

VISUAL EXTENSIONS GUIDE



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01

INTRODUCING PLANNED

THE NEW LOGO
WHY A REBRAND
BUSINESS SYSTEM

THE NEW LOGO

OUR NEW 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.

STARTING FRESH

To support our new mission statement, we have developed a new logo to support the foundations of Planned. The openness of the P symbol represents the never-ending journey and limitless paths we take when we make choices and decisions regarding the directions our lives go. The leaves paired with the P represents the personal growth we encourage for every individual to ensure they are living the lives they choose.



WHY A REBRAND?

WHAT IS PLANNED?

For years, Planned Parenthood has been primarily known for its proactive and continuous efforts regarding reproductive healthcare services and their advocacy for reproductive rights.

We are now introducing Planned—a parent company that will oversee the new services being offered alongside Planned Parenthood—whose primary focus is to support and empower the choices people make and guide them to live full and healthy lives.

Planned will work as an umbrella over the different areas of focus they will now pursue, connecting to their mission of supporting individuals throughout their journeys in life. Planned Parenthood will remain, but will now focus primarily on parenting help, family growth, and family health.

BUSINESS SYSTEM

HOW IT WORKS

Based on the logo and brand standards explained previously in this book, a business system has now been established. To uphold the visual consistency of the brand, only approved typefaces and colors have been utilized. While additional printed business materials may be required in the future, this comprehensive system provides a foundational understanding of print materials and the incorporation of brand elements within this established framework.



02

FUTURE ENDEAVORS

OVERVIEW OF ENDEAVORS

BUILDING THE FUTURE

A GLIMPSE INTO THE FUTURE

FUTURE ENDEAVORS

OUR CORE VALUES

- Growth
- Health
- Peace of Mind

OVERVIEW OF PLANNED FUTURE ENDEAVORS

To tie back into our new mission of focusing on the growth, health, and piece of mind for the individuals that make up the communities we serve, we are presenting the future endeavors of Planned. These endeavors are charted to the right to show a visual for how they will work together with our core values and are listed below for ease of understanding.

PRODUCTS

- › **PR1** Planned Parenting Simulator
● ● ●
- › **PR2** Planned Life Mapping Journal
● ● ●

ENVIRONMENTS

- › **EN1** Planned Hangout Spots
● ● ●
- › **EN2** Planned Shelters
● ● ●

SERVICES

- › **SE1** Planned Afterlife
● ● ●
- › **SE2** Planned Emergency Childcare
● ● ●
- › **SE3** Planned Parents-In-Training
● ● ●

EXPERIENCES

- › **EX1** Planned Care Kits
● ● ●
- › **EX2** Planned Stress Relief
● ● ●

EDUCATIONAL OPPORTUNITIES

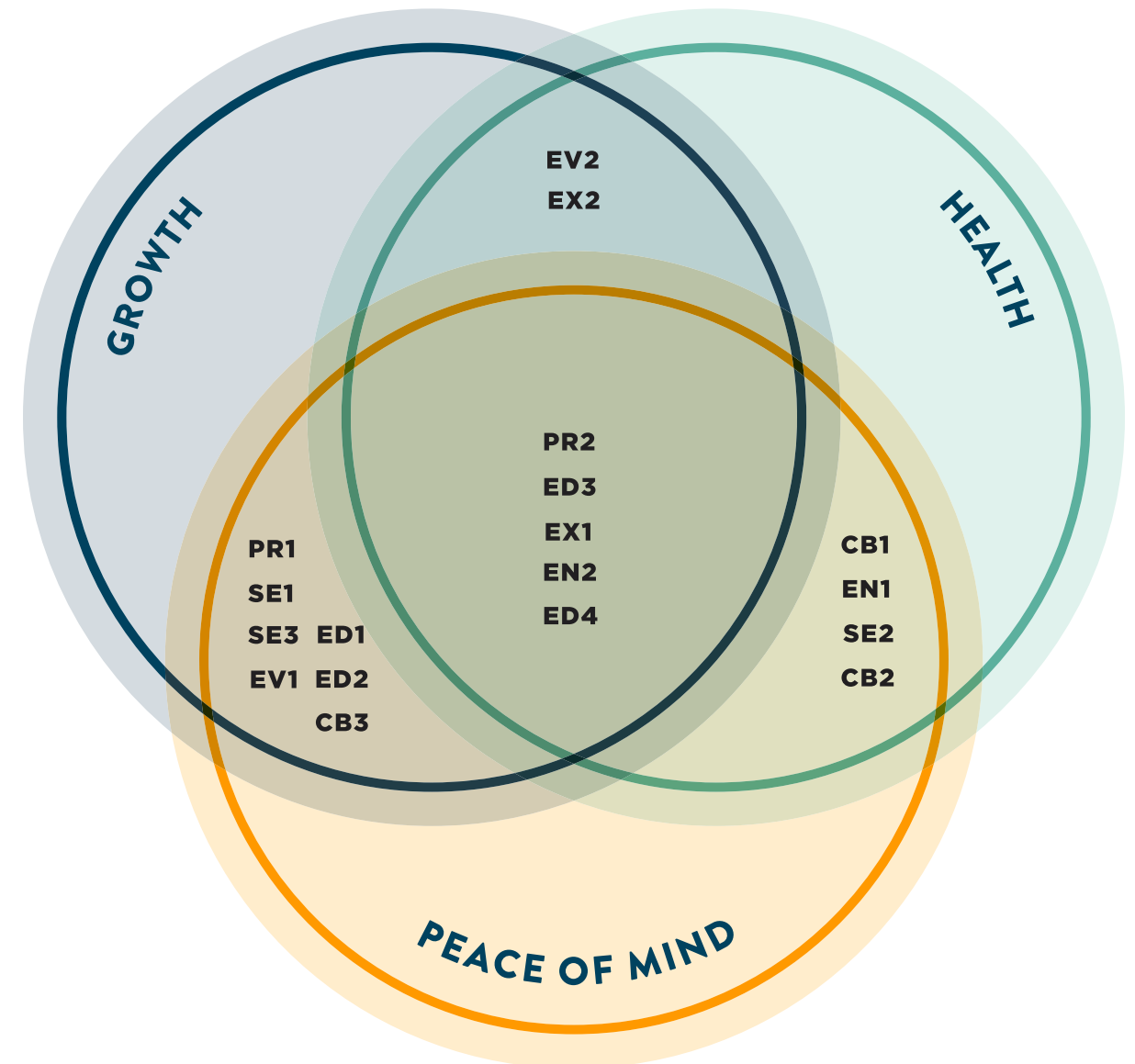
- › **ED1** Planned Certifications
● ● ●
- › **ED2** Planned Life's Basics Classes
● ● ●
- › **ED3** Planned Cooking Basics for Kids
● ● ●
- › **ED4** Planned Self-Defense
● ● ●

