

UNITED
WE
DREAM

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INTRODUCTION

Brand Context

United We Dream is the first and largest youth-led immigrant organization in the U.S. It's a non-partisan network made up of 55 affiliate groups from 26 states. They focus on fighting for immigration rights through eliminating forced deportation, defunding ICE and CBP, and providing resources for undocumented immigrants. They address immigration problems through four initiatives: Dream It, Power It, Make It, and Feel It.



Since inception, The United We Dream Network has put immigrants at the forefront of their organization. Their bold and bright aesthetic parallels with the vibrancy and passion showcased through their initiatives, however inconsistency in their branding causes confusion in navigating the organization. The goal of this rebrand is to develop a consistent system that can be translated into each branch of The Network that still captures the youthful essence that the organization was founded upon. In a loud political climate, UWD must breakthrough the visual noise, while continuing to be the disruptive leader in this category.

DESIGN OBJECTIVE

Brand Adjectives

These adjectives are the overall essence of the brand.

Energetic not **Chaotic**

Youthful not **Immature**

Confident not **Arrogant**

Inclusive not **Generalised**

Progressive not **Radical**

Informed not **Boastful**

Mood Board

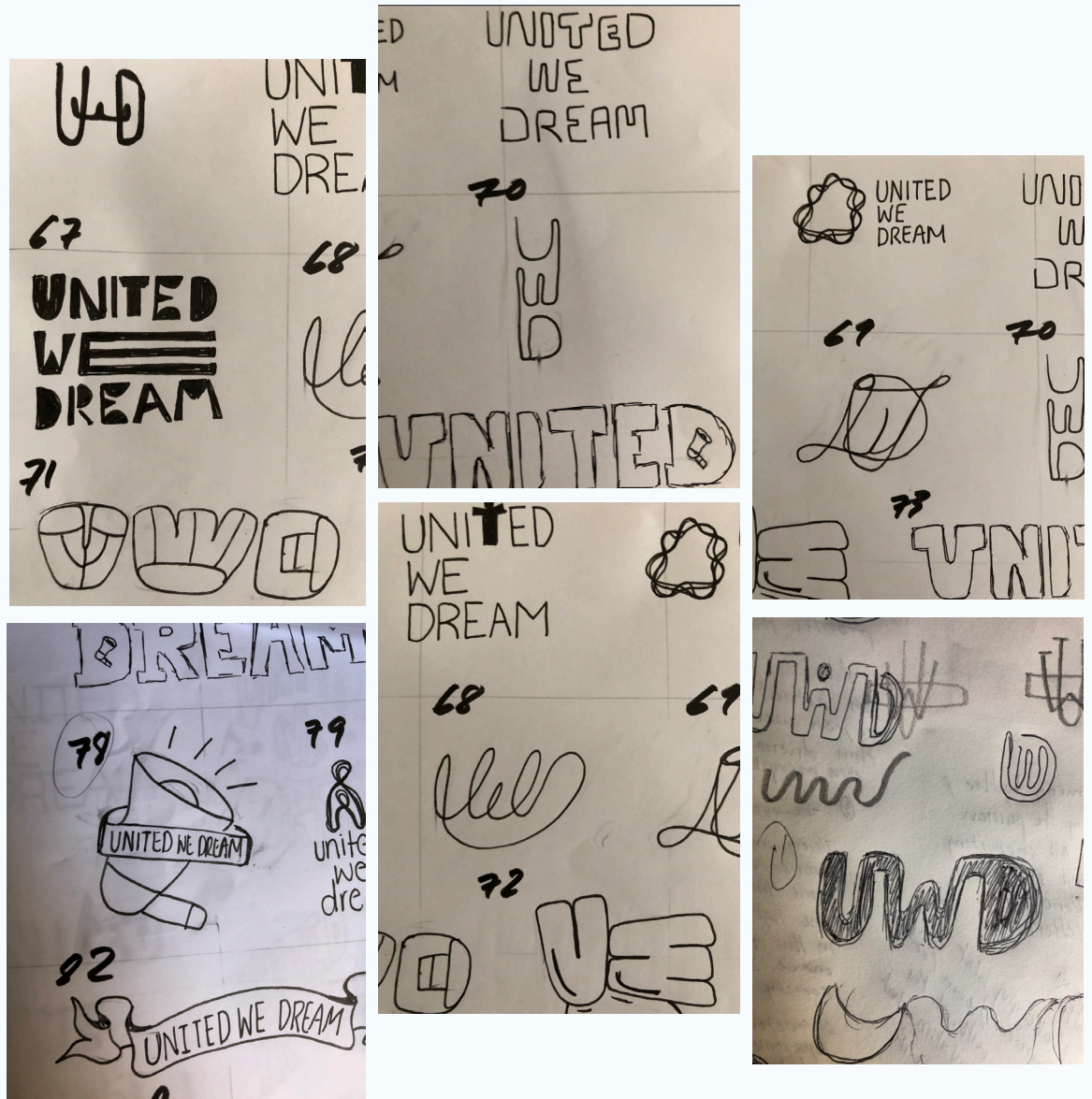
Images that capture the mood of the brand redesign.



