

Final Design Presentation

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The George Washington University
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Our Mission

We aim to create a suite of design materials that convey the feeling of “community” and that FBWEV is not just for the elderly population struggling to live independently, but rather for anyone in the area that can benefit from the various programs, and services that you provide. Our designs breathe a fresh and more modern feel into your organization to attract new members of varying ages.

The design system we created builds off of your well established logo and other marketing elements. It also aims to represent the Foggy Bottom West End Neighborhood and all the characteristics that make it home.



Overview

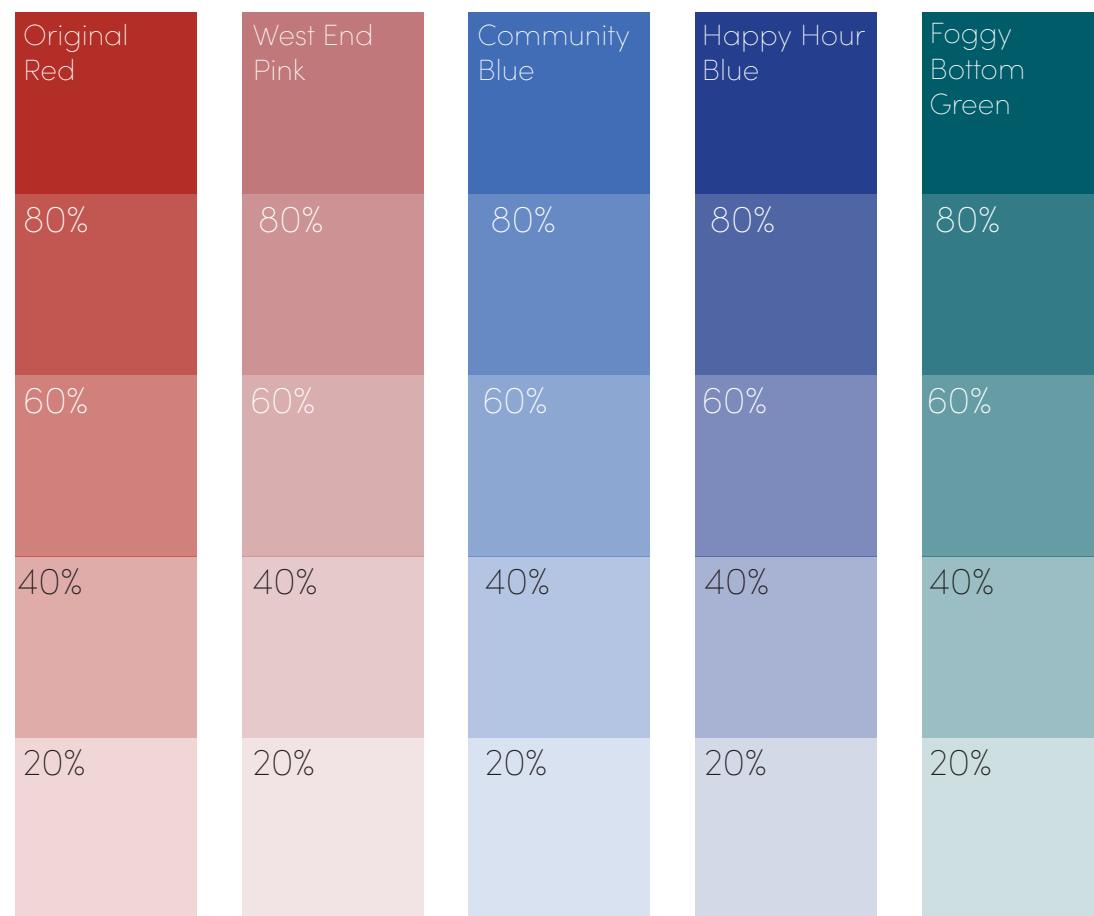
The following slides will go through the design systems and all its elements and then displays their use in the deliverables. Some of the deliverables are re-designs of previous media, two are new designs.

