEOPLE TO MAKE INFORMED DECISIONS TO LIVE FULL AND HEALTHY LIVES.





REBRANDING OBJECTIVE

POTENTIAL

The core values of Planned Parenthood revolve around providing access to resources that all people need in order to make informed decisions. Most of their message falls on deaf ears to those who believe Planned Parenthood is only around to perform for abortions. What these people don't see is that abortions are only a small percentage of the services and healthcare needs Planned Parenthood offers to the communities they serve in.

By introducing Planned Livelihood* and diving deeper into the family support aspects of their mission, they have the opportunity to show that they stand by the health and decisions a growing family makes as well as those who prioritize their individual health decisions.

KEYWORDS

"KNOWLEDGE IS NOT JUST POWER; IT'S THE FUEL FOR INFORMED DECISIONS, THE FOUNDATION OF PROGRESS, AND THE GATEWAY TO UNDERSTANDING THE WORLD AROUND US."

ACCESSIBLE

Promotes the idea of making things available and usable to the widest possible range of individuals.

"WHEN WE EMBRACE INCLUSIVITY, WE CREATE SPACES WHERE EVERYONE'S VOICE IS HEARD, AND DIVERSITY BECOMES OUR GREATEST STRENGTH."

INFORMED

Giving relevant and accurate information enables people to make well-informed decisions with a comprehensive understanding.

"ACCESSIBILITY IS THE KEY TO DIVERSITY AND INCLUSION. WHEN WE MAKE THINGS ACCESSIBLE, WE MAKE THEM AVAILABLE TO ALL."

INCLUSIVE

In an inclusive environment, everyone feels valued, respected, and welcomed, fostering a sense of belonging and equal opportunity for all.

DON'T SIT AROUND AND WAIT FOR THE PERFECT OPPORTUNITY TO COME ALONG—FIND SOMETHING AND MAKE IT AN OPPORTUNITY.

-Cecile Richards, *Make Trouble: Standing Up, Speaking Out, and Finding the Courage to Lead*

03

BRAND FUTURE

AUDIENCE INTRODUCTION

WHAT THEY LOOK FOR

THE SUPPORTERS

THE OPPOSITION

THE BRAND GRID

AUDIENCE INTRODUCTION

OUR AUDIENCE

We are diving into several personas that embody the spirit of those that are associated with Planned Parenthood in one way or another. These personas help researchers gain a deeper understanding of their target audiences as well as those who sit outside that scope. The personas assist brands with crafting tailor made messaging, products, and services to better meet the needs and preferences of these audiences.

The personas help with empathy and connection by humanizing their customers. It's easier to create authentic connections with their target audiences when they can relate to the challenges, goals, and aspirations the consumers look for when choosing a brand.

WHAT THEY LOOK FOR

There are attributes that each of these personas exhibit that connect back to the ideals and goals Planned Parenthood strives for. Some of these attributes include:

A. PLANS AHEAD AND STAYS PREPARED

Those who like to plan ahead and stay prepared may not be in control of every situation, but they do their best to be prepared and keep a level head through unfortunate situations.

B. ADAPTS IN STRESSFUL SITUATIONS

Those who adapt in stressful situations can think on their feet and not let the stress control their actions. The stress encourages them to seek out ways to fix the problem and not just succumb to it.

C. FEELS IN CONTROL OF THEIR CHOICES

Those who feel in control of their choices know what it means to not have a say in something that affects their lives. They do their best to advocate for themselves and set boundaries so they have final say in the choices they make.