EVENTS

- › **EV1** Planned Financial Planning Workshops
● ● ●
- › **EV2** Planned Mindful Meditation Retreat
● ● ●

CO-BRANDING OPPORTUNITIES

- › **CB1** Planned + Trojan
● ● ●
- › **CB2** Planned + 24-Hour Fitness
● ● ●
- › **CB3** Planned + Art 4 Healing
● ● ●



BUILDING THE FUTURE

OUR CORE VALUES

- Growth
- Health
- Peace of Mind

PRODUCTS

PR1



PLANNED PARENTING SIMULATOR

This simulator game gives the player various options in handling and making decisions regarding a baby or toddler. It's a fun, safe way to experience the mood swings, tantrums, giggles, and hijinks without having to experience them for real.

DESCRIPTION

This simulator game has been created to assist those who are considering parenthood. It walks the player through various parenting scenarios in which they will have to make decisions regarding the digital child they are raising. The adult player will have fluctuating energy bars showcasing how one might feel on little to no sleep all while figuring out if the baby is hungry, tired, fussy, calm, playful or anywhere in between.

MISSION FOCUS

The Planned Simulator Game reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by creating a digital environment for people to explore parenthood and give them the *peace of mind* in their decision to have a child or not.

SIMILARITIES

The Parenting Simulator, Sims

DIFFERENTIATORS

Planned Simulator Game will feature energy bars that show exhaustion while also trying to figure out a baby's needs.

PR2



PLANNED LIFE MAPPING JOURNAL

A prompted journal with space to map out your future possibilities so your life looks the way you choose it to.

DESCRIPTION

This journal serves as a life-mapping guide which is filled with prompts and discussion areas about what you want your future to look like and ways you can make that happen. It also has advice and resources every step of the way.

MISSION FOCUS

The Planned Life Map Journal reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by helping people in their search for *growth* and break down their goals & aspirations into trackable items.

SIMILARITIES

Full Focus Journal, Oprah's The Life You Want™ Planner, Best Self Journal

DIFFERENTIATORS

Our Life Mapping Journal will include resources, suggestions, and prompts that help you break down your goals in life and guide you through to keep you on track. It will tie in with other aspects and offerings of Planned so all of your Planned goals and aspirations will be together.

ENVIRONMENTS

EN1



PLANNED HANGOUT SPOTS

A hangout location for members of the LGBTQ+ community to meet like-minded people while finding connections and support systems.

DESCRIPTION

This community location serves as an LGBTQ+friendly spot for individuals of that area to use as a meeting place, safe space, or just a place to hang out. It's main purpose is for members of the LGBTQ+ community to make connections and discover support systems where they can be recognized for who they are. We offer our support if they need help getting on their feet, finding places to live, and job hunting.

MISSION FOCUS

Planned Hangouts reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by offering a space for people to have the *peace of mind* and safety along with building real relationships and connecting with support systems within their communities.

SIMILARITIES

Human Rights Campaign, National Safe Place

DIFFERENTIATORS

Outside of being a place to simply exist comfortably, we'll offer resources and information to help guide people to take initiative for their lives to move forward in whatever way benefits them best.

EN2



PLANNED SHELTERS

Providing a space for those who need a warm meal and place to sleep when times are tough.

DESCRIPTION

These locations will serve as an escape for those who need to leave abusive situations but need a safe place to be while making their next move. These locations offer assistance with finding jobs, leads on homes, and general guidance and expertise with planning their next move. There will be interview and resume assistance in place to give people their best chance.

MISSION FOCUS

Planned Shelters reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by offering a temporary sanctuary for those looking to remove themselves from bad situations and focus on their physical and mental *health*.

SIMILARITIES

Grandma's House of Hope, Family Rescue

DIFFERENTIATORS

While focusing on the first step of safety, we also provide resources to help guide people forward with leads on jobs, job attire, and homes.

BUILDING THE FUTURE

OUR CORE VALUES

- Growth
- Health
- Peace of Mind

SERVICES

SE1



PLANNED AFTERLIFE

A service that assists with will drafting, a living trust, any narrative directives, and the power of attorney.

DESCRIPTION

This service is available to help bring people the peace of mind that their affairs are in order before they depart this world. It brings the comfort of knowing that those you leave behind will be taken care of and won't need to make the hard decisions.

MISSION FOCUS

Planned Afterlife reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by helping plan for the inevitable and ensuring loved ones are informed on how to proceed, giving families the *peace of mind* they'll need after a loved one passes.

SIMILARITIES

Addio, Everplans

DIFFERENTIATORS

This service will cover the end-of-life planning in a straightforward manner that keeps all documents organized and ready to go when the time comes. Our staff will also help with any counseling individuals need for their end of life peace of mind.

SE2



PLANNED EMERGENCY CHILDCARE

This is an after-hours emergency child-care service which assists those who require an adult to watch their children in unavoidable emergency situations.

DESCRIPTION

We will work with individuals that get financially impacted when emergencies happen and have no one else to turn to. We will offer a drop-off service for the child to stay at one of our facilities or we will contract with vetted carers to come to your home to not disrupt the child's routine.

MISSION FOCUS

Planned Crisis Care reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by giving parents with emergency childcare needs the *peace of mind* of offering available overnight childcare to those who have nowhere else to turn in their emergency situations.

SIMILARITIES

Childtime, Kids R Kids Learning Academy

DIFFERENTIATORS

We provide a staff of people certified in childcare who are available to care for children in emergency situations. Some emergency examples could be when there is a work conflict and it would be a financial burden to miss your shift or when your regular care plan falls through last minute and your schedule cannot be rearranged.

SE3



PLANNED PARENTS-IN-TRAINING

Under our existing family planning umbrella, this training program is for individuals that seek parenthood but want to have hands-on experience before making that life-changing decision.

DESCRIPTION

This service connects families that need childcare assistance with those who are considering parenthood but want to gain experience and first-hand knowledge before making that life-changing decision. We will work with these individuals to ensure they are prepped and ready to go with activities and ideas to keep the child entertained while giving the parents a much needed break.