Timeline



Design Elements

Color Palette



Typography

MAP ROMAN CONDENSED

Used for titles and headings

Ratio Modern Italic

For quotes or other text that stands alone

Sofia pro

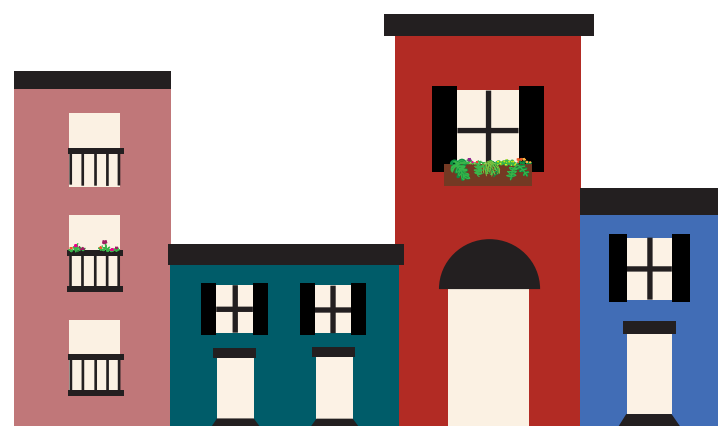
Used in regular or light weight for body text

Peachy Keen

Used for Ice Cream Social Flyer Heading

Design Elements

Illustrations



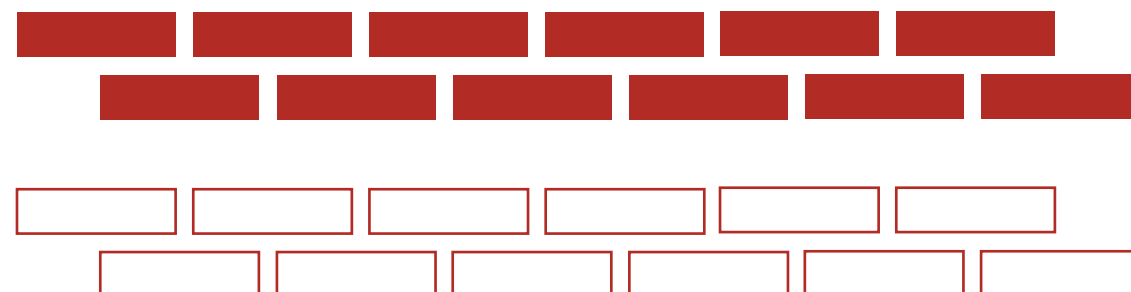
Primary buildings: Full color saturation



Secondary buildings: 80% color tint or less



Tertiary buildings: Only outlines



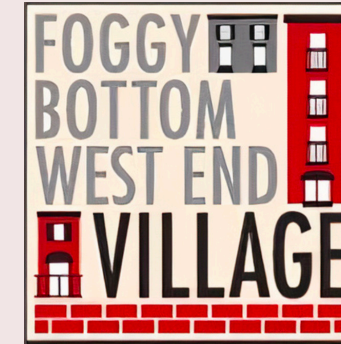
Brick Pattern

Deliverables

Information Flyer

Dimensions: 8.5 x 11 in

GET CONNECTED TO YOUR COMMUNITY



Are You...

- Nearly or newly retired?
- New to the neighborhood?
- Determined to stay independent?

OUR VILLAGE PROVIDES

- Transportation to appointments, help with household tasks, errands, and other services
- Wellness programs, cultured tours, social events and affinity groups, 250 times a year
- Network of community based volunteer organization
- Reduced membership for low-income residents

