

ROBERT CONNOR DAWES FOUNDATION

OUR BRAND



There's always room for experimentation and development. That's how we stay fresh but also consistent... as long as it's done in the spirit of the brand. Our brand expression should evolve as we grow and discover ourselves.



2021

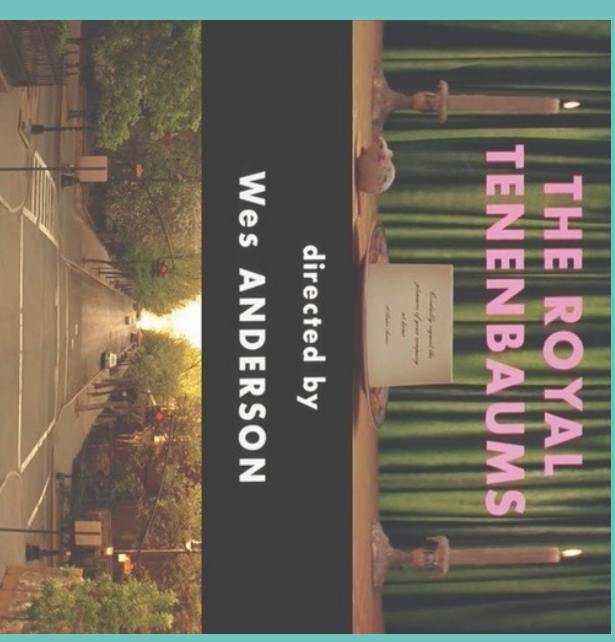
CREATIVE DIRECTION



DO AS WES WOULD DO

Wes Anderson. He tells a great story that make people laugh and cry. They're honest and human, as well as interesting and insightful.

He has a focus on design details. Many may not notice all the small touches that go into each scene or story setup. But they are there and by design, they create an atmosphere that makes you feel something. They help tell the story and make it all feel honest and likeable.



BRAND IDEA





The

BRAIN

THE WHERE IS

HEART

lives



An attack on the brain (a tumour) is an attack on your personality, identity, your soul. It changes the core of who you are and it is devastating to the person, their family and friends. We're using this idea to soften but at the same time focus on the emotional blow that a brain tumour makes.

We do what we do because we believe the brain is where the heart lives.

BRAND COMMUNICATION



TONALITY

We're a charitable foundation, but we don't speak like one.

Our voice is:

- 'We', not 'the organisation'
- Heartfelt & warm, not cold & generic
- Quirky, not weird
- Succinct, not long-winded

We are careful not to:

- Overshare or overwhelm
- Use guilt

KEY MESSAGES

WHAT WE DO

Our describing statement

One-line:

The Robert Connor Dawes (RCD) Foundation supports brain matters in the areas of Research, Care & Development.

Two-lines:

The Robert Connor Dawes (RCD) Foundation - In memory of Robert Connor Dawes.
We support brain cancer matters in the areas of Research, Care and Development.

Short paragraph:

Inspired by a big heart and brain, the Robert Connor Dawes (RCD) Foundation was created in 2013 in the memory of 18 year old Robert Connor Dawes. We are battling brain cancer and supporting paediatric brain matters in the areas of Research, Care and Development.

KEY MESSAGES

Longer paragraph (AUS):

Inspired by a big heart and brain, the Robert Connor Dawes (RCD) Foundation was created in 2013 in the memory of 18 year old Robert Connor Dawes. We are battling brain cancer and supporting paediatric brain matters in the areas of Research, Care and Development in Australia & the United States. This involves contributing funds to brain tumour Research, supporting young people with at home rehabilitation Care like music & yoga therapy, as well as Development initiatives inspiring the next generation of brain cancer practitioners & researchers.

Full paragraph (AUS):

Inspired by a big heart and brain, the Robert Connor Dawes (RCD) Foundation was created in 2013 in the memory of 18 year old Robert Connor Dawes (who lost a 16 month fight against ependymoma). We are battling brain cancer and paediatric supporting brain matters in the areas of Research, Care and Development in Australia & the United States. This involves contributing funds to brain tumour Research, supporting young people with at home rehabilitation Care like music therapy, as well as Development initiatives inspiring the next generation of brain cancer practitioners & researchers.

Today, brain cancer is the most fatal of all childhood cancers. Few new effective treatments mean that 80% of children diagnosed with high grade tumours still lose their battle within 5 years.

This is why brain tumours are so devastating. We're all about changing the odds. To make brain tumours go the way of the dinosaurs. To support the science and in the meantime the patients.