MISSION FOCUS

Planned Parents reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by bringing families and prospective parents who search for both *growth* and practice before making a life-changing commitment together to help each other move forward.

SIMILARITIES

Nanny services, Babysitting services

DIFFERENTIATORS

We facilitate relationships to assist in getting childcare while bringing in people who want to experience caring for children before creating their own.

BUILDING THE FUTURE

OUR CORE VALUES

- Growth
- Health
- Peace of Mind

EXPERIENCES

EX1



PLANNED CARE KITS

These care kits are put together and handed out to people from communities in need containing everyday essentials.

DESCRIPTION

Utilizing donated funds, we will put together care packages for communities that have been affected by natural disasters. The kits would include items like dental care, water, food, blankets, and first aid items.

MISSION FOCUS

Planned Care Kits reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by assisting those who need it most in life's unpredictable situations by giving them the *peace of mind* while they try to sort out their situations without worrying about finding necessities.

SIMILARITIES

Emergency Kits, The Wellness Company: Medical Emergency Kit, Stealth Angel Survival Kits

DIFFERENTIATORS

We will travel to sites that have been affected by natural disasters and increased homeless populations to disperse care kits to those who have been affected. These kits will help get them through until the damage is under control.

EX2



PLANNED STRESS RELIEF

An environment to blow off some steam and release some pent up stress where you can freely (and safely) break and smash items.

DESCRIPTION

Trying to keep it together when an overwhelming amount of stress keeps piling on is hard. We will now offer Stress Relief experiences for people to let out all the emotions they bury down or push to the side. This experience allows you to (safely) throw, smash, hit, and/or destroy donated items to help keep your mental health in check. There will also be counselors available if you just need to talk things through.

MISSION FOCUS

Planned Stress Relief reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by keeping their mental *health* in check and having a safe place to get emotions out.

SIMILARITIES

Rage Ground, Brainy Actz Rage Room, Outburst

DIFFERENTIATORS

Our stress relief experience will offer an experience to let loose and feel your feelings in a controlled environment. We will have counselors available if you'd also like to discuss the things that brought you to the stress relief room.

EDUCATIONAL OPPORTUNITIES

ED1



PLANNED CERTIFICATIONS

We will be offering certification classes to help you move forward in areas like CPR and Basic First Aide.

DESCRIPTION

We will offer certification classes for people looking to get certified in CPR and basic first aide. Our trained staff will lecture and hands-on learning covering every step to take and how to address a number of situations so they can take charge and help others if needed. These classes include how to perform CPR on various age groups.

MISSION FOCUS

Planned Certifications reinforce our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by offering certification classes to those who want *growth* in their lives and want to learn ways to help others.

SIMILARITIES

Heart CPR classes, Red Cross, National CPR Foundation.

DIFFERENTIATORS

We provide hands-on training while covering a variety of techniques that can be applied to various emergency situations. We first hold a lecture to cover all the basics and any additional information. Then we put those lessons into action with simulated emergencies in order to give participants hands-on training on how stay in control while keeping others safe.

ED2



PLANNED LIFE'S BASICS CLASSES

These classes are designed to teach people life's basic skills to ensure you are able to take care of yourself.

DESCRIPTION

These Home economics. courses will cover areas in life such as cooking basics, sewing basics (both by hand and/or machine), auto basics, resume building, filing your taxes, and more. They are designed to help people be less reliant on others and more self-sufficient to stay in control.

MISSION FOCUS

Planned Life's Basics Classes reinforce our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by teaching participants the tools and skills to take charge of their lives without having to rely on others for their personal *growth*.

SIMILARITIES

Local Colleges, Imagine Academy

DIFFERENTIATORS

Our trained professionals work together to not only cover the course materials, but to show how all of these skills work together to ensure every person who signs up is as informed as possible on the basics.

BUILDING THE FUTURE

OUR CORE VALUES

- Growth
- Health
- Peace of Mind

EDUCATIONAL OPPORTUNITIES

ED3



PLANNED COOKING BASICS FOR KIDS

These classes are designed for children to foster and inspire age appropriate ways to start gaining life skills in a fun way.

DESCRIPTION

These cooking basics courses for children will offer age appropriate ways to gain culinary skills through hands-on learning and play. We will cover topics like basics of cooking and learning how to clean up after ourselves through fun games and activities.

MISSION FOCUS

Planned Life's Basics for Littles reinforce our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by helping prepare children for the early stages of feeling independence through learning basic skills while encouraging their *growth*.

SIMILARITIES

Sur la Table, Kids Cooking classes, Lil' Chef School

DIFFERENTIATORS

We utilize fun games and learning techniques to start teaching children basic cooking skills that encourage their independence while also cleaning up after ourselves when we get messy.

ED4



PLANNED SELF DEFENSE

These classes are designed for those who want to learn proper self-defense techniques.

DESCRIPTION

The Planned self-defense classes promote awareness, assertiveness, physical techniques, escape, evasion, and risk reduction strategies. We encourage the men and women of the community to know how to keep themselves safe by avoiding potentially dangerous situations or how to be physically handling those situations if needed.

MISSION FOCUS

Planned Self-Defense Classes reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by offering ways to help people with their personal *growth* goals by learning how to stay safe and handle different potentially dangerous situations.

SIMILARITIES

Z-Ultimate, R.A.D. safety programs, Martial Arts training

DIFFERENTIATORS

In addition to the self-defense classes, we will also offer 1:1 counseling and access to support groups for those who need help mentally processing through the situations they've been in. We will work together on your path of self-empowerment and wellbeing.

EVENTS

EV1



PLANNED FINANCIAL PLANNING WORKSHOPS

We brought in financial experts to offer their guidance so the participants can make informed financial decisions.

DESCRIPTION

This seminar will be led by financial experts who will offer their guidance on numerous financial topics including, but not limited to, budgeting, saving, investing, and estate planning. The participants will be empowered to make informed decisions regarding their financial futures.

MISSION FOCUS

Planned Financial Planning Seminar reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by ensuring people are financially stable in their situations and understand the basics of financial planning for their *peace of mind*.

SIMILARITIES

Creative Planning Financial Advisors, Purposeful Finance, Financial Advisors Network

DIFFERENTIATORS

Our Financial Planning Seminar provides advice tailored to all life situations to each and every person has a comfortable understanding for their lives.

