

INTRO

Kansas BRAVE (KS Brave) is a 5-year initiative, led by KU's School of Welfare, that centers the experiences of Black and Brown families, youth, and communities to collaboratively develop solutions to improve racial equity and address systemic racism in the Kansas child welfare system.

The team is looking for StoryBridge to create branding that will be used to represent the KS Brave program visually and across all messaging.

OBJECTIVES

- Create a visual identity: brand icon, color palette, creative elements and guardrails around Tone & Voice, to represent the KS Brave initiative.
- Develop a condensed version of the KS Brave impact statement that can act as a hybrid infographic-style document.



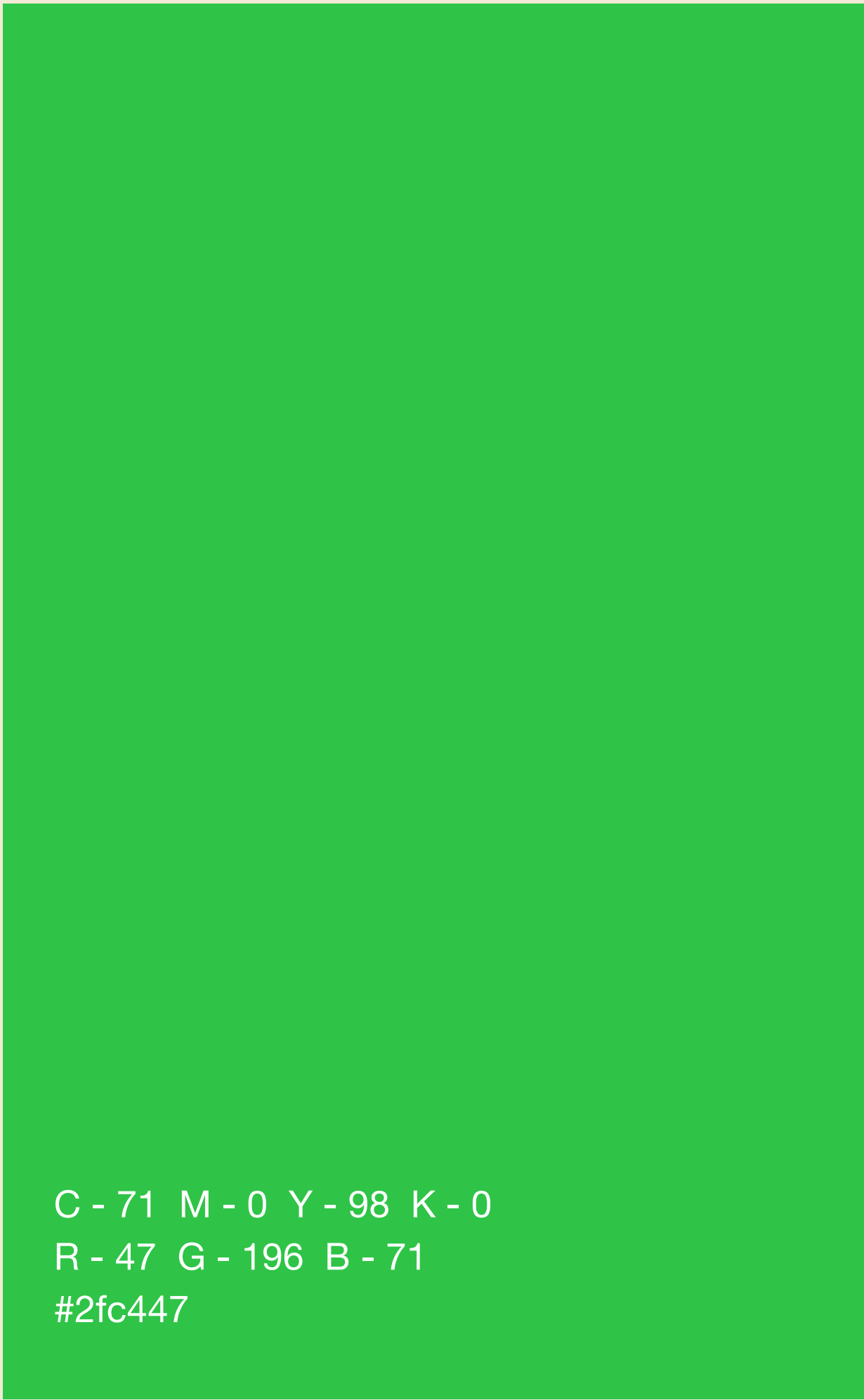
KANSAS

BRAVE

COLOR PALETTE ADDITIONALS

GROWTH / BALANCE

Adding green to the color palette brings a balance to the existing colors. It symbolizes growth, prosperity, and progress. By incorporating the University of Kansas color palette, a few new colors were implemented to expand the visual range while maintaining brand integrity.