We do this because the brain is where the heart lives.

Join us in supporting brain matters.

KEY MESSAGES

WHAT WE DO

The RCD Foundation was created to continue Connor's legacy, and our fundraising goals are captured by his initials: RCD.

Brain Cancer:

Due to our personal experience with ependymomas, we're focused on brain cancer.

The young are the heart of our organisation:

Connor was 16 when he was diagnosed and 18 when he passed. As the number 1 cancer killer in children our focus is on supporting pediatric and adolescent brain cancer patients and research.

Connecting Australia & the US:

Together with Robert Connor Dawes (RCD) Foundation US, the RCD Foundation can link great research minds in both Australia & America, create a gateway for patients to participate in clinical trials and target key individuals for support.

Research:

Brain tumour research is on the verge of exciting breakthroughs. We want to enable researchers to further understand and more completely treat brain tumours, including earlier detection, surgery and post surgery treatments (radiation & chemotherapy).

Care:

Supporting young people with rehabilitation therapies and home assistance commonly not covered by insurance. Throughout his last year, Connor had weekly music and yoga therapy on top of his standard rehabilitation. Despite being emotionally invaluable, these are often not covered by insurance. Neither is home assistance, which gives comfort to both the patient and the family.

Development:

Inspiring the next generation of brain cancer practitioners & researchers. Through awareness programs, PhD Scholarships and youth engagement activities, we're putting brain matters on the map.

KEY MESSAGES

WHAT WE DO

Our purpose and ambition

YEARLY MISSION

Fund the science and in the meantime support the patients.

By making the most of current treatments and knowledge to provide care services and education development support to patients in order to assist with rehabilitation and treatment management.

By providing funds to leading research projects.

LONG-TERM IMPACT

Our ambition is for brain tumours to go the way of dinosaurs.

By raising funds and rallying support for research into treatments and rehab that eradicate brain tumours and allow for full recovery. We believe this big dreamy goal is possible. It is about making the kind of progress that Leukemia research has been able to make in the last 30 years, resulting in effective treatments for 80% of patients.

KEY MESSAGES

WHAT WE DO

Our inspiration Connor

For 16 months, Connor's brilliant mind, strong body and gentle soul faced off against an ependymoma. Like many others, his brains and brawn gave it all to fight against the poor odds. But on April 20, 2013, Connor's own battle ended. Inspired by his spirit of **Aeternum Fortis**, we created the Robert Connor Daves Foundation as a tribute to him and other brain tumour fighters.

KEY MESSAGES

WHAT WE DO

Connor's Story

BEFORE THE GDBT

If there ever was a word that summed up a person, for Robert Connor Dawes, this word would have been awesome. Awesome as in someone posting on Facebook to a sad friend, "Turn that frown upside down", as in someone who runs 19 km simply to become the best he ever could be. Awesome as in being awarded a young scholar diploma and invited to join Stanford summer school. Four weeks after receiving his invitation letter, 17-year-old Connor was diagnosed with the GDBT. The God Damn Brain Tumour, or as the doctors call it: an anaplastic ependymoma. It was 12 December 2011.

THE FIGHT

Major surgery caused loss of movement to his right side, impaired vision and severe short-term memory loss. But while his body was broken, his spirit was not. Determined to improve, he spent hours each day on his physical and mental rehabilitation. More treatment followed. Throughout it all, Connor never stopped smiling. He stayed positive, philosophical and true to his mantra: "I will be awesome".

AETERNUM FORTIS IS BORN

At school, his friends sold t-shirts and wristbands with his name and the phrase "Aeternum Fortis", "Eternal Strength". It reflected Connor's love of Latin and inspiring spirit as he battled through every adversity. Now, Aeternum Fortis is our eternal reminder of the amazing person he was and the gifts he left us.

VISUAL IDENTITY



LOGO

Our primary logo includes the slogan “supporting brain matters”. This is the default logo to be used in all materials.

The dark blue logo is our primary colour. The inverse colours should only be used when logo is placed on dark colours.

Primary



Inverse



RGB



CMYK



COLOURS

Our palette comprises strong colours and is accented with warmer fun colours.

They're inspired by tones used by Wes Anderson in art directing his movies.