EV2



PLANNED MINDFUL MEDITATION RETREAT

This retreat is intended to support the mental health of the participants and encourage methods to keep a healthy mind.

DESCRIPTION

Mental health is just as important to take care of as physical health. This retreat focuses on meditation and mindfulness techniques to reduce stress while participants engage in guided meditation sessions, nature walks, and stress reduction workshops to cultivate inner peace.

MISSION FOCUS

Planned Mindful Meditation Retreat reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by helping people focus on their mental *health* in order to keep a clear head to better make other life decisions.

SIMILARITIES

Premiere Fitness Camp, VeraVia's Holistic Retreat

DIFFERENTIATORS

Our retreat focuses on pinpointing the stress points in each person's life and we'll help curate a plan to alleviate stress to keep a healthy mind.

BUILDING THE FUTURE

OUR CORE VALUES

- Growth
- Health
- Peace of Mind

CO-BRANDING OPPORTUNITIES

CB1



PLANNED + TROJAN

Planned + Trojan will partner together to promote safe sex for teens and adults to prevent pregnancies and STIs.

DESCRIPTION

Planned + Trojan will work together to promote the campaign Empowering Sexual Wellness. Their goals would include raising awareness about the importance of sexual health education, access to contraception, consent, STI prevention, and encouraging people to take proactive steps to protect their sexual health and wellbeing.

MISSION FOCUS

Planned + Trojan reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by utilizing a strong partnership to encourage individuals to stay informed and have the **peace of mind** regarding their sexual health.

SIMILARITIES

Nightclubs, College Campuses

DIFFERENTIATORS

Our partnership with Trojan promotes a level of information that ensures people's peace of mind.

CB2



PLANNED + 24-HOUR FITNESS

Promoting both physical and mental health, this partnership will stress the importance of keeping healthy with health screenings provided to those with gym memberships at 24-Hour Fitness.

DESCRIPTION

The goals of this partnership is to promote overall wellbeing when it comes to both physical fitness and keeping your body healthy. Planned will provide free health screenings to current + new gym membership holders to ensure they are on track to a healthy life.

MISSION FOCUS

Planned + 24-Hour Fitness reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by promoting both physical **health** with gym memberships and free health screenings for peace of mind.

SIMILARITIES

Silver Sneakers + Planet Fitness, LAPRA Wellness Program

DIFFERENTIATORS

Providing free health screenings to membership owners of 24-Hour fitness to keep all aspects of their health in check.

CB3



PLANNED + ART 4 HEALING

We will partner with Art 4 Healing to offer art therapy classes for different survivor's groups or 1:1 sessions.

DESCRIPTION

The goals of these classes are for individuals to use art therapy techniques to work through the bad instances in life that weigh us down. Both group therapy and 1:1 sessions are offered so people can get what they need to move forward in life with a healthy outlook.

MISSION FOCUS

Planned + Art 4 Healing reinforces our mission of *encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives* by focusing on the mental **health** and wellbeing of those who have difficulty expressing their emotions in a healthy way and encouraging them to express those emotions in other ways.

SIMILARITIES

The Art Therapy Project Open Studio Project, The Creative Well, Art Therapy Studio

DIFFERENTIATORS

Offering Art healing techniques to individuals or support groups in a verbally therapeutic setting as well. Talking through the pain as well as being artistic with it to promote mental health.



SERVICE: SE1 ● ● ●

PLANNED AFTERLIFE

WHAT WE DO FOR YOU

A service that assists with will drafting, a living trust, any narrative directives, and the power of attorney. This service is available to help bring people the peace of mind that their affairs are in order before they depart this world. It brings the comfort of knowing that those you leave behind will be taken care of and won't need to make the hard decisions.

Martha and Richard are still a spirited couple who thrive on living life to it's fullest together and with their family. They also know that at some point, they'll need to get their affairs in order so their loved ones won't have to make those decisions.

MISSION FOCUS

Planned Afterlife reinforces our mission of encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives by helping plan for the inevitable and ensuring loved ones are informed on how to proceed, giving families the peace of mind they'll need after a loved one passes.

DIFFERENTIATORS

This service will cover the end-of-life planning in a straightforward manner that keeps all documents organized and ready to go when the time comes. Our staff will also help with counseling individuals for their end of life peace of mind.

Keith is one of our Afterlife Specialists who began working with us after he had to unexpectedly figure out how to organize his mother's affairs. With care and compassion, he ensures that people are prepared for the inevitable and helps with that transition every step of the way.





We are dedicated to offering support throughout the entirety of the end of life planning process, ensuring every individual has the piece of mind they deserve.

EXPERIENCE: EX2 ●●●

PLANNED CARE KITS

WHAT WE DO FOR YOU

These care kits are carefully put together and handed out to people from communities in need containing everyday essentials. Utilizing donated funds, we will put together care packages for communities that have been affected by natural disasters. The kits would include items like dental care, water, food, blankets, and first aid items.

These care kits are packed with various items including—but not limited to—first aid items, water, food, sanitary items, donated clothing or blankets, and dental hygiene items.





MISSION FOCUS

These care kits are put together and handed out to people from communities in need containing everyday essentials. Utilizing donated funds, we will put together care packages for communities that have been affected by natural disasters. The kits would include items like dental care, water, food, blankets, and first aid items.

DIFFERENTIATORS

We will travel to sites that have been affected by natural disasters and increased homeless populations to disperse care kits to those who have been affected. These kits will help get them through until the damage is under control.

Our volunteers band together to pack the care kits to distribute throughout our communities. They also work tirelessly to hand out hot meals and water throughout the year.



Helping people through the tough times by offering basic supplies so these individuals can focus their energy into moving forward with less worry.



EDUCATIONAL: ED3



PLANNED COOKING BASICS FOR KIDS

WHAT WE DO FOR YOU

These classes are designed for young children to foster and inspire age appropriate ways to start gaining life skills in a fun way. These cooking basics courses for children will offer age appropriate ways to gain culinary skills through hands-on learning and play. We will cover topics like basics of cooking and learning how to clean up after ourselves through fun games and activities.

Now in their fourth cooking class, these young ladies are now able to follow along with the lessons with more understanding and are able to prep their stations with minimal supervisions. They enjoy taking their new skills home with them and cooking their families (and have fun while doing it!)

MISSION FOCUS

Planned Life's Basics for Littles reinforce our mission of encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives by helping prepare children for the early stages of independence through learning basic skills while encouraging their creative growth.

