VISUAL LANGUAGE

Having a "visual language" for CASY that we use for our programs is extremely helpful. It can help unify and create consistency across our programs.

Cr — Child Care Resource & Referral

As — Before & After School Care

Sp — Camp Rave Summer Program

Fp — Child & Adult Care Food Program

Bg — Big Brothers Big Sisters

Bk — Bikes for Tykes

Ld — Lemonade Day

iL — iLead Program

Df — Drug Free Vigo County

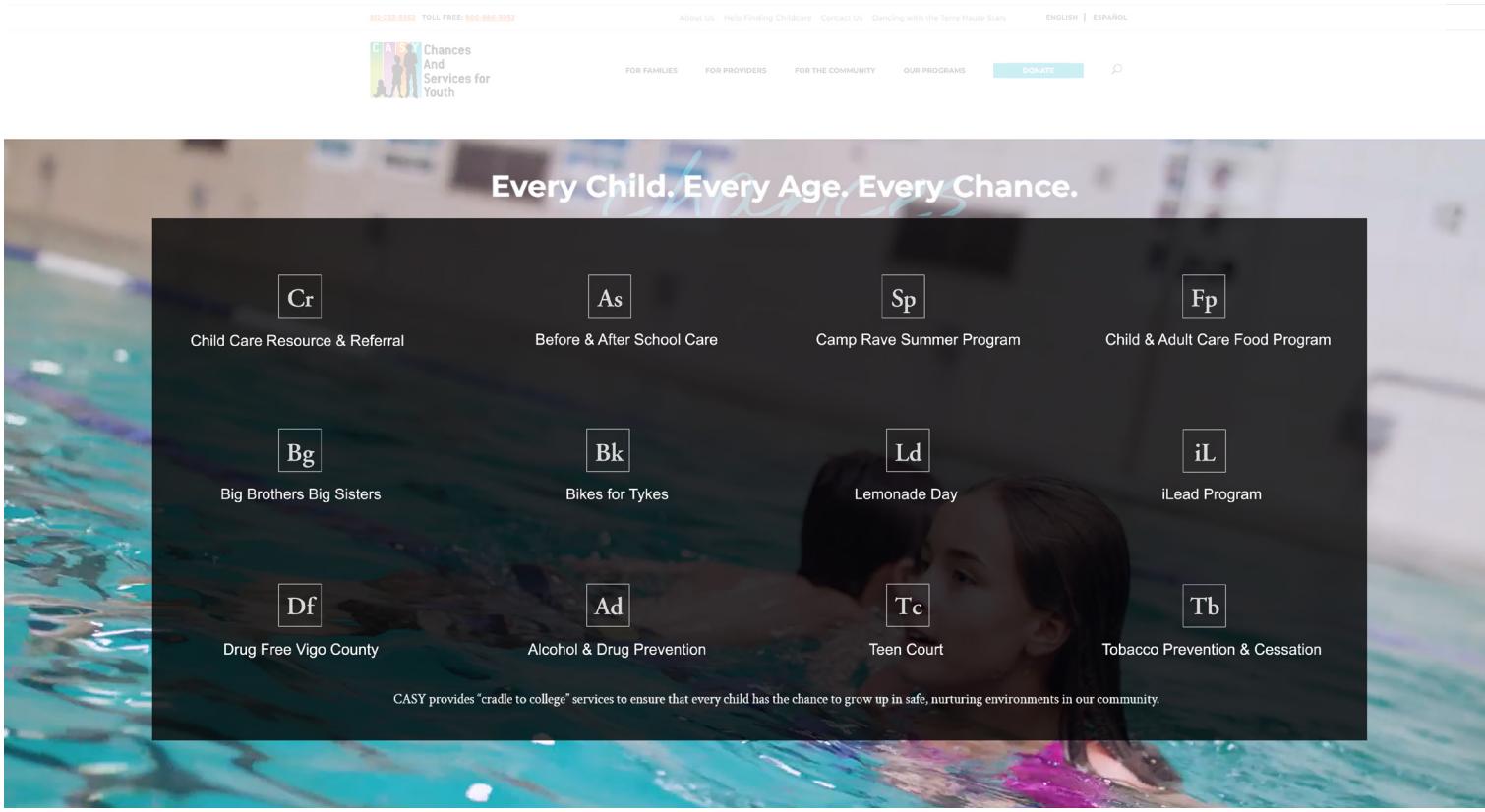