THE COLLEGE STUDENT

RACHEL CARTER



A. PLANS AHEAD AND STAYS PREPARED

B. ADAPTS IN STRESSFUL SITUATIONS

C. FEELS IN CONTROL OF THEIR CHOICES

FEMALE • 23 • STUDENT + PART-TIME JOB • NEWARK, NY

- [A] She schedules her annual physical every year **because** preventative healthcare could have caught her mom's illness sooner.
- [A] She got pet insurance for her cat **because** she needed the peace of mind that she'd have help if he got sick.
- [B] She practices art therapy techniques when she gets overwhelmed with school and work **because** it helps her to calm down and refocus.
- [B] She keeps various brands of granola bars on hand **because** it's the perfect snack on the go when she forgets to meal prep.
- [C] She writes out all of her to-do lists in a specific notebook **so** she can stay on track and prioritize the important tasks when she's forgetful.
- [C] She changes her hair color every other month **because** she wasn't allowed to express herself visually when growing up.

THE PREGNANT TEEN

MAI-LYNH TRAN



A. PLANS AHEAD AND STAYS PREPARED

B. ADAPTS IN STRESSFUL SITUATIONS

C. FEELS IN CONTROL OF THEIR CHOICES

FEMALE • 17 • STUDENT • MURRIETA, CA

- [A] She familiarized herself with all the local bus routes **because** her car isn't always reliable.
- [A] She worries about her family's reaction to her pregnancy and what she'll do **because** her parents can be very traditional, even though they are generally supportive.
- [B] She transferred to a continued education high school **because** she knew they would be able to offer more guidance while pursuing her education while pregnant.
- [B] She loves to exercise **because** it helps clear her head and helps her think more clearly when she gets overwhelmed.
- [C] As a child, she loved to pick out her own outfits **because** she was proud of herself for dressing herself independently.
- [C] She seeks her parent's advice before making major life decisions **because** she trusts that they give her useful advice.

THE FREE-SPIRIT

BRENDA ‘NAN’ NEELEY



A. PLANS AHEAD AND STAYS PREPARED

B. ADAPTS IN STRESSFUL SITUATIONS

C. FEELS IN CONTROL OF THEIR CHOICES

FEMALE • 73 • RETIRED • BOSTON, MA

- [A] When she was young, she secretly saved money as an exit strategy to leave an abusive relationship **because** she knew she was safer anywhere else.
- [A] She took self-defense lessons **because** she wanted to be able to protect herself while traveling alone.
- [B] She moved across the country with only the clothes on her back to live with an old friend **because** she wanted to have a fresh start in a new life.
- [B] She joined support groups for abuse survivors **so** she wouldn't have to carry the weight of her past by herself.
- [C] She has lived most of her life “single-and-ready-to-mingle” **because** she prefers to be independent and just have fun doing whatever she wants to do.
- [C] She loves wearing colorful clothing and funky jewelry **because** her ex wouldn't allow her to wear anything "flashy" without being accused of cheating.

THE CHILD-FREE TRAVELER

AARAV CHARNA



A. PLANS AHEAD AND STAYS PREPARED

B. ADAPTS IN STRESSFUL SITUATIONS

C. FEELS IN CONTROL OF THEIR CHOICES

MALE • 38 • BANKING • SEATTLE, WA

- [A] He taught himself how to change a tire **because** he hates waiting for AAA.
- [A] He keeps different suitcases pre packed for different weather conditions **because** he loves to travel on a whim and wants to be prepared for any destination.
- [B] He connects with users that have similar interests on Reddit **because** his best friends are all busy growing families.
- [B] He pampers himself with luxury skincare brands **because** they help him relax when he is anxious or stressed out.
- [C] He got a vasectomy **because** being a father does not and has never interested him and does not suit his lifestyle.
- [C] He spoils his nieces and nephews **because** he loves the role the "Fun Uncle".

THE FEMINIST

AUMIA BESHARA



A. PLANS AHEAD AND STAYS PREPARED

B. ADAPTS IN STRESSFUL SITUATIONS

C. FEELS IN CONTROL OF THEIR CHOICES

FEMALE • 28 • PRODUCT MANAGEMENT • COLUMBUS, OH

- [A] She makes an effort to try different cuisines every month **because** she wants to be prepared when she travels.
- [A] She keeps mini bottles of hot sauce in all of her purses **because** she loves spicy food and feels a lot of food she orders is too bland.
- [B] She has a large collection of books **because** she likes to read when she's nervous and needs an escape.
- [B] She believes in karma and always practices acts of kindness for strangers **because** it helps her feel better when doing good for others.
- [C] She is not very religious but chooses to wear a hijab **because** it was part of her upbringing and makes her feel comfortable.
- [C] She (playfully) refuses to give people a break of her Kit Kat bar **because** it's a running joke amongst her friends that she is addicted to chocolate.