DIFFERENTIATORS

We will utilize fun games and learning techniques to begin educating children with basic cooking skills that encourage their independence while also cleaning up after ourselves when we get messy.

Henry loves playing with the ingredients while he learns how to use them. His favorite thing to make is different kinds of bread that he can use for all kinds of different sandwiches.





Peter is still young, but enjoys the independence he's taught in these classes and gets excited that he can "do it himself!" His little pizza tasted better because he got to decide what went on it and made it with minimal help.

EDUCATIONAL: ED4 ●●●

PLANNED SELF-DEFENSE

WHAT WE DO FOR YOU

These classes are designed for people who want to learn safe and proper self-defense techniques. The Planned self-defense classes will promote awareness, assertiveness, physical techniques, escape, evasion, and risk reduction strategies. We encourage the men and women throughout our communities to know how to keep themselves safe and the best practices to avoiding potentially dangerous situations or how to be physically handling those situations if needed.

Greg has been teaching self-defense classes for over 20 years and has helped build up confidence in countless individuals by teaching them proper techniques and moves to protect themselves.





MISSION FOCUS

Planned Self-Defense Classes reinforces our mission of encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives by offering ways to help people with their personal growth goals by learning how to stay safe and handle potentially dangerous situations.

DIFFERENTIATORS

In addition to the self-defense classes, we will also offer 1:1 counseling and access to support groups for those who need help mentally processing through the situations they've been in. We will work together on your path of self-empowerment and wellbeing.

These classes can form lifelong friendships and bond people together throughout their common journeys in life. Some people just want to learn the skill while others need it for their peace of mind. Either way, we will give you the tools and knowledge to feel empowered and in control.



Rosa had a difficult upbringing and has been in situations she didn't know how to handle to keep herself protected. Since joining these classes, she has not only learned self-defense, but has also learned how to build her self-confidence.



CO-BRANDING: CB3



PLANNED + ART 4 HEALING

WHAT WE DO FOR YOU

We will partner with Art 4 Healing to offer art therapy classes for different survivor's groups or 1:1 sessions. The goals of these classes are for individuals to use art therapy techniques to work through the bad instances in life that weigh us down. Both group therapy and 1:1 sessions are offered so people can get what they need to move forward in life with a healthy outlook.

Our trained therapists have now partnered with Art 4 Healing to help people push the things that weigh us down out of the brush and onto the canvas to work through the things holding us back.

MISSION FOCUS

Planned + Art 4 Healing reinforces our mission of encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives by focusing on the mental health and wellbeing of those who have difficulty expressing their emotions in a healthy way and encouraging them to express those emotions in other ways.

DIFFERENTIATORS

Offering Art healing techniques to individuals or support groups in a verbally therapeutic setting as well. Talking through the pain as well as being artistic with it to promote mental health.

Our trained staff work with the Art 4 Healing instructors to devise project plans that help the participants work through their emotions in a creative environment.





Stewart, Maria, and Angie have become a close groups of friends that have helped each other through thick and thin since meeting at one of the Art 4 Healing classes.

PLANNED MINDFUL MEDITATION RETREAT

WHAT WE DO FOR YOU

This retreat is intended to support the mental health of the participants and encourage methods to keep a healthy mind. Mental health is just as important to take care of as physical health. This retreat focuses on meditation and mindfulness techniques to reduce stress while participants engage in guided meditation sessions, nature walks, and stress reduction workshops to cultivate inner peace.

Spending time outdoors in a serene environment can help reduce stress, center your mind, and search for inner peace. It gives you time to reflect on troubles and helps you work through them,





MISSION FOCUS

Planned Mindful Meditation Retreat reinforces our mission of encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives by helping people focus on their mental health in order to keep a clear head to better make other life decisions.

DIFFERENTIATORS

Our retreat focuses on pinpointing the stress points in each person's life and we'll help curate a plan to alleviate stress to keep a healthy mind.

This is a high school group that signed up for a weekend trip after their finals. We encourage our participants to take part in any of the walking groups where the participants can wander around, get exercise, and can share their story in a group setting or individually .



Meditating outside offers the added benefit of connecting with nature, fostering a sense of tranquility and grounding. Sarah tries to practice this every morning if she gets the chance.



CO-BRANDING: CB2



PLANNED + 24-HOUR FITNESS

WHAT WE DO FOR YOU

Promoting both physical and mental health, this partnership will stress the importance of keeping healthy with health screenings provided to those with gym memberships at 24-Hour Fitness. The goals of this partnership is to promote overall wellbeing when it comes to both physical fitness and keeping your body healthy. Planned will provide free health screenings to current + new gym membership holders to ensure they are on track to a healthy life.

Lindsey is letting Juan know about the benefits of the new partnership their 24-Hour Fitness is doing with Planned, including the free health screenings.

MISSION FOCUS

Planned + 24-Hour Fitness reinforces our mission of encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives by promoting both physical health with gym memberships and free health screenings for peace of mind.

DIFFERENTIATORS

Providing free health screenings to membership owners of 24-Hour fitness to keep all aspects of their health in check.

Our technicians will take your vitals and provide a physical examination to assess your overall health. We will cover lifestyle basics such as diet, exercise, smoking, alcohol use, and stress levels to identify areas for potential improvement and risk reduction.





Partnering with 24-hour fitness, we are encouraging people to pay attention to more than just active health and focus on their overall lifestyle and how it factors into their health goals.

PLANNED CERTIFICATIONS

WHAT WE DO FOR YOU

We will be offering certification classes to help you move forward in areas like CPR and Basic First Aide. We will offer certification classes for people looking to get certified in CPR and basic first aide. Our trained staff will lecture and hands-on learning covering every step to take and how to address a number of situations so they can take charge and help others if needed. These classes include how to perform CPR on various age groups.

We will cover the basics of first aide administration as a civilian as well as provide hands-on training for those looking to get certified. Justin wants to learn these basics to see if medicine is something he wants to pursue.





MISSION FOCUS

Planned Certifications reinforce our mission of encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives by offering certification classes to those who want growth in their lives and want to learn ways to help others.

DIFFERENTIATORS

We provide hands-on training while covering a variety of techniques that can be applied to various emergency situations. We first hold a lecture to cover all the basics and any additional information. Then we put those lessons into action with simulated emergencies in order to give participants hands-on training on how stay in control while keeping others safe.

After a close call with her husband and not knowing how to help in the situation, Carol jumped in and became a dedicated participant in the CPR certification courses.