Ad — Alcohol & Drug Prevention

Tc — Teen Court

Tb — Tobacco Prevention & Cessation

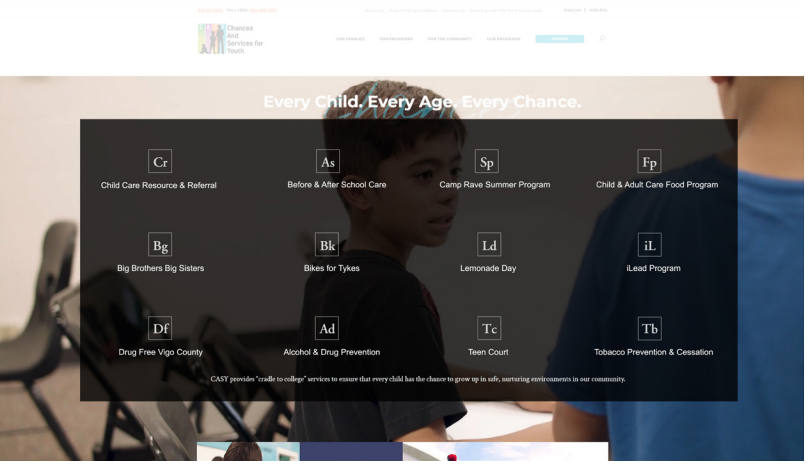
CASY provides "cradle to college" services to ensure that every child has the chance to grow up in safe, nurturing environments in our community.

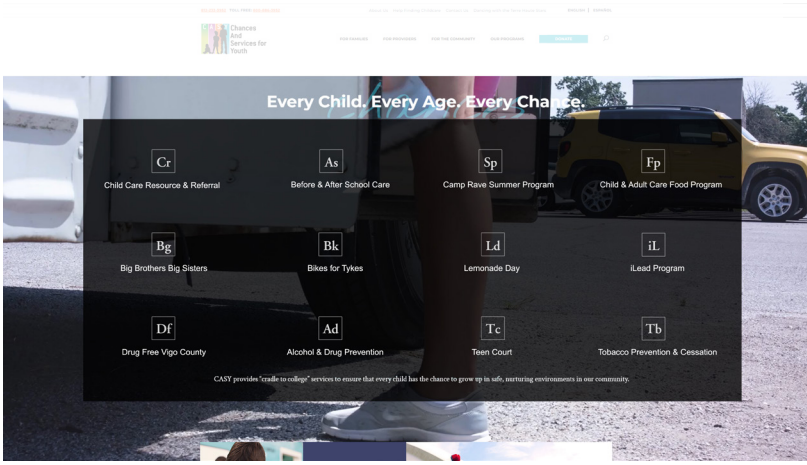
This is useful in situations where we present all (or most) of our programs all at once. Visually, this helps them look coherent and complement one another.



