



Brand/Identity Development
Rudd Adoption Research Program
R1 // Ideas + Concepts

12.19.25

Introduction

A conversation about ideas...

The objective of this presentation is ***discourse***. Our goal is to use visual cues to foster a discussion about the overall conceptual direction of this new brand. While the presentation showcases concepts that appear as “brands and logos,” they are, in fact, exploratory ideas. They demonstrate a range of styles, approaches, representations, and structures through which we can further discuss the future direction of the brand. **There are several key things to look for and think about:**

Overall look and feel. How does this idea resonate with me? Does this fit with my aesthetic and image of this brand?

Brand hierarchies. Do the elements reflect what I believe to be the most important words or values? What parts of the brand should be most prominent and the first to get your attention?

Typeface styles. Which typeface styles speak to the audience? Do they say, “accessible,” “credible,” or “respected” as we reflected in our discussions?

Color palettes. How do these colors speak to our emotions and sentiments, and those of our audience. Should we express a warm tone, a bold tone, a muted feel?

Brand Systems. In what ways can the elements of this brand begin to work as a system? How can color or shape or organization of the parts become organizing principles for the various content and audience goals?

Introduction

Directions to explore...

These are a few of the words that were key departure points in this process. Those in green reflect cross-audience sentiments and play an important role in the broader perception of the program. We tried to associate each concept with a collection of these words and relate them to the larger mission of the program.

accessible, valuable, contributors, **helpful**, respectful, relevant, influential, **trustworthy**, felt, affirming, **welcoming**, authentic, seen/heard/understood, well-informed, useful, community, enjoyable, **transparent**, open, **reputable**, high quality, **respected**, rigorous, **cutting edge**, novel, expanding the field, authoritative, go-to resource, evidence-based, **credible**, productive, efficient, **collaborative**, **smart**, diligent, communicative, detail-oriented, objective.

Identity Ideas

10 Ideas, Infinite Possibilities

What follows is a collection of ten ideas that mark a creative departure point. Rarely will any of the ideas become a brand identity, but they are the seeds for an ongoing creative discourse. **Look with an open mind and creative lens to explore future possibilities.**

In our research and exploration, several key visual concepts emerged. One key driver for visual graphics was the principle of the **triad**--a concept that incorporates and represents the three key individuals in an adoption/foster relationship. The various ***notions of love and community shared across members of a complex interpersonal relationship*** became a central theme for the development of iconography. Explorations of groups of 3 elements are also present in reflection of the triad. The global symbol for “adoption” incorporates both a heart element and a triangle (triad), symbolizing the the complex nature of love in adoption and foster care. Sentiments of empathy, accessibility, and community rise to the surface in these ideas.

Secondly, the consideration of the ***critical and credible research and knowledge generation*** provided by the program requires a certain professionalism and groundedness. The use of typography, color, and formatting lean into this aesthetic, attempting to produce a solid, grounded, and trustworthy expression of the identity.

In conjunction, these two main themes drive both contrast and creative overlap in the presented approaches. Whether a graphic is present in the identity or not, both primary themes are at the core of this range of ideas.

Idea 1

Hearts, triad, growth,
and collaborative.



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Innovating adoption
and foster care
through research.

Idea 2

Accessible, trustworthy,
respected, and helpful.



Idea 3

Smart, trustworthy,
cutting-edge, reputable.

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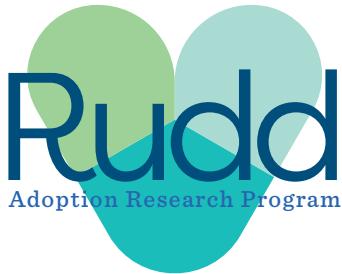


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Innovating adoption
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through research

Idea 4

Hearts, triad, accessible,
and smart.



Idea 5

Reputable, trustworthy,
smart, helpful.