Our trained staff will cover a variety of techniques to use when administering CPR while covering the differences in how to administer CPR appropriately to different age groups.



SERVICES: SE2 ●●●

PLANNED EMERGENCY CHILDCARE

WHAT WE DO FOR YOU

This is an after-hours emergency child-care service which assists those who require an adult to watch their children in unavoidable emergency situations. We will work with individuals that get financially impacted when emergencies happen and have no one else to turn to. We will offer a drop-off service for the child to stay at one of our facilities or we can will contract with vetted carers to come to your home to not disrupt the child's routine.

Delores is a devoted grandmother and has certifications in both child development and social work. She is one of many individuals that is available to care for children over night in emergency situations so the parents have the peace of mind knowing their children are taken care of.

MISSION FOCUS

Planned Crisis Care reinforces our mission of encouraging and supporting people's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives by giving parents with emergency childcare needs the peace of mind of offering available overnight childcare to those who have nowhere else to turn in their emergency situations.

DIFFERENTIATORS

We provide a staff of people certified in childcare who are available to care for children in emergency situations. Some emergency examples could be when there is a work conflict and it would be a financial burden to miss your shift or when your regular care plan falls through last minute and your schedule cannot be rearranged.

We provide a comfortable sleeping space in our facilities for your child's overnight stay to ensure they still get a full nights sleep while away from home.





Andre works overnight shifts and his wife Lily has a sporadic work schedule. While their parents are usually available to step-in with childcare, every now and then they don't have anyone to watch Jayden overnight. They have full trust in Planned to be there for them in these emergencies.

03

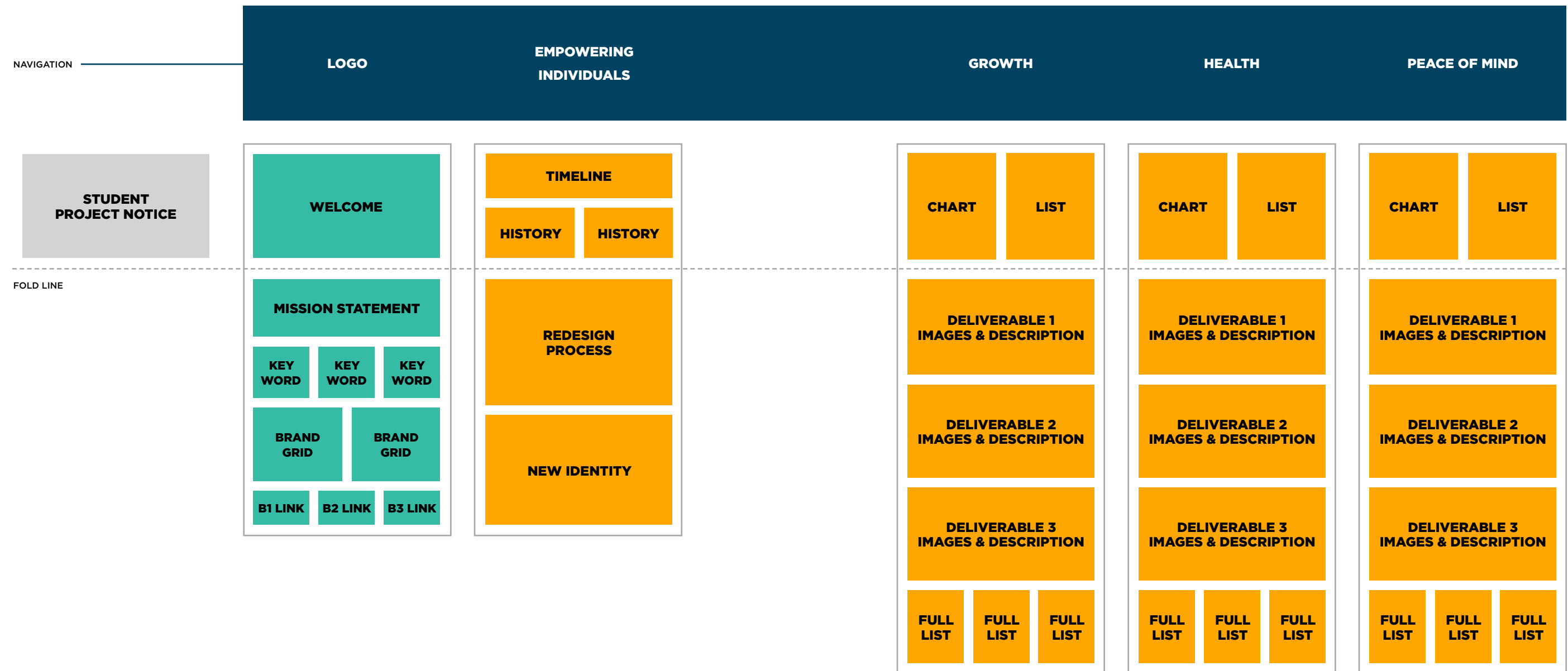
WEBSITE PROTOTYPES

PROTOTYPE SELECTION

GREYSCREEN SELECTION

WIX SELECTION

PROTOTYPE SELECTION



GREYSCREEN SELECTION

HOME

WELCOME!

The new Planned encourages and supports individual's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives.

ATTENTION

THIS IS A STUDENT PROJECT AND IS NOT AFFILIATED WITH PLANNED PARENTHOOD.

WHERE WE CAME FROM WHERE WE ARE GOING

BOOK 1
VIEW

BOOK 2
VIEW

BOOK 3
VIEW

HOME

WELCOME!

The new Planned encourages and supports individual's decisions regarding their family growth, health, and peace of mind—empowering people to make informed decisions to live full and healthy lives.

Learn more

OUR CORE VALUES

Encouraging individuals about healthy lifestyles by promoting mental, emotional, and physical health. The goal for people is to have a good quality of life, increased life expectancy, and vitality by encouraging habits and practices that support long-term health and well-being. By promoting physical activity, nutritious eating, stress management, and other healthy behaviors, health promotion initiatives help individuals live longer, healthier lives.

Educating individuals about healthy lifestyles by promoting mental, emotional, and physical health. The goal for people is to have a good quality of life, increased life expectancy, and vitality by encouraging habits and practices that support long-term health and well-being. By promoting physical activity, nutritious eating, stress management, and other healthy behaviors, health promotion initiatives help individuals live longer, healthier lives.