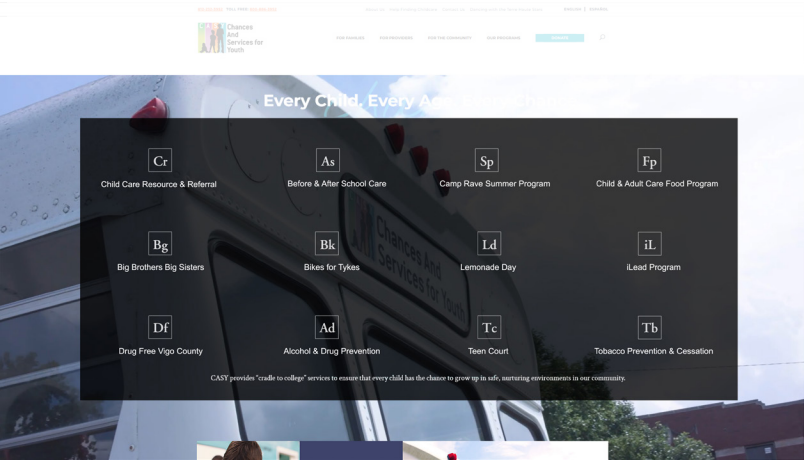
VISUAL LANGUAGE

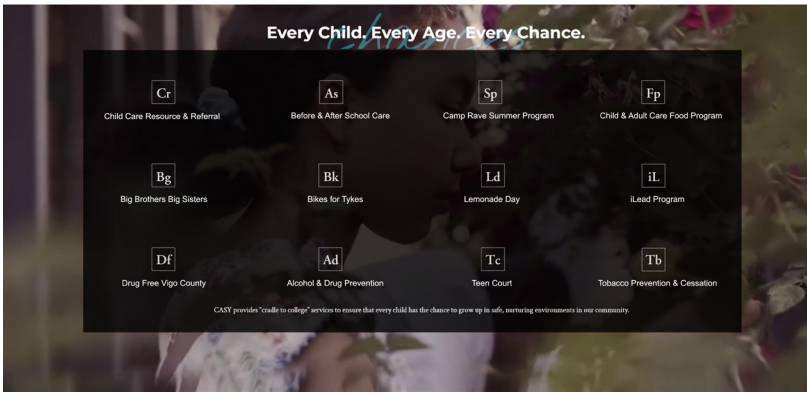
Since the inspiration example (VCSD) works well by stacking the icons ontop a giant photo, the idea was stacking CASY's icons above our updated video.



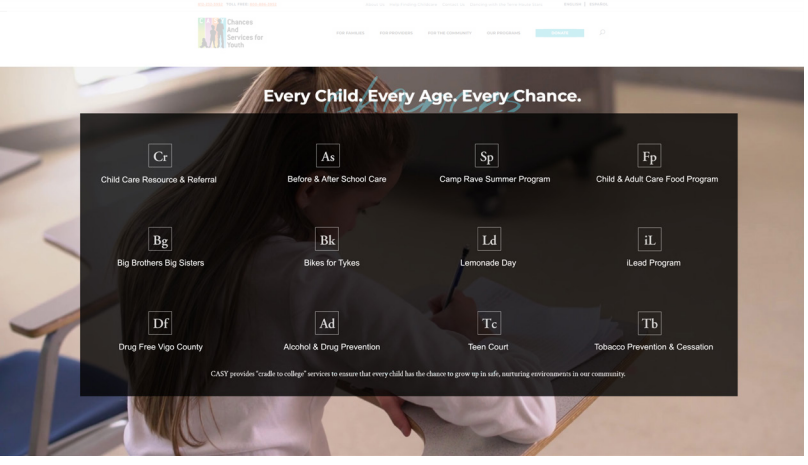


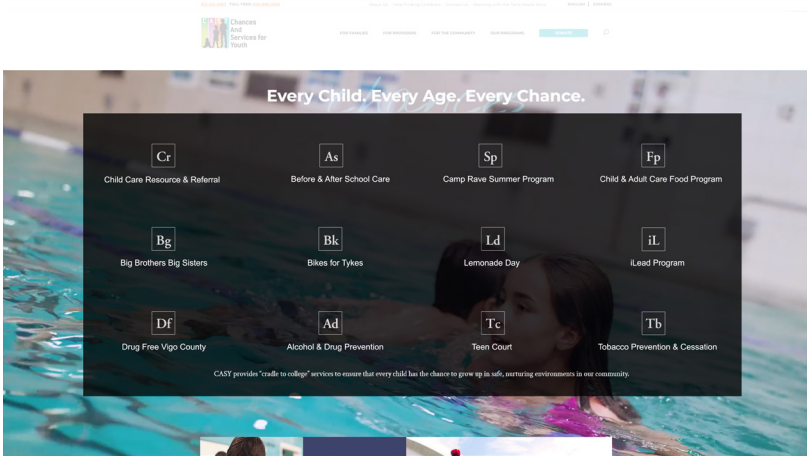
To see how this looks in action, we can setup a private page as a test. That way we can see the video playing, and see the icons stacked ontop.