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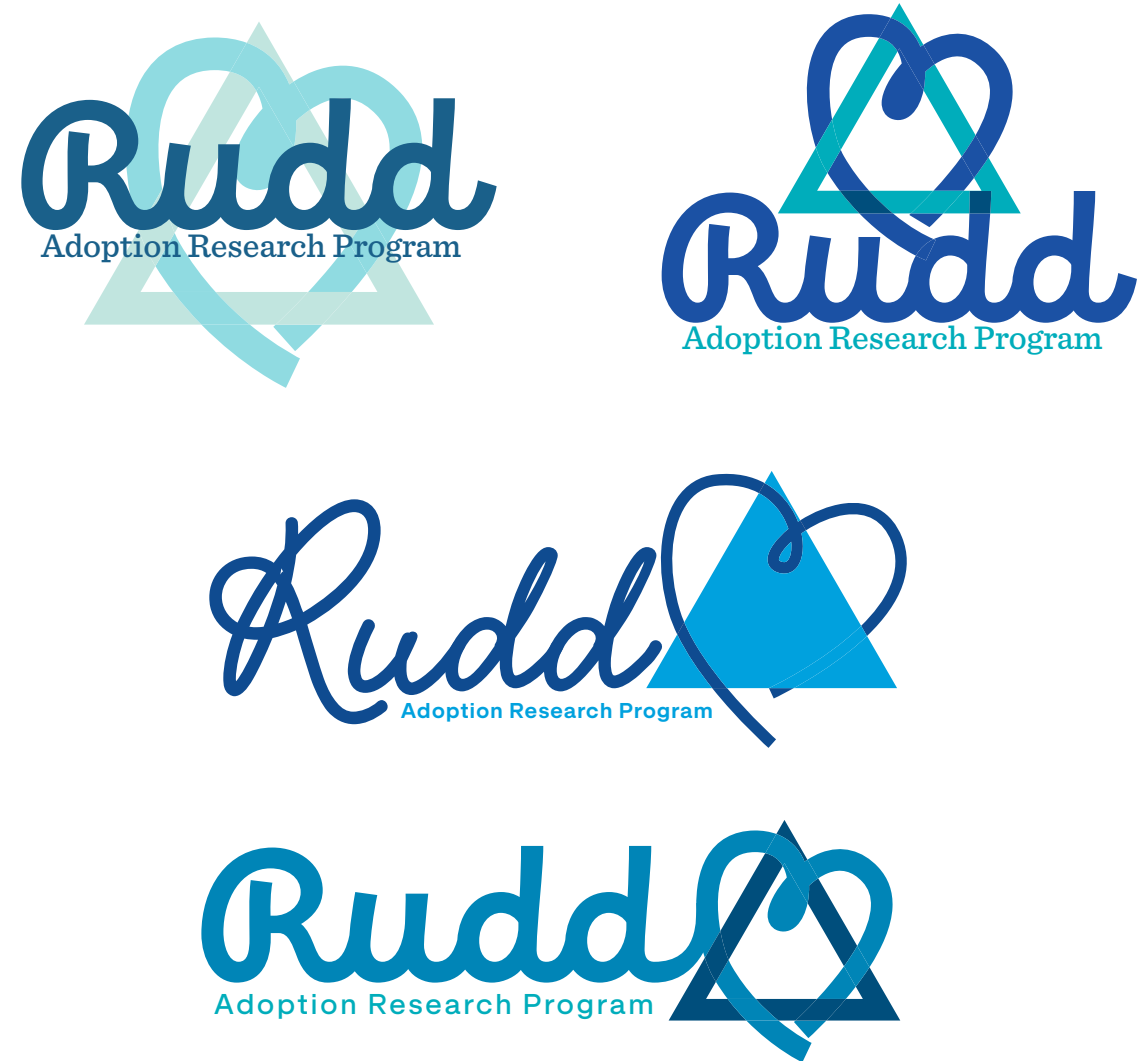
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Innovating adoption
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through research

Idea 6

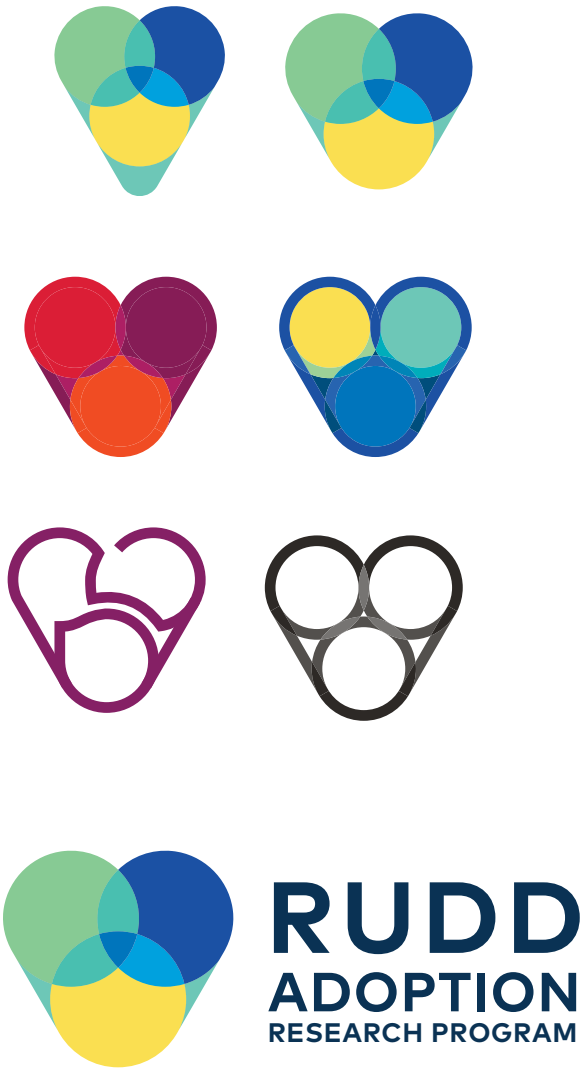
Hearts, triad, accessible,
reputable, collaborative.



Innovating adoption and
foster care through research.

Idea 7

Hearts, triad, collaborative,
smart, trustworthy, helpful.



Idea 8

Triad, cutting-edge,
collaborative, respected.



Idea 9

Accessible, rigorous, transparent,
reputable, helpful.

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Idea 10

Triad, collaborative,
respected, novel, credible.



Review

A collection of ideas...