FOR MORE INFO

Visit our website at
fbwe.helpfulvillage.com

or call the Village
office at
(202) 333-1327



Community Flyer

Dimensions: 8.5 x 11 in



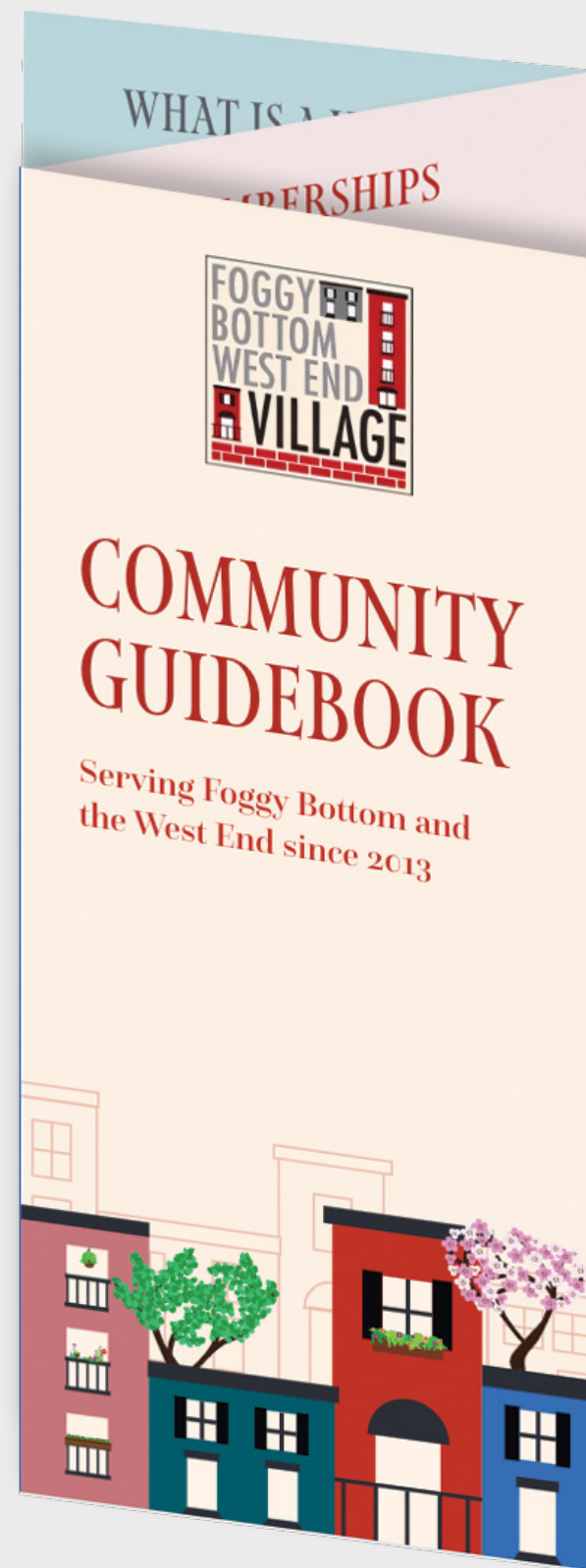
Forge New Friendships. Create a Community.

Visit fbwe.helpfulvillage.com to learn more about our affinity groups, services, outings, and how you can get involved with your community.



Brochure

Dimensions: 8.5 x 11 in



Brochure


Dimensions: 8.5 x 11 in

WHAT IS A VILLAGE?

Villages help older adult remain in their homes as long as possible while living the best life possible. A wide variety of stimulating programs and entertaining activities are offered every month as well as services such as transportation, tech assistance or friendly visits.

But most importantly, villages build community, neighborhood by neighborhood. "Since I joined the village last year I never walk to the store without running into someone I know well enough to have a good conversation."


The idea of neighbors helping neighbors has been key to Foggy Bottom West End Village's success since we opened in 2013. Villages are membership, nonprofit organizations, developed by interested people in a particular neighborhood in order to serve that neighborhood.



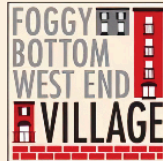
"As a new resident, I made friends and contacts through the village that would have taken me years to form—if ever!"

Contact Us
 Denise Snyder, Executive Director
 Foggy Bottom West End Village
 2430 K Street N.W.
 Washington, D.C. 20037

202-333-1327
 info@fbwevillage.org
 fbwe.helpfulvillage.com




Foggy Bottom West End Village is a member of the national Village to Village Network and the Washington Area Villages Exchange. Foggy Bottom West End Village is a 501(c)(3) charitable organization.



COMMUNITY GUIDEBOOK

Serving Foggy Bottom and the West End since 2013




HERE TO SUPPORT AND SERVE


Programs and Events
 Foggy Bottom West End Village (FBWEV) offers dozens of programs each month ranging from exercise classes to private tours of new museum exhibits and current event discussions. Social activities like book clubs, happy hours, weekly coffee gatherings and monthly lunches all help develop friendships and support networks.