LOGO DEVELOPMENT

Concept Sketches

Initial logo exploration.



Logo Directions

Three initial logo concept buckets.



Americana

This mark incorporates iconic flag elements to challenge the ethos of the American Dream, where much of the country's current economic and social prosperity is due to immigrant contribution.



Unity

Another way in is symbolizing the unity of the organization that is linked through sharing passion for the same cause. This is represented through connected letterforms.



Voice

This mark represents the diversity of the voice of the immigrant community that UWD fights for. This is shown through iconography of objects used to project voice and through using expressive type to capture various tones.

UNITED
WE
KREAM





This mark incorporates iconic flag elements to challenge the ethos of the American Dream, where much of the country's current economic and social prosperity is due to immigrant contribution.

LOGOMARK

UNITED
WE
DREAM

UNITED WE DREAM

Logo Specs

Clearance space for the stacked logo iteration.



Logo Specs

Clearance space for the horizontal logo iteration.



VISUAL IDENTITY

Our type choices are bold and work best on print, signage, and web.

TYP— GRAPHY

DRUK WEB HEAVY
ABCDEFGHIJKLMNO P Q
URSTUVWXYZ 012345679

Druk Wide Web Medium
Abcdefghijklmnopqrstuv
wxyz 0123456789

Roboto Regular
Abcdefghijklmnopqrstuvwxyz
0123456789

Type in Use

To compliment the modular logo system, Druk is used to allow for flexibility when working in various workspaces. The under the Druk typeface provides opportunity to reflect the voice and passion communicated on United We Dream platforms.

A NEW MILESTONE IN OUR FIGHT FOR LIBERATION

Sanaa Abrar

This past Tuesday, you and I passed the Dream and Promise Act in the House of Representatives. You, me and all the other UWD members. We created this moment. As we fight to end ICE and CBP as we know them, stop deportations and build local power, passing the Dream and Promise Act through the House of Representatives this week was one more step on the stairway to freedom and reminded me of the power of big ideas and organizing. The bill sets a new standard for immigration reform bills and the Dream Act many of us knew will never be the same. For the first time in nine years, we passed legislation through a chamber of Congress that protects immigrants and does not