LOGO CONCEPT

The sunflower serves as a central element, representing the positivity and hope that Kansas Brave strives to foster.

It also reflects the organization's deep connection to the state of Kansas, reinforcing its mission through a familiar and powerful symbol.

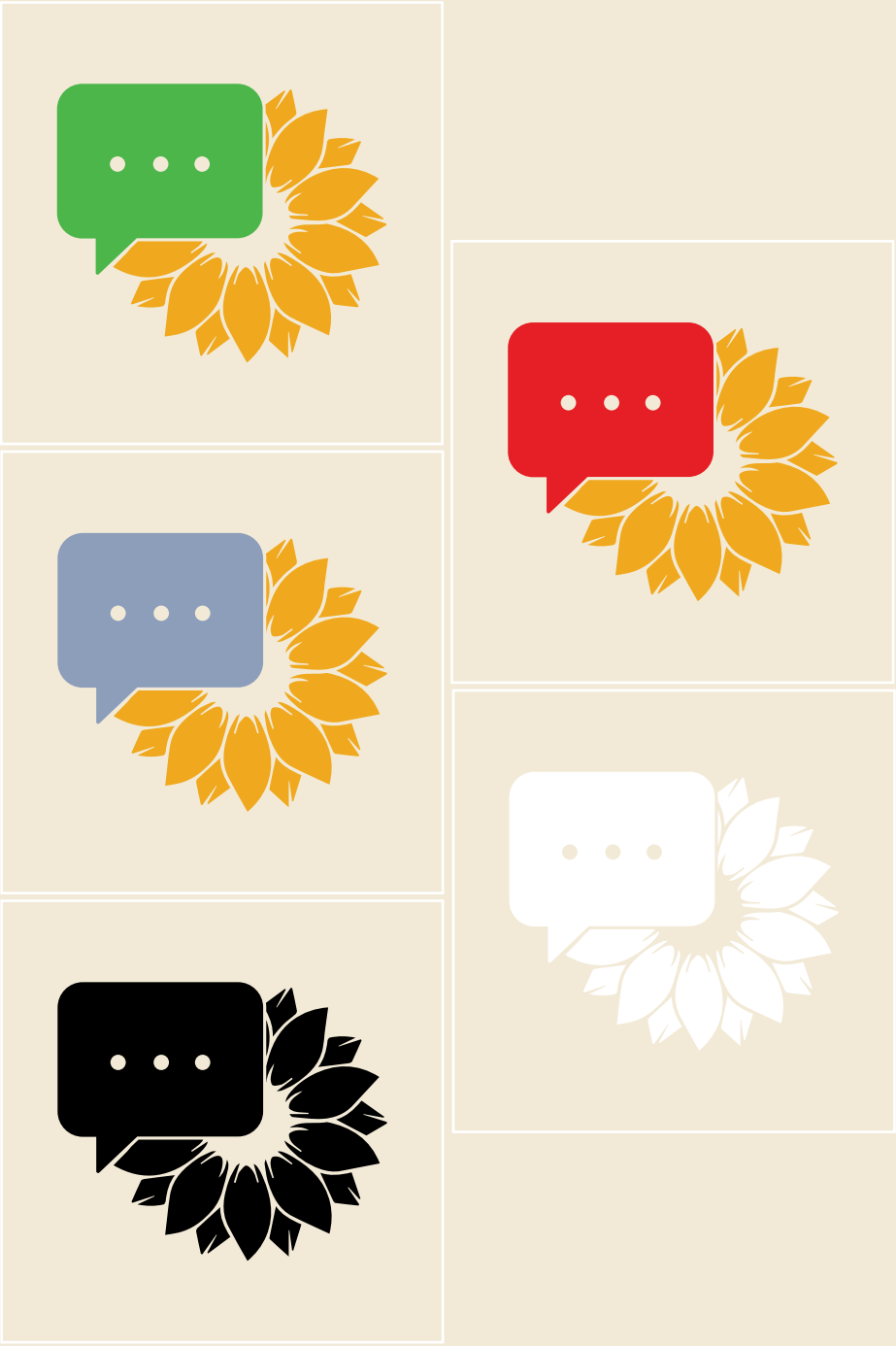
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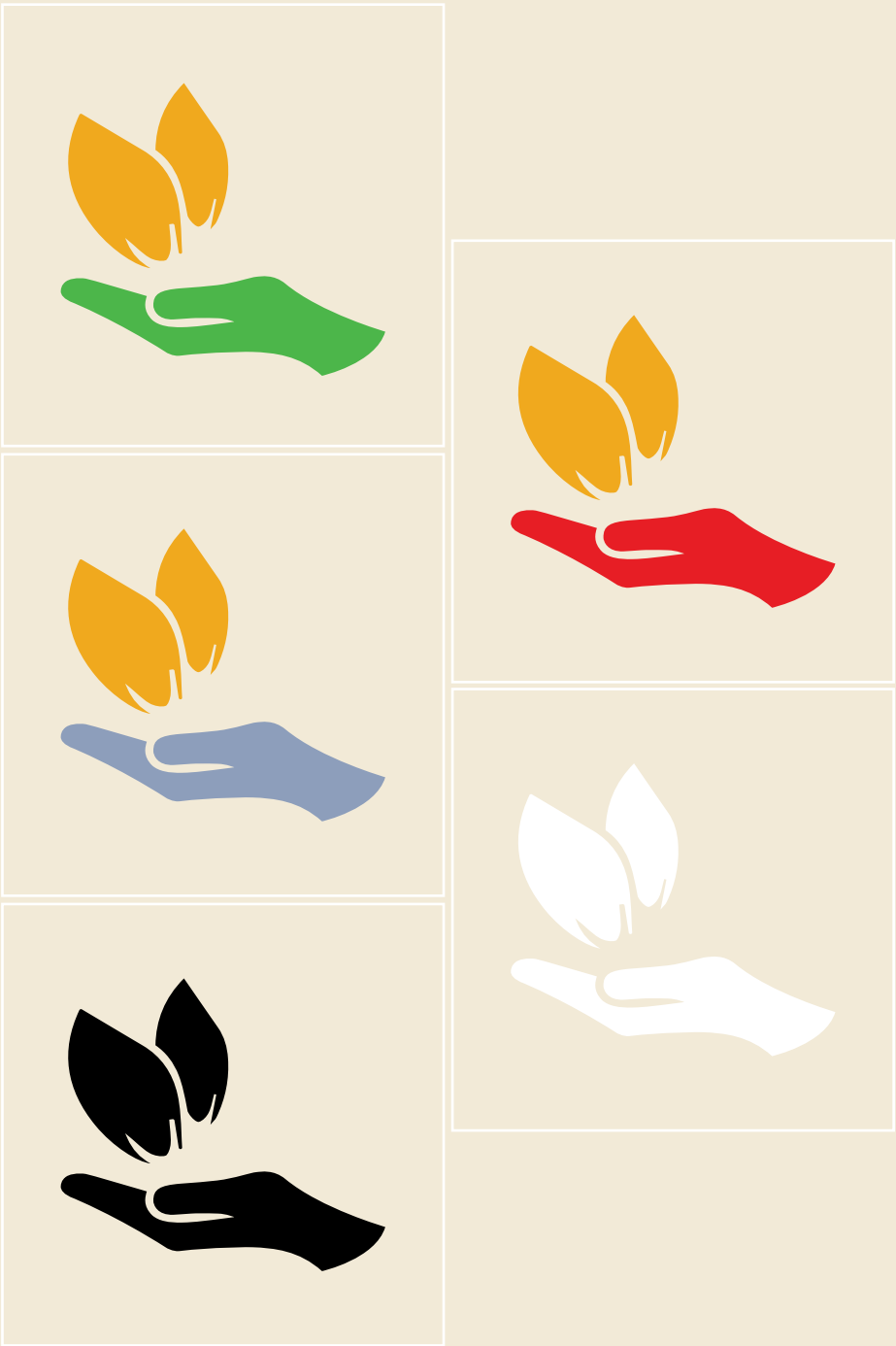
SECONDARY - LETTERHEAD



THREE KEY STRATEGIES



Community Forums - Creating a safe and productive space for open dialogue, collaboration, and collective action toward systemic change.



Brave Spaces - Fostering education, accountability, and proactive measures to combat racial bias within the child welfare system.



Four Questions for Racial Equity - A strategic framework signed to:

- Reduce unnecessary foster care placements
- Prioritize placement with relatives or kin
- Strengthen workforce and court capacities to support anti-racist decision-making



Through this cohesive identity and strategic approach, Kansas Brave continues its vital work in driving meaningful change.