Supporting people to feel confident in the choices they make for themselves and/or their families, whether it's wanting to have kids, asking for help, or working through hard experiences. People will be fully informed on a range of topics so they can make informed decisions on their bodies, health, and life choices.

WHERE WE CAME FROM WHERE WE ARE GOING

BOOK 1
VIEW

BOOK 2
VIEW

BOOK 3
VIEW

EMPOWERING INDIVIDUALS

BRAND HISTORY

En sequi recitui? Optimum lam ex aut odii sam, que volentibus culteris volerat ut moluptaque blab lino iam voluptat omittit, sa same occu, qui beatoris simpore etur, ex estimi, sunt laboretto quodignatis audis. Piciatpe aliquas praeper speliqis omittit accusam, quis arum consoediam

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TIMELINE

REDESIGN PROCESS

ROUND 1

En sequi recitui? Optimum lam ex aut odii sam, que volentibus culteris volerat ut moluptaque blab lino iam voluptat omittit, sa same occu, qui beatoris simpore etur, ex estimi, sunt laboretto quodignatis audis. Piciatpe aliquas praeper speliqis omittit accusam, quis arum consoediam.

ROUND 2

En sequi recitui? Optimum lam ex aut odii sam, que volentibus culteris volerat ut moluptaque blab lino iam voluptat omittit, sa same occu, qui beatoris simpore etur, ex estimi, sunt laboretto quodignatis audis. Piciatpe aliquas praeper speliqis omittit accusam, quis arum consoediam.

ROUND 3

En sequi recitui? Optimum lam ex aut odii sam, que volentibus culteris volerat ut moluptaque blab lino iam voluptat omittit, sa same occu, qui beatoris simpore etur, ex estimi, sunt laboretto quodignatis audis. Piciatpe aliquas praeper speliqis omittit accusam, quis arum consoediam.

INTRODUCING THE NEW LOGO

INTRODUCTION

En sequi recitui? Optimum lam ex aut odii sam, que volentibus culteris volerat ut moluptaque blab lino iam voluptat omittit, sa same occu, qui beatoris simpore etur, ex estimi, sunt laboretto quodignatis audis. Piciatpe aliquas praeper speliqis omittit accusam, quis arum consoediam

GROWTH

GROWTH

Deliverable Name 1
Deliverable Name 2
Deliverable Name 3
Deliverable Name 4
Deliverable Name 5
Deliverable Name 6

DELIVERABLE #1

En sequi recitui? Optimum lam ex aut odii sam, que volentibus culteris volerat ut moluptaque blab lino iam voluptat omittit, sa same occu, qui beatoris simpore etur, ex estimi, sunt laboretto quodignatis audis. Piciatpe aliqua

DELIVERABLE #2

En sequi recitui? Optimum lam ex aut odii sam, que volentibus culteris volerat ut moluptaque blab lino iam voluptat omittit, sa same occu, qui beatoris simpore etur, ex estimi, sunt laboretto quodignatis audis. Piciatpe aliqua

DELIVERABLE #3

En sequi recitui? Optimum lam ex aut odii sam, que volentibus culteris volerat ut moluptaque blab lino iam voluptat omittit, sa same occu, qui beatoris simpore etur, ex estimi, sunt laboretto quodignatis audis. Piciatpe aliqua

FULL EXTENSION LIST

PLANNED DELIVERABLE 1	PLANNED DELIVERABLE 7	PLANNED DELIVERABLE 13
PLANNED DELIVERABLE 2	PLANNED DELIVERABLE 8	PLANNED DELIVERABLE 14
PLANNED DELIVERABLE 3	PLANNED DELIVERABLE 9	PLANNED DELIVERABLE 15
PLANNED DELIVERABLE 4	PLANNED DELIVERABLE 10	PLANNED DELIVERABLE 16
PLANNED DELIVERABLE 5	PLANNED DELIVERABLE 11	PLANNED DELIVERABLE 17
PLANNED DELIVERABLE 6	PLANNED DELIVERABLE 12	PLANNED DELIVERABLE 18

HEALTH

HEALTH

Deliverable Name 1
Deliverable Name 2
Deliverable Name 3
Deliverable Name 4
Deliverable Name 5
Deliverable Name 6

DELIVERABLE #1

En sequi recitui? Optimum lam ex aut odii sam, que volentibus culteris volerat ut moluptaque blab lino iam voluptat omittit, sa same occu, qui beatoris simpore etur, ex estimi, sunt laboretto quodignatis audis. Piciatpe aliqua

DELIVERABLE #2

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PLANNED DELIVERABLE 5	PLANNED DELIVERABLE 11	PLANNED DELIVERABLE 17
PLANNED DELIVERABLE 6	PLANNED DELIVERABLE 12	PLANNED DELIVERABLE 18

PEACE OF MIND

PEACE OF MIND

Deliverable Name 1
Deliverable Name 2
Deliverable Name 3
Deliverable Name 4
Deliverable Name 5
Deliverable Name 6

DELIVERABLE #1

En sequi recitui? Optimum lam ex aut odii sam, que volentibus culteris volerat ut moluptaque blab lino iam voluptat omittit, sa same occu, qui beatoris simpore etur, ex estimi, sunt laboretto quodignatis audis. Piciatpe aliqua

DELIVERABLE #2

En sequi recitui? Optimum lam ex aut odii sam, que volentibus culteris volerat ut moluptaque blab lino iam voluptat omittit, sa same occu, qui beatoris simpore etur, ex estimi, sunt laboretto quodignatis audis. Piciatpe aliqua