Druk Web Heavy
50pt, 42pt leading,
20pt tracking, all caps

Druk Wide Web Medium
20 pt, no tracking

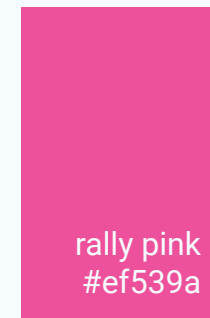
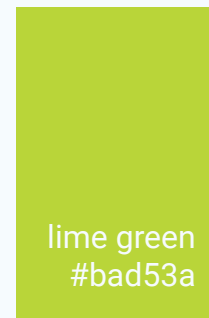
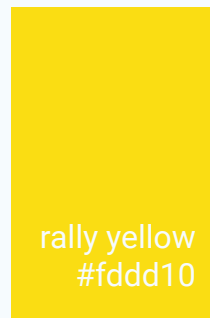
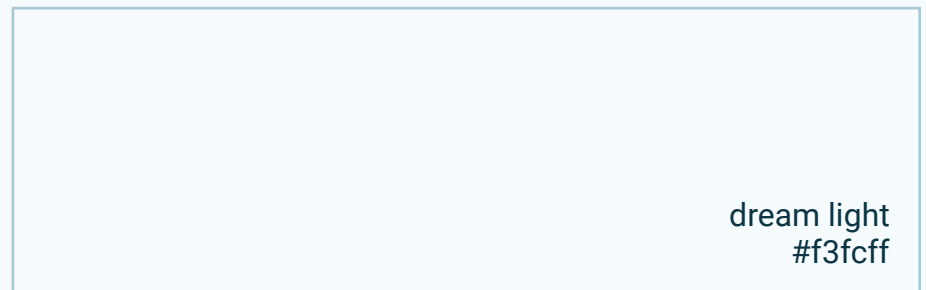
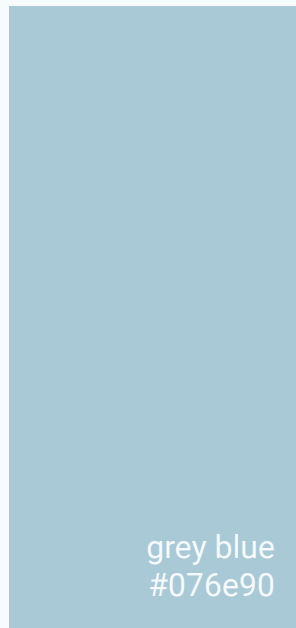
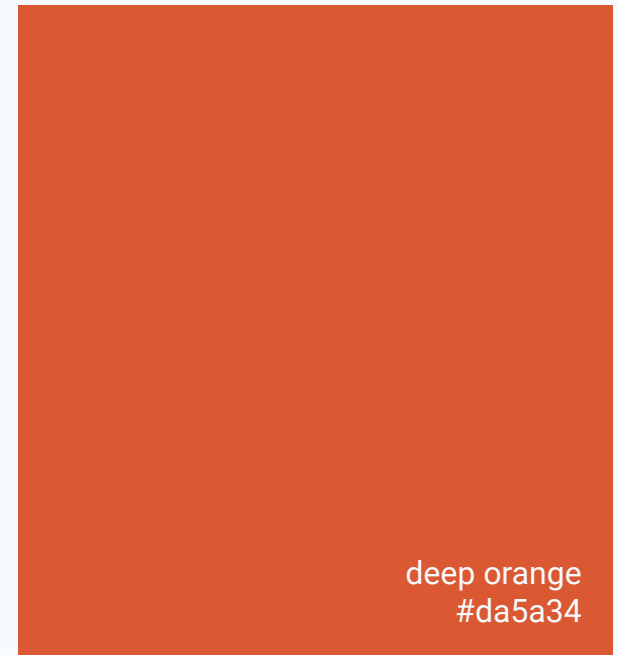
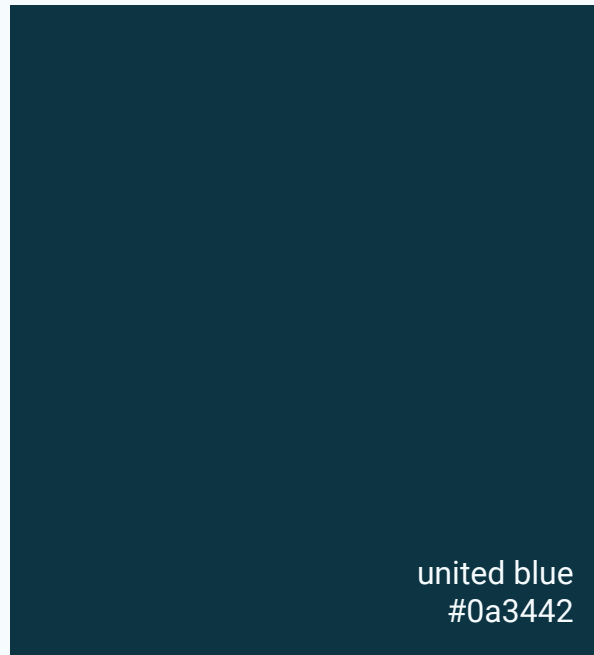
Roboto Regular
12 pt, 14pt leading,
no tracking

Our color palette is bold and bright, while keeping similar hues of oranges and blues that are unique to the United We Dream identity.

COLOUR PALETTE

Colour Builds

Please use these color conversions and ratios for all brand assets.



Colour Pairings

United orange and blue should work as the primary color pairing for this brand. Lighter colors can act as an accent to the logo.



Iconography

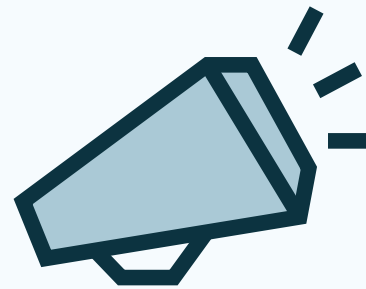
Iconography for UWD's 4 areas of focus; Dream It, Make It, Feel It, Power It. These icons should use the secondary colour palette.