THE FAMILY MAN

ANDREW PARK



A. PLANS AHEAD AND STAYS PREPARED

B. ADAPTS IN STRESSFUL SITUATIONS

C. FEELS IN CONTROL OF THEIR CHOICES

MALE • 36 • GRAPHIC DESIGNER • CHARLOTTE, NC

- [A] He started college funds for his "children" years before starting a family **because** he's always known he wanted kids.
- [A] He schedules the activities for family vacations **because** his wife gets too frazzled when she tries to research and book activities.
- [B] He joined a bowling league **because** he wasn't getting enough "me-time" to pursue his hobbies in his down time.
- [B] He and his wife learned basic masseuse techniques during COVID **because** their normal massage parlor closed down.
- [C] He pays to use LinkedIn Learning to keep up to date on various skills **because** he feels there's always something to learn or improve upon.
- [C] He eloped with his wife and their close friends **because** his family can't travel easily and her family kept pressuring them for culturally traditional wedding practices that they didn't want to do.

THE CATHOLIC GRANDMOTHER

KATHLEEN JUAREZ



A. PLANS AHEAD AND STAYS PREPARED

B. ADAPTS IN STRESSFUL SITUATIONS

C. FEELS IN CONTROL OF THEIR CHOICES

FEMALE • 55 • DIRECTOR OF FISCAL AFFAIRS • AUSTIN, TX

- [A] She refused to let her children date as teens **because** she wanted to ensure they wouldn't embarrass the family with any "accidents" or scandals.
- [A] She must pre approve colleges and majors **because** she wanted her children to have "respectable" jobs that her community would be impressed by.
- [B] She prays every morning and every night **because** her religion has always helped her feel protected and comforted throughout any situation.
- [B] She disowned 2 of her children because one came out as gay and the other wanted to be an artist.
- [C] She hosts a weekly Sunday brunch for the members of her church **because** she secretly enjoys the gossip about other people's lives.
- [C] She refuses to go to therapy **because** she views it as a weakness and believes that the lord will guide her and her family.

THE WORKAHOLIC

DOUGLAS JACKSON



A. PLANS AHEAD AND STAYS PREPARED

B. ADAPTS IN STRESSFUL SITUATIONS

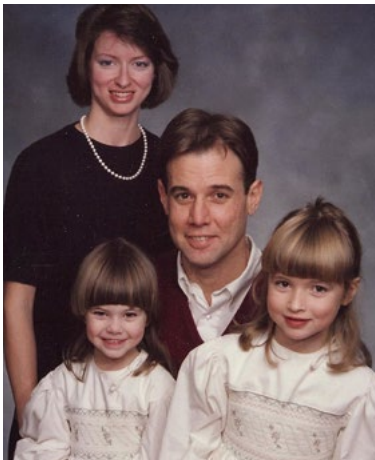
C. FEELS IN CONTROL OF THEIR CHOICES

MALE • 43 • BUILDING INSPECTOR • NEW ORLEANS, LA

- [A] He pressures his son to excel in academics as well as athletics **because** he wants his son to have several opportunities.
- [A] He gets his vehicle checked at every milestone and always follows the speed limit **because** he doesn't want to give the police any reason to pull him over.
- [B] He grabs a beer at the bar before going home from work without telling his family **because** he doesn't want to open up to them about his stresses.
- [B] He consistently works overtime **so** he can earn more money for his family.
- [C] He started his own business **because** his previous bosses didn't take him seriously and he wanted to be his own boss.
- [C] He does not go to the doctor unless it's an emergency **because** he figures the minor things will clear up on their own.