Services
 Services provide the boost that multi-generational households once did. FBWEV volunteers provide rides, run errands, and increase comfort levels with tech devices. Simple things like help replacing a ceiling light bulb or moving a heavy object makes life easier.

Volunteering
 We are always looking for new volunteers interested in supporting older adults. Volunteers provide direct services to members and also participate on various village committees.



MEMBERSHIPS




Types of Memberships

- A "standard membership" includes access to all program and activities as well as the full array of services. However, the dues do not allow for any tax deduction.
- A "social membership" only includes access to programs and activities, but a significant amount of the fee is tax deductible.
- An individual membership fee (in either the standard or social category) costs \$630/year. A household member fee (in either the standard or social category) costs \$940/year.
- FBWEV also offers a reduced fee membership (\$100) for those who qualify by income.

VOLUNTEERING

Volunteers must be at least 18 years old and, if working directly with members, need to pass the background check. Orientation is provided to all new volunteers to introduce them to the FBWEV's policies and procedures and volunteer opportunities. Direct service volunteers (working with members) are able to choose when and how they would like to help. Requests from members are sent out to volunteers who have expressed interest in that area. Each volunteer can then either "take" that request or skip it until a more conveniently timed request comes along.

Committees also need volunteers. Become a committee member on the Program, Finance, or the Membership Committee. Help plan our next fundraising event or be an administrative assistant. Most volunteers are members, but we welcome others to join our volunteer corps as well.



Fact Sheet

Dimensions: 8.5 x 11 in

WHAT CAN YOU DO IN THE VILLAGE?

2340 K St NW,
Washington, DC 20037
202-333-1327
fbwe.helpfulvillage.com

Activities

- Weekly Coffee Hour
- Exercises and balance programs
- Pop-Up Events
- Monthly Book Group Discussions
- Monthly Online Programs on a wide variety of topics
- Docent-led private museum tours
- Happy Hours
- Caregiver's support group
- Men's lunch and discussion group

Help the Village

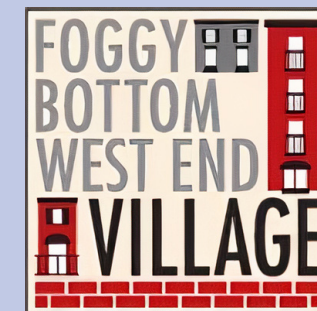
- Join a committee
- Befriend a new member and recruit others
- Plan annual parties
- Suggest and contact lecturers and excursion sites
- Thank FBWEV volunteers
- Serve as a FBWEV ambassador to other community organizations
- Send in suggested programs or humor for the Director's Notes
- Help with administrative work at home or in the office

Help Others

- Drive members to appointments
- Pick up groceries, prescriptions, or library books
- Provide basic tech assistance
- Make check-in phone calls
- Make friendly visits to other members
- Perform simple home repairs in homes of other members
- Comfort members in crisis
- Cook meals for home bound or ill members

Services

- Rides to doctors, meetings, houses of worship, and events
- Grocery shopping and errand runners
- Moving furniture, heavy boxes, and other household tasks
- Provide IT assistance
- Find preferred service providers (e.g. carpenter, plumber, electrician,
- Short-term case management
- Offer guidance on caregivers and informations on end-of-life planning



Ice Cream Social Invitation/Flyer

Dimensions: 8.5 x 11 in.

Ice Cream Social

August 27, 2023

2:00–3:30pm

26th St Park (& Anne Queen's Lane)

Featuring Our Music Group!
Come celebrate summer with Villagers, friends, and neighbors of Foggy Bottom West End as we enjoy delicious gelato, lively music and delightful company in a charming outdoor setting. Hope to see you there!

fbwe.helpfulvillage.com | info@fbwevillage.org | 202-333-1327





Thank you for the opportunity to work with you, we hope our designs help spread your message and foster a greater FBWEV community!

-Emily, Lorelei, Kelly, & Isaac