PRIMARY



CONNOR BLUE

PMS 533
RGB 33 43 70
HEX #212B43
CMYK 94 73 05 69



DAWES AQUA

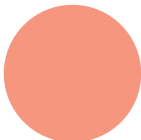
PMS 325C
RGB 121 202 189
HEX #79CABD
CMYK 53 0 23 0

ACCENT COLOURS



SUMMER MANGO

PMS 1225C
RGB 254 198 78
HEX #FEC34E
CMYK 0 25 80 0



SUNBURN OUCH

PMS 486C
RGB 238 149 143
HEX #EE958F
CMYK 0 50 42 0



PUMPKIN PIE

PMS 144C
RGB 237 139 0
HEX #ED8B00
CMYK 0 49 100 0



SANDRINGHAM BEACH

PMS 7506C
RGB 242 231 204
HEX #F2E7CC
CMYK 04 07 20 0

TYPOGRAPHY

Primary typography:
Brandon Grotesque.

We use this in **BOLD** or **BLACK** for headings and **REGULAR** or **MEDIUM** for body text.

Note: Our word templates use Arial so to allow for editing on devices without our typefaces installed.

Accent Typography:

Our script typeface is CC Matineeldol.

We use to create a visual contrast.

We also can use an outlined version of Brandon Bold for display headings.

BLACK

Three Little Birds

BOLD

(Loose tracking)

THREE LITTLE BIRDS

MEDIUM

Rise up this mornin', Smiled with the risin'
sun, Three little birds, Pitch by my
doorstep,

REGULAR

Singin' sweet songs, Of melodies pure and true, Sayin' "This is
my message to you-ou-ou:"

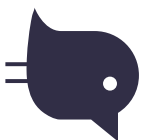
BRANDON
OUTLINED

THREE LITTLE BIRDS

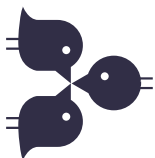
CC Matineeldol

Three little birds

SIMPLE ICONS



Bird



3 birds



Brain



Research



Care



Yoga

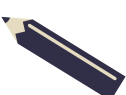


Therapy

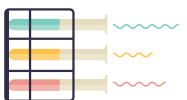
Music



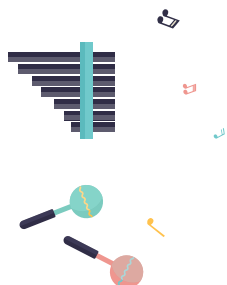
Development



ADVANCED ICONS



Research



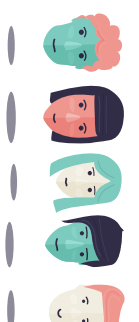
Care (music)