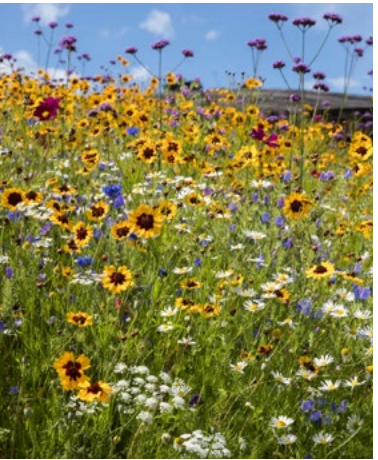
OUR BRAND—THEN

Planned Parenthood has expanded its services to include a wide range of reproductive healthcare, including family planning, STI testing and treatment, cancer screenings, and general healthcare for men and women. While their healthcare services have increased over the years, so has the public backlash regarding laws on abortions. They have been fighting harder than ever to counteract the negative perceptions people have of them to continue to offer their healthcare services.



OUR BRAND—NOW

Planned Parenthood is now introducing their parent brand, Planned, inspired by an initiative to further educate people and guide them through all the choices they make to live their lives the way they choose to. Planned will encourage individuals to focus on the core values of personal growth, health, and peace of mind. Planned is expanding beyond reproductive health care and into more community efforts that keep people happy, healthy, and informed.



04

BRAND COMPETITORS

COMPETITION INTRODUCTION

CURRENT COMPETITORS

ADJACENT COMPETITORS

FUTURE COMPETITORS

BRAND ATTRIBUTES

COMPETITION INTRODUCTION

WHAT ABOUT THE COMPETITION?

Understanding competitors in any market helps a brand identify their own market positioning. When a brand has gained an understanding of their competitor's strengths and weaknesses, they can strategically position themselves to position itself to stand out in that market.

"COMPETITION IS A PROCESS WHERE YOU
END UP DISCOVERING NEW WAYS TO EXCEL
IN ORDER TO SURVIVE."

-Amit Kalantri

Using the information collected about the competitors, a brand can also investigate the following areas of their own brand:

- MARKET POSITIONING
- DIFFERENTIATION OPPORTUNITIES
- CUSTOMER INSIGHTS
- BENCHMARKING PERFORMANCE
- STRATEGIC PLANNING
- INNOVATION INSPIRATION
- RISK MITIGATION
- EFFECTIVE COMMUNICATION
- RESOURCE ALLOCATION
- BUSINESS GROWTH OPPORTUNITIES

CURRENT COMPETITORS

WHAT WE'RE ALL ABOUT

Planned Parenthood is a nonprofit organization that provides reproductive health services, including family planning, contraception, as well as reproductive healthcare, in the United States and globally. While Planned Parenthood has a unique mission and service focus, there are organizations and entities that may be considered competitors in specific aspects of reproductive healthcare. The competitive landscape for reproductive health services is complex, with organizations serving diverse populations and often collaborating to address the broader needs of individuals seeking reproductive healthcare.



ESSENTIAL ACCESS HEALTH

Ensure that all people in California, regardless of age, gender, or income, have access to comprehensive reproductive and sexual health services.



AMERICAN PREGNANCY ASSOCIATION

Promotes reproductive and pregnancy wellness by offering education, support, and resources to individuals and families. Provides resources about preconception, fertility, pregnancy, labor and delivery, postpartum care, and newborn health.



OC WOMEN'S CARE

Utilizes a patient-centered approach, ensuring each woman receives personalized and compassionate care while involving them in decision-making.



NATIONAL COALITION FOR SEXUAL HEALTH

The National Coalition for Sexual Health focuses on advocating for and advancing sexual health education, awareness, and access to services.



UCI HEALTH

Offers a wide range of healthcare services, including primary care, specialized medical and surgical services, and advanced treatments for various medical conditions.



MAYO CLINIC

A nonprofit American medical organization that has a patient-centered approach to healthcare and a focus on providing comprehensive, integrated medical services.



