

Hatch Get Ready to start

Support Document

Edition 1

Enterprise Concept, branding & Presentation

Aware+Vision 
Social Enterprise proposal



Introduction

My proposal, **Aware+Vision**, is a multi-purpose social enterprise focused on improving awareness, creativity, and social connection. This proposal is made of a family of elements

Awareness

Creative

Dancing

The information on this document provide additional information linked with the course get ready to start.

All ideas are not fully finalised therefore the information is subject to change. Also because of the competitive basis environment with artificial intelligence further preiment only to be made to make sure any business idea will not become a disadvantage



Elements

Awareness

Based on the awareness initiative I have developed for over two decades.

Creative

It incorporates art and design projects.
This incorporates influential books, insight documents, talk presentations & exhibition displays.

Dancing

An inclusive dancing vision based my experiences and a participant in dance classes & events



Business Structure & legal

The proposal of Aware+Vision is to become of Community Interest Company the organisation provides services, products and social mission.

This mean that a percentage of any profits will be transferred to the asset lock which are fund the social mission activities the benefit communities.

The Connection

This section and focus on the branding, communication content and marketing. It will also include how the identity presentation and branding architecture I use depending on the potential customer or the audience of social mission which is different. This is important Because developing a monologic branding and presentation for social Enterprise has not been approved when applying for social Enterprise support as it deemed too commercial

Some of the examples already exist online and on social media.

Customer Connection: Main identity

Umbrella Corporate identity

Aware+Vision 

The umbrella identity incorporates a stylised visual badge which represents the initials of Aware+Vision.

This is strictly used only for the corporate side of the social Enterprise and for communications for potential clients and customers.

Because of the potential barriers of appearing to commercial the umbrella identity will not be used for specific social missing activities especially for the general public and specific awareness audiences.

Customer Connection

Consumer connection (branding communications, content and marketing)
(Short term medium term from 18 months to two years onwards and long-terms around about five years onwards)

Umbrella identity and feature brands

The umbrella identity will be primary in communications and information for clients and potential customers except for Focus content where the feature brand & (specific sub brands) is more important.

The Marketing

The Marketing design and presentation from marketing has not yet been developed and finalised.

However the marketing will be linked with a flexible tagline linked with connecting society. This will be altered in related to the subject linked with specific audiences.

Community & Content connection: Features

▾ Plus Value Awareness

Powered by Aware+Vision



▾ Keith Mckenzie

KmC Focused Projects
Powered by Aware+Vision



FeODES

Powered by Aware+Vision

Differences Originals ▾

Powered by Aware+Vision

Embrace Dancing ▾

Powered by Aware+Vision

Aware+vision is made of a family of picture brands which powers the particular function

Braiding architecture

The umbrella identity and the featured brand is part of a family of branding architecture which includes sub brands linked with specific content and information. The majority shown or have consistent standards including use of "Lato" typeface



Community & Content connection

Community & Content connection (branding communications, content and marketing)

(Short term medium term from 18 months to two years onwards and long-terms around about five years onwards)

The examples the public face of the Aware+Vision family

this will apply to focused online and social media platforms and products where it is strongly connected with a particular feature.

For example for original designed items it will be presented as "Feodes powered by Aware+Vision"

This will signify the public face of the product all public facing content and its relationship with the umbrella identity of the social Enterprise Business.

Branding System: Visual Presentation

The visual presentation linked with the Aware+Vision family has consistent standards at all of the features and sub-brands. There are some exceptions depending on the target audiences.

There are a total of three layers of presentation which is mostly used across the Aware+Vision family

Main presentation

This is related to the house style linked with the main identity and feature brands.

This will be mainly used for corporate and generic information and materials. This will be used on material such as business cards, press releases, slideshow presentations and many more

Communications presentation

The second layer of presentations is updated every 18 months. This is related to specific purposes including extract from contents and recent development and a summary of recent developments.

Marketing presentation

The third layer presentation is updated every year.

This is used to promote and market the social Enterprise, the features, content, services, products, and social mission activity (including social responsibility information and marketing)

The three layers of presentation is important and it is different to how general design practices are made. Through my experiences audiences get bored very quickly whatever you present from one year to the next could lose interest very quickly to the audience's potential customers and recipients of social missing activity. Also having the same design with the main branding communication and marketing will make the branding and presentation problem of overusing the same style therefore it will potentially be tiring within 18 months. This means it will lose the appeal to competitors. So adopting the three level format not only strengthens appeal from year to here each improves the quality of the brand without appearing tiring or overused.

Branding system: Summary

The one family is broken down within three areas

Corporate Umbrella identity

Feature brands with Umbrella identity endorsement

The corporate brand for social mission projects with features endorsement

Umbrella Corporate identity

Aware+Vision 

Target Audience

▼ **Plus Value Awareness**

Powered by Aware+Vision



▼ **Keith Mckenzie**

KmC Focused Projects

Powered by Aware+Vision



FEODES

Powered by Aware+Vision

Differences Originals ▼

Powered by Aware+Vision

Embrace Dancing ▼

Powered by Aware+Vision

Social Mission endorsement & partnerships

Aware+Vision

Featuring Plus Value Awareness



Aware+Vision

Featuring Differences Originals



Aware+Vision

Featuring Embrace Dancing



Aware+Vision

Featuring Focused projects by
Keith Mckenzie



Aware+Vision

Featuring FEODES



Entertpirse Concept Features

Plus Value Awareness

The unique aspects to Incorporate marketing and advertising along with information with the importance on how we need to value hidden differences.

Differences Originals

The original family of awareness projects & campaigns for a period of 20 years and now presented as a collection of specialised and legacy projects

Embrace Dancing

A special awareness feature and activities to enable inclusive dancing regardless of ability and difficulties.

Focused projects by Keith Mckenzie

Presented under my name related to collection projects including Creative (Graphic Design, selected photography, and digital art) and specialised projects. Also related to special projects including insight & showcase.

Feodes

A family of original creativity onto series of presented items. Ranging from Greeting Cards, Postcards, drinking mugs to clothing.



Hatch Get Ready to start

Thank you for Reading

Aware+Vision 

Aware+Vision is a Social Enterprise proposal

Written & Presented by Keith Mckenzie for Hatch Enterprise