DELIVERABLE #3

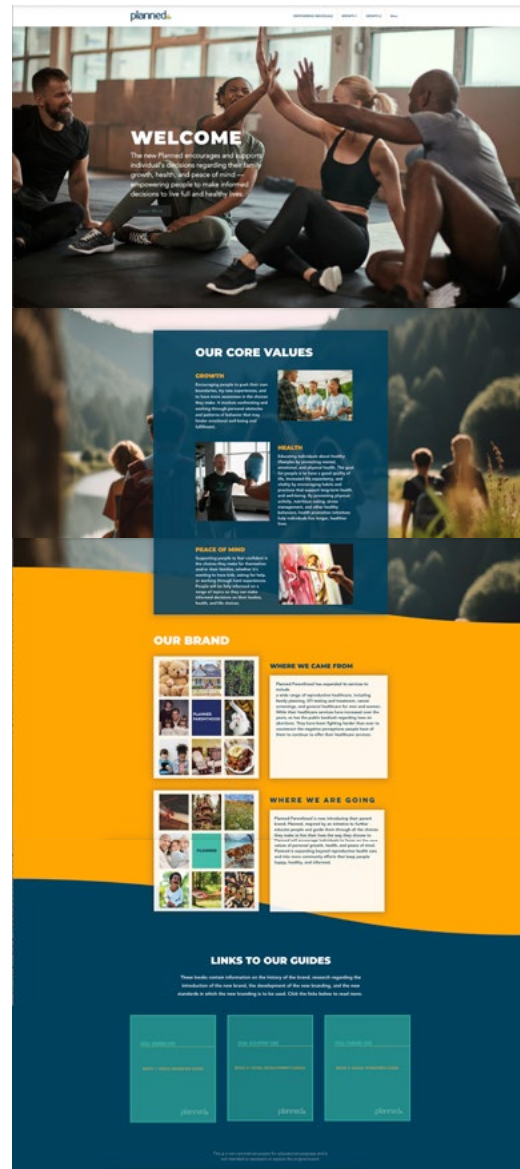
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PLANNED DELIVERABLE 6	PLANNED DELIVERABLE 12	PLANNED DELIVERABLE 18

WEBSITE SELECTION

HOME



EMPOWERING INDIVIDUALS



GROWTH



04

**DIVERSITY
COMMITMENT**

COMMITMENT TO DIVERSITY

BOOK	PAGE	DESCRIPTION	NUMBER	AGE(S)	RACE/GENDER	FOCUS	ROLE
B1	4	Rally Event	2	20-30	Black (F), Latin (F)	Black (F)	Leader
B1	9	Rally Event	13	7-60	White (6F) x6, Black (F), White (M) x2, Asian (F), Asian (M), Latin (F) x3	Black (F), White (F), White (M)	Audience
B1	15	Gathering	3	20-30	White (M), Black (F) x2	Black (F)	Participant
B1	16	Gathering	9	18-45	Black (M) x2, Black (F), White (F) x3, White (M), Asian (F), Latin (M)	Black (M) x2, White (F), Asian (F), Latin (M)	Participant
B1	20	Planting	1	4	White (M)	White (M)	Learning
B1	24	ID Image	1	23	Black (F)	Black (F)	Subject
B1	25	ID Image	1	17	Asian (F)	Asian (F)	Subject
B1	26	ID Image	1	73	White (F)	White (F)	Subject
B1	27	ID Image	1	38	Middle Eastern (M)	Middle Eastern (M)	Subject
B1	28	ID Image	1	28	Middle Eastern (F)	Middle Eastern (F)	Subject
B1	29	ID Image	1	36	Asian (M)	Asian (M)	Subject
B1	30	ID Image	1	55	Latina (F)	Latina (F)	Subject
B1	31	ID Image	1	43	Black (M)	Black (M)	Subject
B2	Intro	Bike ride	2	5-40	White (F) x2	White (F)	Learning
B2	2-3	Planting	5	10-20	Black (N/A x2), White (N/A), Unknown (N/A) x2	Black (N/A), White (N/A)	Learning
B2	7	Happy Couple	2	50-60	White (F), White (M)	White (F)	Wife
B2	8	Pregnant Couple	2	25-35	Black (M), Black (F)	Black (F)	Expecting Mother
B3	Intro	Teamwork	6	18-30	Black (F) x2, Latin (M), Black (M)m White (F), Unknown (N/A)	Black (F)	Leader
B3	42	Family	3	40-80	White (M), Latin (F) x2	Latin (F)	Participant
B3	45	Assisting	1	50	White (M)	White (M)	Staff
B3	46-47	Holding Hands	2	40-80	Black (F) x2	Black (F) x2	Family
B3	50	Volunteering	4	25-35	Black (F), White (M) x2, Latin (M)	Black (F), White (M)	Volunteer
B3	52-53	Receiving Help	2	50-60	Asian (M), White (N/A)	Asian (M)	Homeless
B3	54	Cooking Class	3	8-12	Latin (F) x3	Latin (F) x3	Student
B3	57	Cooking Class	1	4	Asian (M)	Asian (M)	Student
B3	58-59	Cooking Class	1	3	White (M)	White (M)	Student
B3	61	Defense Class	2	50	White (M), Black (F)	White (M)	Instructor
B3	62	Post-workout	3	35-45	Black (F), White (F), Black (M)	Black (F), White (F), Black (M)	Students
B3	64-65	Defense Class	1	25	Latina (F)	Latina (F)	Student
B3	66-67	Painting	1	20	Black (N/A)	Black (N/A)	Student
B3	68-69	Art Class	5	18-55	Latin (F), White (F), Unknown (F, M)	Latin (F)	Instructor
B3	70-71	Art Class	3	40-65	White (M), Latin (F), Middle Eastern (F)	Latin (F)	Students
B3	73	Meditation Class	4	50-70	Black (M) x2, Black (F), Latin (M),	Black (M)	Instructor
B3	75	Walking Groups	6	18-25	Unknown (F, M)	Unknown (F, M)	Participants
B3	76-77	Meditation Class	1	25-35	Unknown (F)	Unknown (F)	Participant
B3	78-79	Gym Entry	2	25-35	Latin (M), White (F)	Latin (M), White (F)	Member, Staff
B3	80-81	Health Screening	2	25-45	Unknown (M), Black (M)	Unknown (M), Black (M)	Nurse, Member
B3	82-83	Exercising	2	25-35	Unknown (M), Asian (F)	Unknown (M), Asian (F)	Gym Members
B3	84-85	CPR Certification	1	18	Unknown (F)	Unknown (F)	Participant
B3	86	CPR Certification	1	65	Latin (F)	Latin (F)	Participant
B3	88-89	CPR Certification	1	30	Unknown (M)	Unknown (M)	Instructor
B3	90-91	Childcare	2	6-65	White (F) x2	White (F) x2	Carer, Child
B3	94-95	Childcare	2	2-35	Black (M) x2	Black (M)	Child



THANK YOU

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

BOOK 1: THE VISUAL BRANDING GUIDE

BOOK 2: THE VISUAL DEVELOPMENT GUIDE

BOOK 3: THE VISUAL STANDARDS GUIDE

YOU CAN ALSO VISIT US ONLINE TO LEARN MORE AT

WWW.PLANNEDEMPOWERMENT.ORG