Summits/Workshops



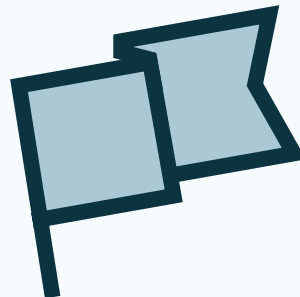
Resources/Education



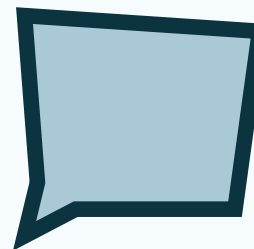
Advocacy/Volunteer



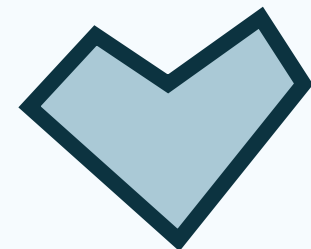
Petition



Leadership



Community



Donate

Expressive Phrases

Phrase expressions. These elements should be used to compliment the existing logo and represent the brand.

UNITED
WE
DREAM

HERE
TO
STAY

CLOSE
THE
CAMPS

Photography Treatments

Images selected should be empowering, colourful, and capture passion. Avoid using imagery that is too graphic or negative.



BRAND APPLICATIONS



**UNITED
WE
DREAM**

Enamel Pin







Volunteer Shirt



Expressive Merch

people...
...A MORE LIVABLE ENVIRONMENT
...MAKING SURETY, THROUGH THE FUTURE
...THE WELFARE OF ALL PEOPLE
...THE BLESSING OF LIFE AND LIBERTY
...TO MEET TODAY'S A
NEW DEAL

The
*
Plan

CLOSE
THE
CAMPS



United We Dream (UWD) is the first and largest immigrant youth-led organization in the nation, a powerful non-partisan network made up of 35 affiliate organizations in 20 states.

We organize and advocate for the dignity and fair treatment of immigrant youth and families, regardless of immigration status. UWD's current priorities are to stop deportations, protect the undocumented immigrant community and advocate for policy changes that would provide full equality for the immigrant community in the U.S.

In 2012, UWD initiated the Dream Educational Empowerment Program (DEEP), which focuses on laying the groundwork to advance the educational justice movement in the U.S.

ABOUT UNITED WE DREAM

We create welcoming spaces for young people – regardless of immigration status – to support, engage and empower them to make their voice heard and win!

What Do We Mean By #HereToStay?

The spirit of #HereToStay is one of power, community, resilience, resistance and a dash of attitude. It started as a rallying cry #HereToStay in response to the Republican attack on our DACA and DACA+ victory, an achievement that which was ultimately taken away as a result of the Republican challenge aided by Judge Ryan's ruling against the executive actions. However, our fight was never for the one policy or one Supreme Court decision, it was about being able to determine where we live and how we live our lives.

In June 2016, the Supreme Court agreed to review the lawsuit against DACA/DACA+, *United States v. Texas*, and struck us with a 4-4 decision, leaving Judge Heman's unfavorable ruling in place, but our resilience shone again as we reaffirmed that we would not be moved again as we reaffirmed that we are immigrants, scapegoating bulldozed this way to become the official Republican presidential candidate at the Republican National convention, we remained fierce protectors of our community.

Throughout this election year, immigrant youth and families carried on the #HereToStay banner as a rallying cry against the hate in the campaign and now that Trump has been elected by a minority of Americans, it is our rallying cry of survival. This is our home and we refuse to be pushed out.

Trump has continued to vilify immigrants and has repeated campaign claims that he will deport millions of us, immigrants, threatening DACA recipients among all Muslims and any person of conscience who has ever said they supported immigrant and refugee rights. We are HERE TO STAY! Our communities are in a state of resilience and urgency.

In this moment, we are our own protectors. We will build sanctuary spaces, deportation defense networks for our community while protecting DACA and previous victories because we know that our liberation is bound to each other. We all face a choice today – are we prepared to do what it takes to stand on the right side of history? To defend our communities? To defend each other? To protect the values we came to this country seeking?

#HereToStay is a defiant message that this is our home, we're a part of our communities and we aren't going to be forced out.

The Urgency of Now

Trump has continued to vilify immigrants and has repeated campaign claims that he will deport millions of us, immigrants, threatening DACA recipients among all Muslims and any person of conscience who has ever said they supported immigrant and refugee rights. We are HERE TO STAY! Our communities are in a state of resilience and urgency.

