

HEY.YOU

The importance of private donations is the key for organisations like UNHCR. Some people are aware about this and contribute constantly to the cause, others need to be encouraged to take action and this project is addressed to them.

Concept

HEY.YOU is more than a naming. It's a call to action itself, direct and powerful. It turns to YOU, whoever you are. And it represents the voices of the refugees, who address to you directly. HEY.YOU is a clear request which says: "it's time to act", without superfluous messages. Only real people -

who act, give support and money - can lead to concrete solutions. HEY.YOU is a scream that awakens everyone to torpor, pushing them to act: people need to participate to change.

Visual Identity

The logo is simple, clear with a bold typeface. The two "Y" create - through gestalt - the shape of a home: the home of refugees.

This element recalls the pictogram of UNHCR and becomes the protagonist of the corporate language.

Tone of voice is friendly ("Hey" is an informal expression), but at the same time it's warning and serious.

HEY.YOU

LOGOTYPE



MAIN VISUAL ELEMENT: THE HOME OF REFUGEES AND AN EXAMPLE OF PATTERN

HEY.YOU
YOUR TURN TO TAKE ACTION

LOGOTYPE +
PAYOFF/CTA



HEY.YOU
YOUR TURN TO TAKE ACTION

LOGO +
UNHCR LOGO



OFFICIAL BLU
OF UNHCR



RED, SYMBOL
OF WARNING

COLOR PALETTE

A

INTEGRAL CF
Primary Font

Aa

PROXIMA NOVA
Secondary Font

TYPOGRAPHY

THE FUTURE

In a near future HEY.YOU could become the main brand for donations, serving as a container for all type of offers. The brand declination would be based on the types of donors. So, for example, there would be: HEY.YOU - *always with us*, for regular donors (replacing the actual "Angeli dei rifugiati"); HEY.YOU - *for emergencies*, for *una tantum*

donors; and, at the end, it could be interesting to create specific fields of donations, based on what is more important to donors, so that they could choose their cause. HEY.YOU - *for child support* could be an example and other fields could be: medical support, woman victims of violence and many others.



HEY.YOU
ALWAYS WITH US

REGULAR DONOR



HEY.YOU
FOR EMERGENCIES

UNA TANTUM
DONOR



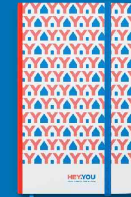
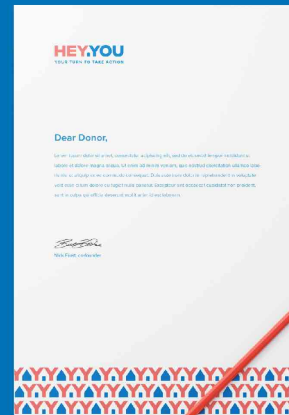
HEY.YOU
FOR CHILD SUPPORT

SPECIFIC CAUSE
DONOR

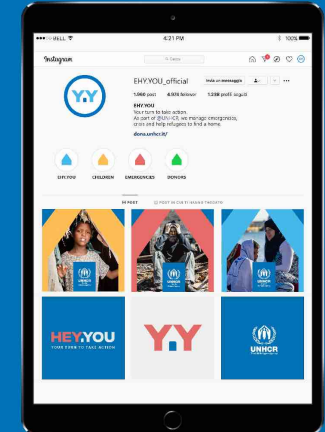


HEY.YOU
YOUR TURN TO TAKE ACTION

INSTITUTIONAL



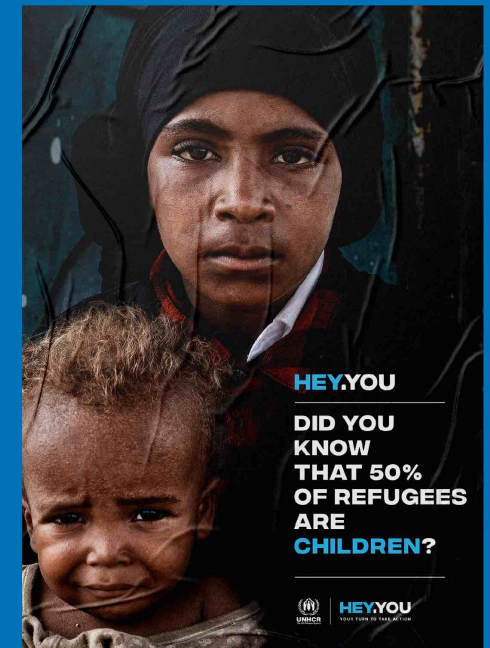
EXAMPLE OF ITEMS OF CORPORATE IDENTITY



EXAMPLE OF INSTAGRAM PAGE OF HEY.YOU WITH COORDINATED CONTENTS



THE KIT OF THE DONOR. IT COULD BE A REWARD FOR THE DONORS WHO MAKE A CERTAIN NUMBER OF DONATIONS (RETENTION)



EXAMPLE OF INSTITUTIONAL CAMPAIGN FOR HEY.YOU