ST. JOSEPH HEALTH

Offers a broad spectrum of medical services, including primary care, specialty care, surgical services, maternity care, and emergency care.



HOAG

A comprehensive healthcare system that includes hospitals, medical centers, and various healthcare services known for providing a wide range of medical specialties, advanced technologies, and patient-centered care.



DIGNITY HEALTH

Delivers compassionate, high-quality, and affordable healthcare services. The organization places a strong emphasis on dignity, collaboration, justice, stewardship, and excellence.



KAISER PERMANENTE

Provides comprehensive and coordinated care to its members. It is one of the largest managed care organizations in the country.

ADJACENT COMPETITORS

A SIMILAR SCOPE

The healthcare industry is vast and encompasses a wide range of services to promote, maintain, and restore health. These brands cover a broad spectrum of healthcare services, and the specific services available can vary based on the healthcare provider, facility type, and geographic location. The healthcare industry is dynamic, with continuous ongoing advancements in medical technology and treatments.



ADVOCATES FOR YOUTH

Dedicated to ensuring that young people have access to comprehensive sexual health education, accurate information, and supportive resources.



BANNER HEALTH

Non-profit health system which is one of the largest healthcare systems in the United States.



JOHNSON & JOHNSON HEALTH

The consumer health division emphasizes wellness and prevention by offering products that promote overall health and address common health concerns.



CIGNA

A global health services organization that offers a range of healthcare related services.



SCRIPPS

Provides a range of healthcare services, including hospitals, clinics, and specialty care centers known for its commitment to patient care, medical research, and community health.



OPTUM

Focuses on delivering health and wellness services, including primary care, mental health services, care coordination, and population health management.



CVS HEALTH

Aims to provide accessible and affordable healthcare services to individuals and communities.



BLUE CROSS BLUE SHIELD

Emphasizes preventive care and wellness programs, encouraging members to maintain a healthy lifestyle and address health concerns proactively.



JOHNS HOPKINS MEDICINE

Includes various hospitals, clinics, research facilities, and educational programs. Has a commitment to patient care, medical research, and education.



ANTHEM

Emphasizes wellness and preventive care, encouraging members to engage in healthy behaviors and offering programs that focus on prevention and health promotion.

FUTURE COMPETITORS

WHO WE'LL BE UP AGAINST

Several brands and organizations focus on providing support, resources, and services for growing families. These brands aim to provide a range of tools, information, and support to make the process more accessible and informed. It's worth noting that local hospitals, community centers, and non-profit organizations often offer family focused classes as well. Consulting with healthcare professionals is always recommended for personalized advice and guidance.



THE YMCA
Focuses on the health and well-being of families and youth, offering programs that promote healthy lifestyles and positive habits from an early age.



BOY SCOUTS OF AMERICA
Provides a variety of activities and programs to promote the development of character, leadership skills, and citizenship in young people.



THE BOYS & GIRLS CLUB OF AMERICA
Dedicated to empowering young people to realize their potential and achieve success in various aspects of their lives. The organization emphasizes character and leadership development, academic success, and healthy living.



GIRL SCOUTS
Provides a structured program for the personal and leadership development of young people through various activities, and community service.



BIG BROTHERS BIG SISTERS
Aims to create positive and impactful mentoring relationships that enable young people to reach their full potential, both academically and personally.



4-H CLUBS
Focuses on hands-on learning experiences in areas like agriculture, science, and leadership. It is not gender-specific and encourages the development of life skills.



THE PARENTING CENTER
Engages in community outreach initiatives, providing educational programs and resources to schools, community groups, and organizations to promote positive parenting practices.



COURSERA
Offers a wide range of courses, specializations, and degrees across various subjects. It partners with universities, colleges, and organizations worldwide to provide high-quality educational content accessible to learners globally.



PARENTING FOR LIFELONG HEALTH
Collaborative initiative that focuses on developing and disseminating evidence-based parenting programs to support parents and caregivers in promoting the well-being and mental health of children.