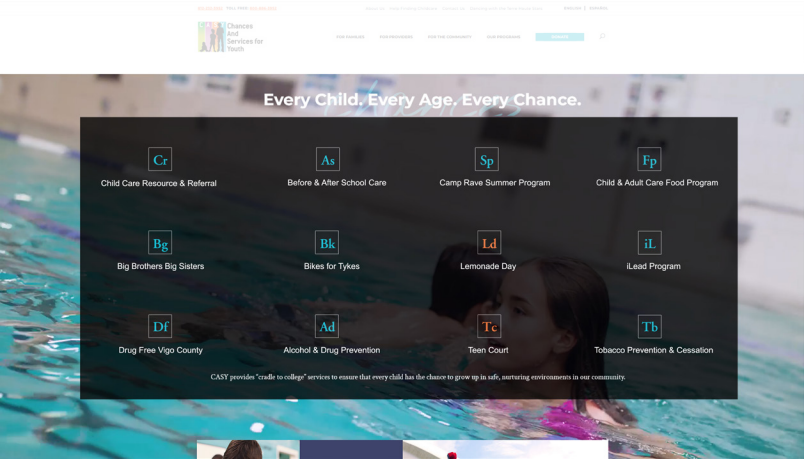
It also lets us use our video in a better way. Instead of taking up a giant portion of the homepage, the video now serves as the backdrop for our programs.

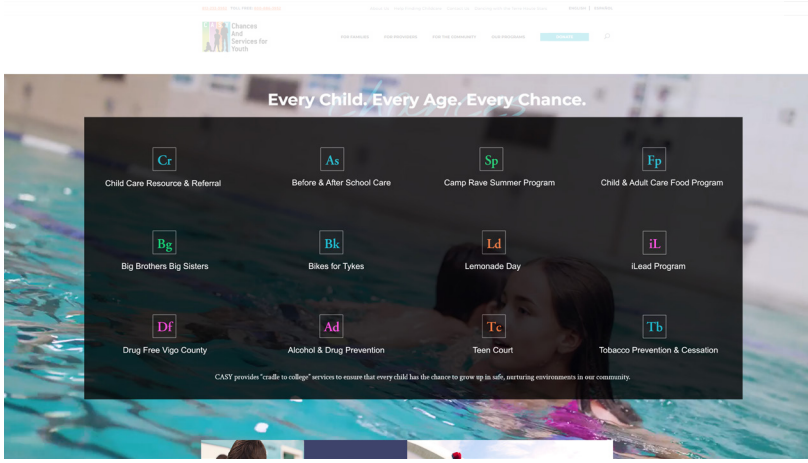




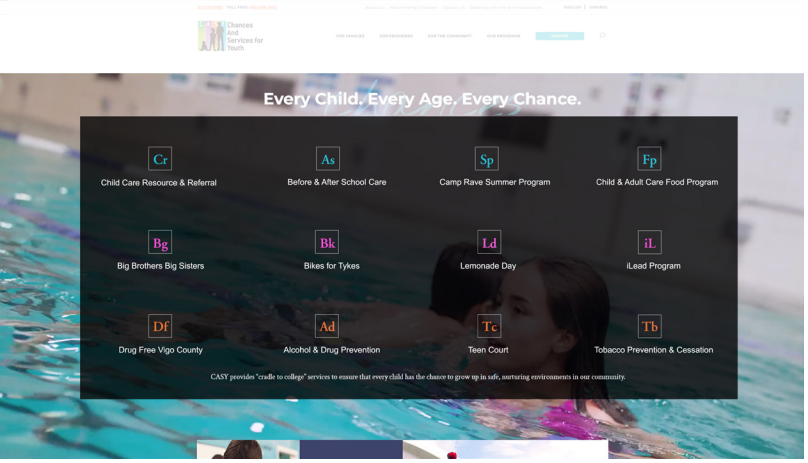
VISUAL LANGUAGE

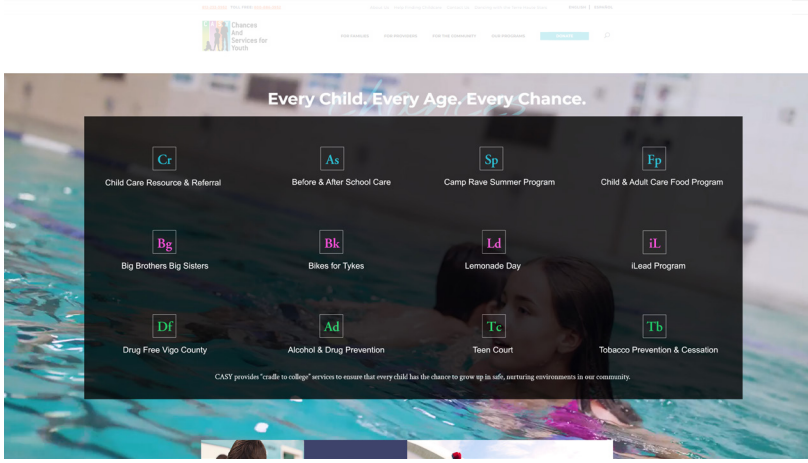
Colors can be mixed and matched, drawing from the color pallete of the CASY logo.
The advantage is we aren't relying on a single icon to be emblematic of an entire program.





