

An identity of hope

- + Brand Research
- + Brand Strategy
- + Simplification
- + Brand Architecture
- + Corporate Identity Design
- + Naming
- + Brand Evangelism and Training
- + Internet Strategy and User Experience Design
- + Brand Collateral Development

As one of China's earliest non-profit and non-governmental organizations, the China Youth Development Foundation (CYDF) has seen tremendous growth and success. Since the founding of its flagship program, Project Hope, CYDF has steered its focus on the socialization, modernization and internationalization of China. But to maximize its impact on the growth and development of Chinese youth and children, CYDF needed to lift Project Hope to its highest height with a bold, new image that represented its mission and purpose.

Reflecting a decade of progress

Since its launch in 1989, Project Hope sought to raise the funds necessary to provide China's poverty-stricken areas with the opportunity for an education. In just over ten years, the program raised over RMB 2.2 billion in donations, advanced the education of nearly 2.5 million children from poverty-stricken rural families, and built almost 10 thousand Hope primary schools.

The organization selected Siegel+Gale to create a positioning that tells the compelling story of Project Hope—brought to life through a bold and inspiring identity. This identity needed to promote the essence of the brand's roots as well as what Project Hope stands for today. Siegel+Gale designers agreed that a celebratory makeover was markedly deserved.

The identity of hope

From a strategic standpoint, we found Project Hope's purpose embedded in the authentic and powerful notion of lifting China's children to new and attainable heights. Essentially, Project Hope had become a symbol for progress, hope, and opportunity. Its visual mark needed to reflect the same optimism.

Siegel+Gale designers created a visual mark with a bright color palette and striking geometric slant to give the identity a modern look and feel. Active upward movement of the shapes suggests progression and hope— signalling Project Hope's ability to lift the lives of students beyond a border of limitless possibilities.

Following its official launch in China, the Project Hope identity appeared on the highly trafficked Sina website, one of China's most popular online search engines.



希望的标志

- + 品牌研究
- + 品牌策略
- + 化繁为简
- + 品牌架构
- + 企业视觉识别系统设计
- + 命名
- + 品牌培训
- + 国际互联网战略和消费者体验设计
- + 品牌附属业务

青少年发展基金会(CYDF)为中国最早的非营利和非政府组织。自成立起已有诸多卓越的发展和成就。从创立第一个项目—希望工程开始，青少年发展基金会不断专注于中国社会化、现代化和国际化的发展。为了加强其影响力，青少年发展基金需要一个能够代表其使命和目标的新形象，将希望工程提升到新的层次。

回顾十多年历程

从1989年创立以来，希望工程致力于为中国贫困地区提供教育机会而募集基金。在仅仅10多年里，募集超过22亿人民币的捐款，建设了1万多所希望小学，为2500万来自贫困地区农村家庭的孩子提供了受教育的机会。

青少年发展基金会特别委托思睿高替希望工程创造一个引人注目的故事，运用新的识别设计，鲜活的呈现希望工程20年的历程和今日精神的内涵，并把20年的努力和成果纪录收存。

希望的标志

策略方面来说，希望工程诚心的理念是帮助青少年，提拔他们向上发展。在希望工程深深的被认同为象征进步，希望和机会的同时，其识别设计需要反应出相同的乐观精神。思睿高的设计师们运用明亮的色系和突出的几何倾面，赋予视觉标识现代的形象和感受。积极向上运动的形状喻示着进步和希望—象征希望工程的理念，给予青少年机会，让生命质量不断提升，创造无限的可能。

随着希望工程20年活动的展开，这个标示也在中文资讯最热络的新浪网亮相。。





Project Hope's 20 years

希望工程 20年

中国青少年发展基金会



专题首页 | 希望工程20年回顾 | 希望工程受助生 | 希望工程捐赠人 | 希望小学 | 乡村小学教师 | 希望工程建设者 | 活动信息

希望工程 20年

“寻访希望工程20年”启动仪式

主办: 中国青少年发展基金会

支持媒体: 凤凰卫视

专题摘要: 希望工程从1989年至今走过了20年的历程。它帮助农民的后代改变了命运, 唤起了社会包括各级政府对教育的重视, 促进了中国公益事业的发展。20年中, 发生了许许多多令人感动的故事.....

黎美和: 贫困生的香港亲人 视频12

[活动时间] [活动标志的含义] [寻访活动征集启示]

参与活动小调查 我来讲述爱心故事

20年大事记



1990年邓小平为希望工程题字

- 1989年: 希望工程正式建立
- 1990年: 邓小平同志为希望工程题字
- 1991年: 各地建立起地方希望工程基金会
- 1992年: 香港掀起为大陆捐资助学的高