SKILLSHARE
Emphasizes creative skills, offering courses in areas such as design, photography, writing, and marketing.



BRAND ATTRIBUTES

RELEVANT + POSITIVE WORDS

- › Compassionate
- › Educational
- › Qualified
- › Transparent
- › Passionate

5 NEUTRAL WORDS

- › Transitional
- › Equipped
- › Support
- › Availability
- › Transparency

BANKRUPT + NEGATIVE WORDS

- › Friendly
- › Wellness
- › Personalized
- › High-Quality
- › Unparalleled

ASPIRATIONAL WORDS TO OWN

- › Inclusive
- › Empowering
- › Accessible
- › Dedicated
- › Trusted

SOURCES

RESEARCH

- › <https://www.plannedparenthood.org/about-us/who-we-are/mission>
- › <https://www.plannedparenthoodaction.org/>
- › https://en.wikipedia.org/wiki/Planned_Parenthood
- › <https://www.newyorker.com/magazine/1930/07/05/they-were-eleven>
- › <https://womanisrational.uchicago.edu/2022/09/21/margaret-sanger-the-duality-of-a-ambitious-feminist-and-racist-eugenicist/>
- › <https://1000logos.net/planned-parenthood-logo/>
- › <https://samoaglobalnews.com/us-becomes-the-first-country-to-legalize-the-birth-control-pill-may-09/>
- › <https://www.npr.org/2022/06/25/1107151162/abortion-roe-v-wade-overturned-disabled-people-reflect-how-it-will-impact-them>
- › https://www.plannedparenthood.org/files/9313/9611/7194/Planned_Parenthood_By_The_Numbers.pdf
- › <https://shortyawards.com/2nd-socialgood/i-stand-with-planned-parenthood-istandwithpp>
- › <https://www.goodreads.com/quotes/tag/planned-parenthood>

COMPETITORS

- | | | |
|--|---|---|
| › https://www.tbd.health/clinic | › https://www.gottman.com/ | › https://www.cvshealth.com/ |
| › https://www.ocwomenscare.com/ | › https://www.parentingcounts.org/ | › https://www.bcbs.com/ |
| › https://www.essentialaccess.org/ | › https://americanpregnancy.org/ | › https://www.assistanceihc.com/ |
| › https://www.advocatesforyouth.org/ | › https://www.whattoexpect.com/ | › https://www.cigna.com/ |
| › https://nationalcoalitionforsexualhealth.org/ | › https://www.firstresponse.com/en | › https://www.ocbigs.org/ |
| › https://healthy.kaiserpermanente.org/ | › https://www.mayoclinic.org | › https://www.girlsinc.org/ |
| › https://hoagmedicalgroup.com/ | › https://www.ovagraph.com/ | |
| › https://www.ucihealth.org/ | › https://www.savemyfertility.org | |
| › https://www.ymca.org/ | › https://www.hopkinsmedicine.org/ | |
| › https://www.bgca.org/ | › https://www.providence.org/locations | |
| › https://www.parentingforlifelonghealth.org | › https://www.circleofsecurityinternational.com/ | |
| › https://theparentingcenter.org/ | › https://www.dignityhealth.org/ | |
| › www.zerotothree.org | › https://www.bannerhealth.com/ | |
| › www.positivediscipline.com | › https://www.scripps.org/ | |
| › www.parenting.lifemanagementsciencelabs.com | › https://www.unitedhealthgroup.com/ | |
| › https://www.nurturingparenting.com/ | › https://www.anthem.com/ | |



THANK YOU

**FOR MORE INFORMATION, BE SURE TO EXPLORE MORE OF THE
REBRANDING PROCESS IN:**

BOOK 2: THE VISUAL DEVELOPMENT GUIDE

BOOK 3: THE VISUAL STANDARDS GUIDE

BOOK 4: THE VISUAL EXTENSIONS GUIDE

YOU CAN ALSO VISIT US ONLINE TO LEARN MORE AT

WWW.PLANNEDEMPOWERMENT.ORG