We can also alternate colors by row, to help "group" them visually.





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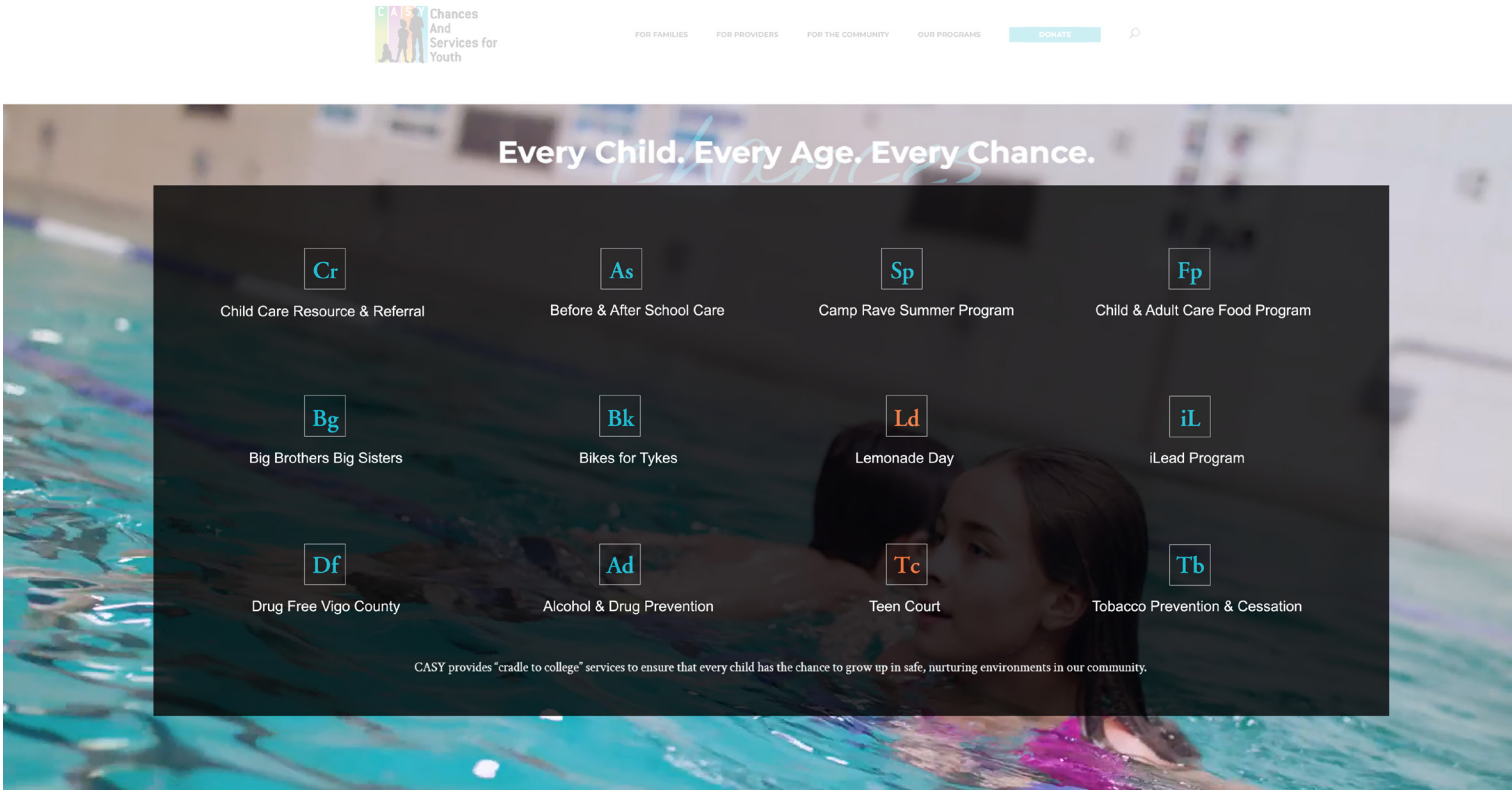
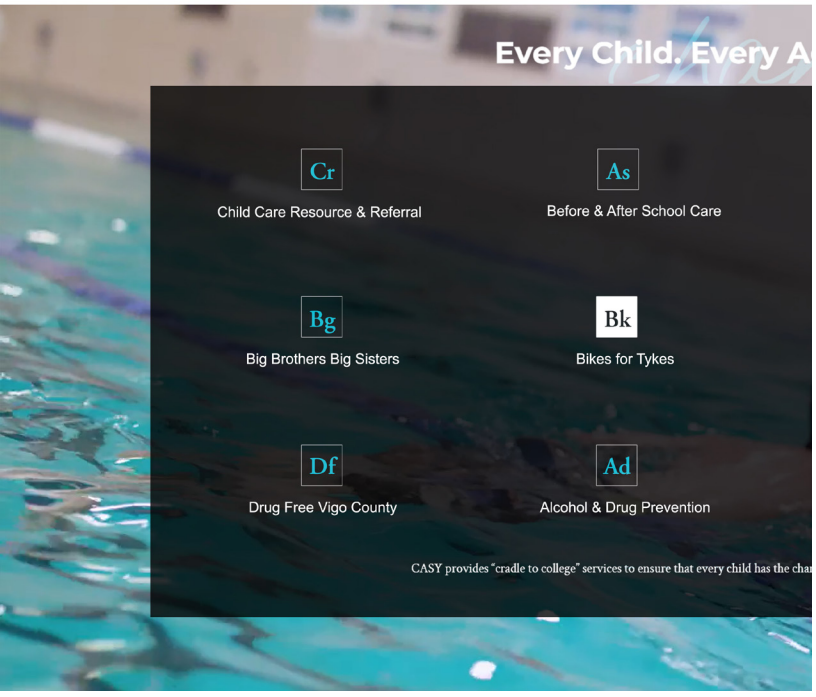
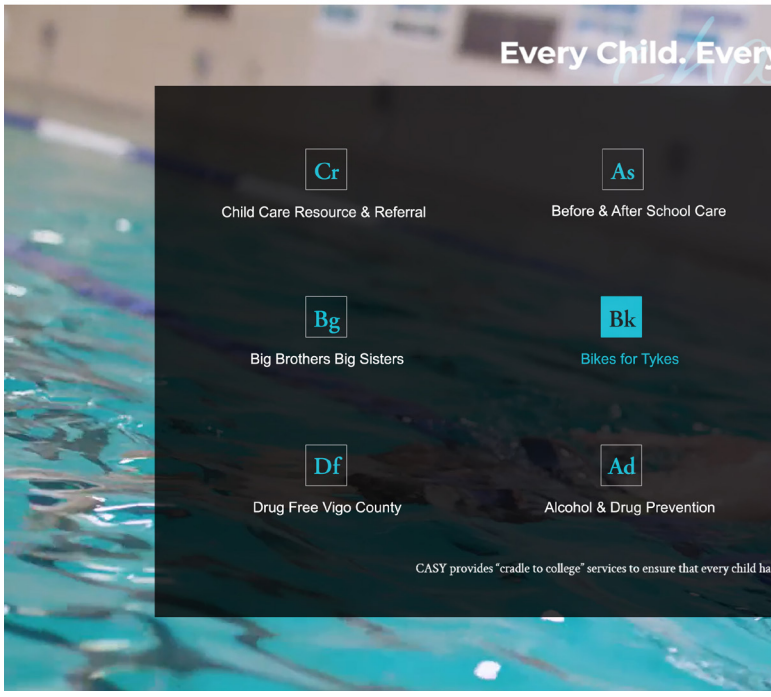
VISUAL LANGUAGE

We might also make the new Program Icons slightly smaller.
This helps place more emphasis on the text, and gives us some more room for other text.



The color might change when someone places their mouse or their finger on top of an icon.
We could make the icon white, or even make it switch to a solid color.