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#HERETOSTAY TOOLKIT

K-12 & Higher Education Educators & Schools



KNOW YOUR POWER

Defend Yourself: What to do if immigration agents stop you in public

While asserting our rights does not guarantee the stop of arrest at the moment, it is important to exercise our rights to facilitate our defense. You are not alone. Our movement is ready to support you, fight for your freedom, and reclaim the humanity of our community. Visit unitedwedream.org/knowyourpower or text KnowYourPower to 877-8777.

IDENTIFY

Ask them to identify themselves.

Only provide them with your name.

STAY CALM

Stay calm and don't run.

Do not agree to what ICE asks. For example, do not follow them to their office, to immigration offices, and do not agree to meet them for coffee.

Ask for a warrant and check to see if your name is on it and if it is spelled correctly.

PRIVACY

Don't share your personal or loved one's information like name and address.

Don't take ICE to your house to pick up your ID.

Do not sign anything. Do not consent to being searched.

If you choose to speak, remember not to lie.

Record and report the incident.

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Unblast

Home



United We Dream

@UnitedWeDream

Home

About

Photos

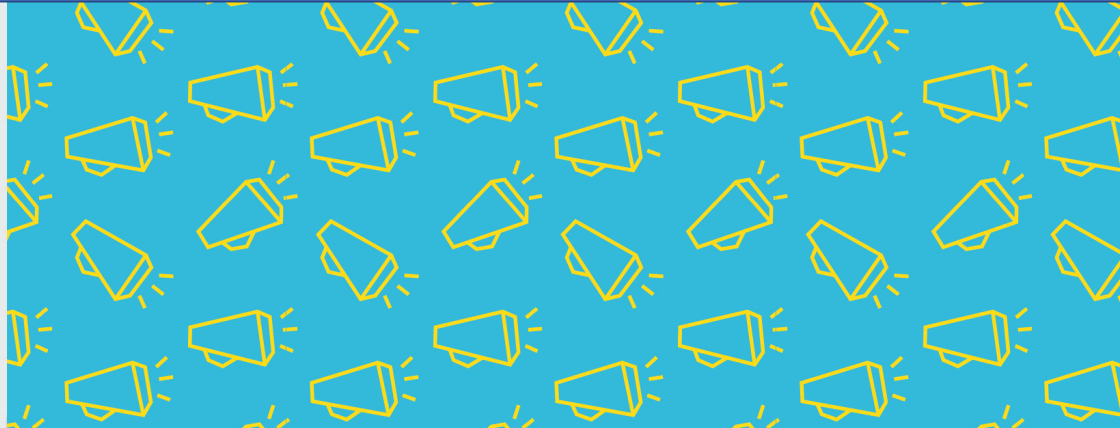
Reviews

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Learn More



Send Message



Status



Write something on this Page...



Search for posts on this Page

Community

See All



Invite your friends to like this Page



107,476 people like this



99,000 people follow this



Sara Helwe likes This

About

See All



Contact United We Dream on Messenger



Non-Profit Organisation

People



107k likes

Pages liked by this page



Artists

✓ Liked



Developers

✓ Liked



Designers

✓ Liked

Posts



United We Dream

18 hrs



Our comrades at United We Dream have long led the charge against this country's racist immigration policies. We stand in solidarity with...

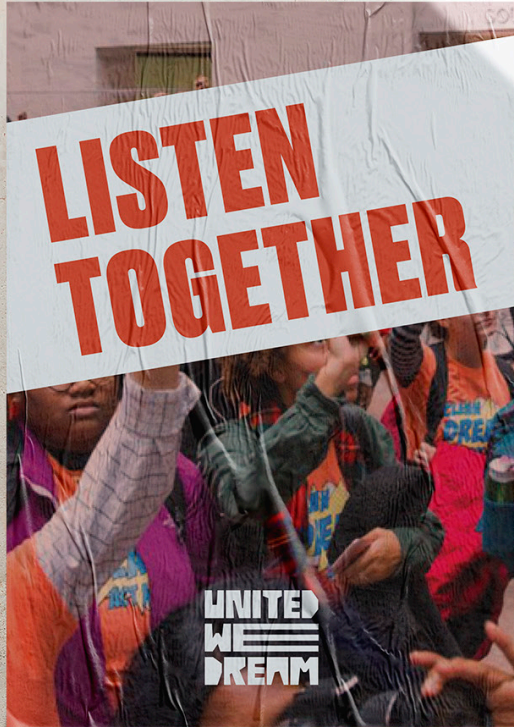


82



Write a comment.





**RISE
TOGETHER**



UNITED
WE
DREAM