Development



Paediatrics



OTHER ELEMENTS

This is how a Divider looks like
Using the waves



Photography can be used in circles in duotone



LOCK-UPS

SUPPORTING
BRAIN MATTERS
IN THE AREAS OF
RESEARCH, CARE &
DEVELOPMENT

IN MEMORY OF
ROBERT CONNOR DAWES



ROBERT CONNOR DAWES FOUNDATION



RedFoundation.org

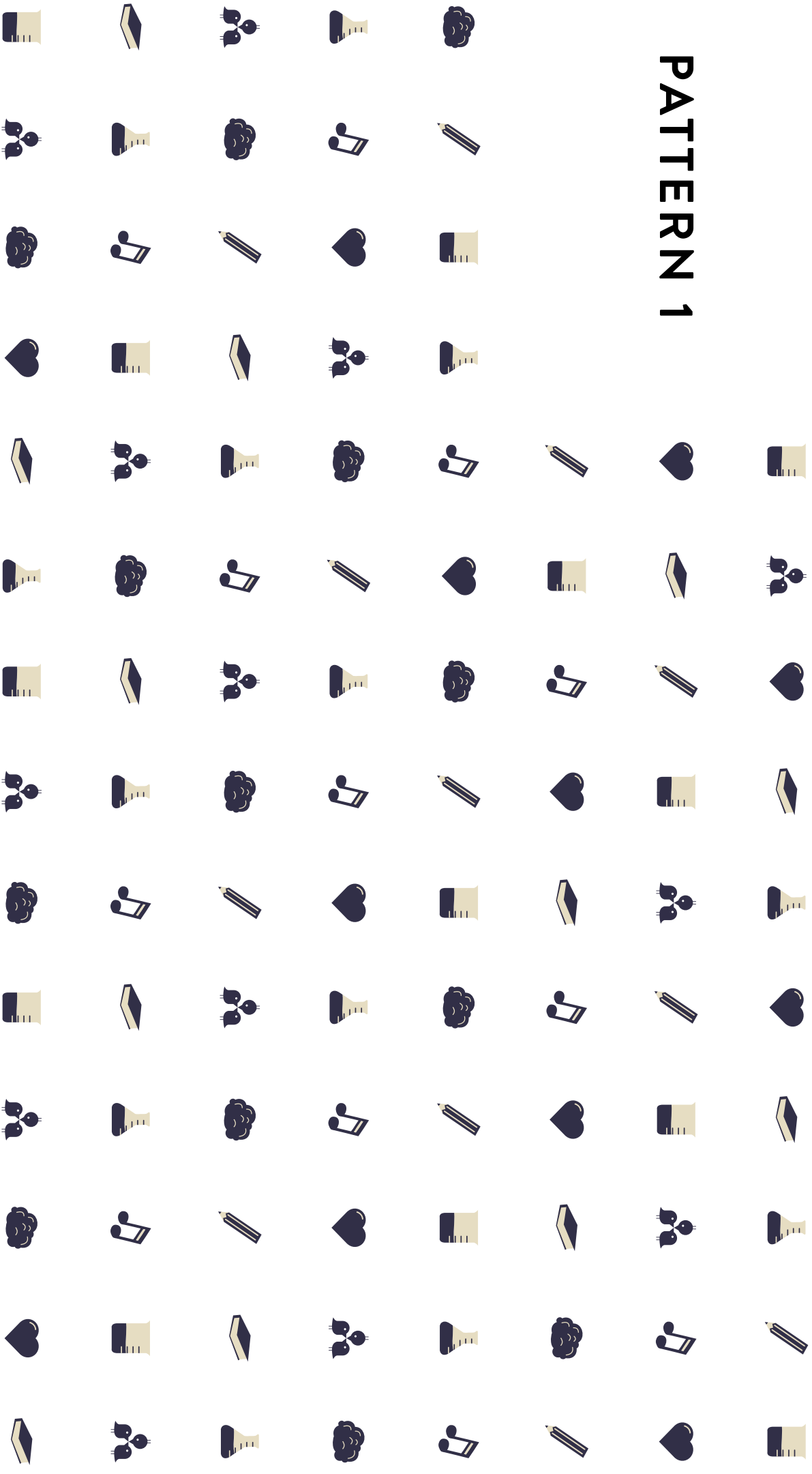
The BRAIN IS WHERE THE HEART lives

ROBERT CONNOR DAWES FOUNDATION



RedFoundation.org

PATTERN 1



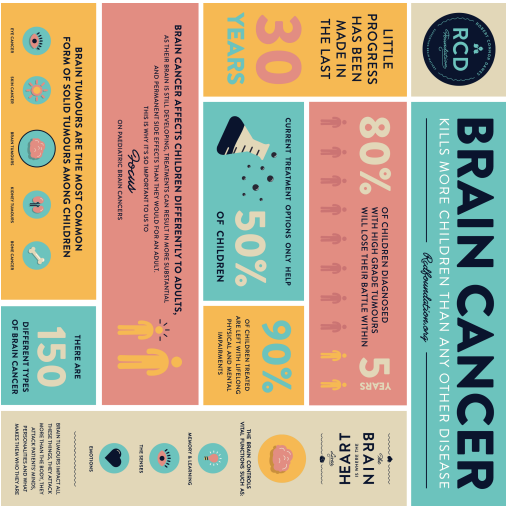
PATTERN 2



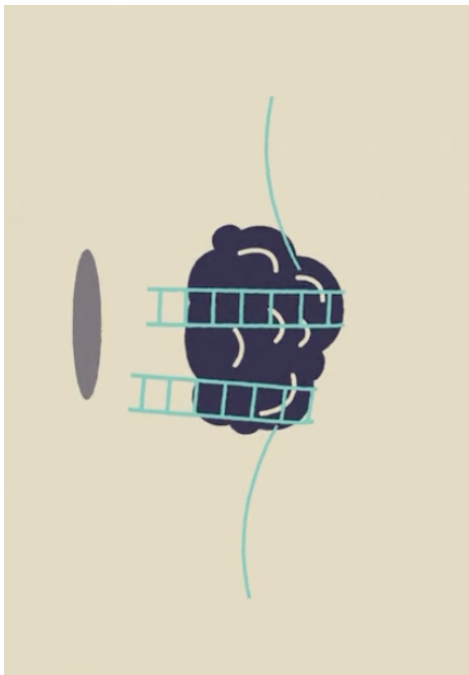
OTHER EXAMPLES



Our first ever giveaway:
Wes Anderson Notebook
with our story, puzzles and
space for notes



Our Infographic



Our Explainer Animation
<https://vimeo.com/118100652>

FIN



The **BRAIN** IS WHERE THE **HEART** *lives*

ROBERT CONNOR DAWES FOUNDATION



Redfoundation.org