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Dr. Hillery Glasby

November 15, 2018

WRA 260

**Mission:**

Pyxis is an organization that works to educate homeless youth about safe sex for all sexual orientations, distribute sustainable hygiene products, clothing, and non-perishable goods, and especially supports the homeless LGBTQ+ youth community. While Pyxis is not a homeless shelter, it's rather a distribution and education center that specializes in the needs of struggling youth.

Our organization's mission is to provide services of education on safe sex, distribution of hygiene products, food, clothing, and providing support of the LGBTQ+ homeless community. We also focus on providing products that are sustainable, and we do all of these services in a non-discriminatory manner where all people are welcome. Our goal is to alleviate the struggles and stressors of homeless LGBTQ+ youth in the Lansing area.

**Objective:**

We wanted our deliverables to be accessible and easy to use, so they would be recognizable across the area. We use platforms that are commonly utilized by youth (social media, websites) and also things that are seen posted around the area (stickers, flyers). This way, our brand is accessible to both of our main audiences. Also, because they utilize consistent colors and fonts, the objective is for them to look cohesive.

**Narrative:**

We wish to provide information about our organization while also giving off a supportive and youthful tone. Our organization is called Pyxis, which is the compass constellation, so we decided to go with a space theme for the branding of our organization. Since we are focusing on young homeless LGBTQ people, we thought that having a fun theme would help the branding of our organization and catch young people's attention. We created logos that incorporated the constellation with the compass, and we put variations of the logo on most of our deliverables so that they could be easily recognized. On our website we use "our" (our services, our facilities), we did this so that sounds more personal to those viewing the website. For all of our deliverables, we also created a common color scheme, so that they all appeared to be a part of the same brand. Overall, our deliverables created a common brand that is welcoming and youthful, and we hope that our organization thrives from it.

**Problem Solution Plan:**

The Pyxis youth center is not a homeless shelter, but rather a distribution and education center that specializes in the needs of struggling LGBTQ+ youth. It's based in Lansing, MI, a city containing nearly 5,000 homeless people where 27% are under the age of 18 according to a 2015 study conducted by the [Greater Lansing Homeless Resolution Network](#). Pyxis aims to fulfill the needs of these teens and children at a deeper level than more generalized community youth centers or shelters can achieve since we employ LGBTQ-identified and informed counselors and teachers to lead our educational workshops and provide other specialized services.

The statistics on national homeless LGBTQ+ youth are startling. One article from the [Washington Post](#) details that "up to 1.6 million young people experience homelessness in the United States every year, and 40% of them identify as LGBT." Furthermore, "46% of homeless LGBT youths ran away because of family rejection of their sexual orientation or gender identity; 43 percent were forced out by parents, and 32 percent faced physical, emotional or sexual abuse at home." Pyxis is actively working to provide the education, counseling, and materials necessary to allow this subset of struggling youth to survive in the absence of a supportive or able family, although teenagers and children don't have to identify as LGBTQ+ to seek help at our facility.

**Rhetorical Goals:**

1. Create a youthful and colorful brand to capture young people's attention.
2. Create deliverables that are easily accessible such as stickers, flyers, and logos. These can be put up almost anywhere, so either possible volunteers or homeless youth that need support can have their attention brought to our organization.
3. Create an organization that is welcoming and open to all people.

**Rhetorical Situation of Portfolio:**

The audience for our deliverables is going to be homeless LGBTQ+ youth and people who would like to volunteer and/or donate to our organization. Our deliverables include a brand document with logos and guidelines, sticker/youth-focused promotional branding, a website, a 3-flyer campaign, and social media pages. These deliverables are all in formats that are easy to share with others, so our organization can become well-known to the local public. For example, flyers and stickers can be posted everywhere around the Lansing area and are an effective way to quickly grab people's attention. The website and social media pages are also effective because they are easy to access and promote.

The main purpose of our deliverables is to bring attention to our organization and let people know that we exist to help— whether it's a homeless person in need or a person who wants to volunteer their time to help with us. The stickers and flyers will be posted around

Lansing, and our social media pages will be accessible through other people sharing our posts and bringing more attention to them online.

## **Deliverables:**

### **Brand Document**

- Create a brand document that sets style guidelines for the organization as a whole, in order to make all of our individual deliverables look cohesive. We will choose fonts, colors with HEX codes, and logos that will be consistent across the board.
- Rhetorical Situations: Develop a cohesive organization that is recognizable through branding.
- Design Choices: Used warm toned blue and purples to appeal to a younger audience. The brand document was used to create all other materials.
- Source Influences: Used branding guides and style titles from well-known brands such as Coca-Cola, and Levis.

### **Stickers**

- Design stickers that are appealing to younger people so that they gain knowledge about our organization. We will do this by thinking of quick slogans or designs that are simple but effective in getting our message across.
- Rhetorical Situations: Physical deliverable, available to a large portion of our audience who is without technology.
- Design Choices: Use slogans and taglines to help make our brand recognizable, as well as utilization of the constellation design.
- Source Influences: constellation designs and motivational phrases.

### **Social Media**

- Create social media pages that are accessible to the public. We will design mockups for Twitter and Instagram posts as well as hashtags we can use across the board to spread the word and create a community.
- Rhetorical Situations: Used by partners, volunteers and those in need to get the first updates from our organization. We also identified a use-case for our Twitter account in which a person with immediate needs could direct message or at our account to receive help quickly.
- Design Choices: We wanted to differentiate our social media channels by clearly defining what information is posted on each. More text-based information would be posted on our Twitter and more visual content would be displayed on our Instagram.
- Source Influences: Looked at other corporate and non-profit social media channels.

### **Flyers**

- We wanted to create a cohesive 3 flyer campaign that provides statistics, an event, and the grand opening of our organization. We will do this by designing three different flyers that use the same colors, fonts, and design principles.
- Rhetorical Situations: Flyers can be posted anywhere and are accessible to those without technology, and they are easily recognizable in surrounding areas.

- Design Choices: Utilizing the same colors and same program (canva) to create all of them, so they look cohesive and similar.
- Source Influences: Canva templates.

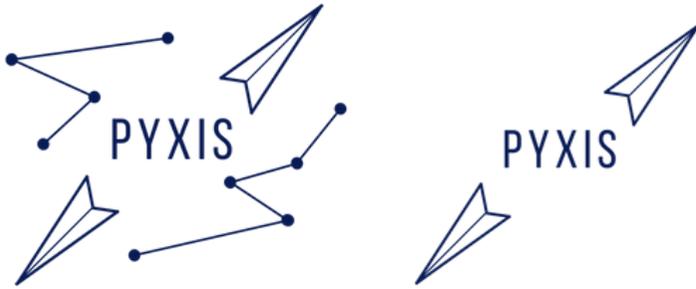
### Website

- We wanted to digitize Pyxis by making a website that could easily be shared to provide more in-depth information on our services and mission for the public, This makes our location as well as local and national emergency hotlines available to anyone who accesses our site. In a perfect world, our website would not be hosted on Allison's portfolio site, so the "real" URL would be "www.pyxisyouthcenter.com."
- Rhetorical Situations: For those who *do* have an internet connection/technology available to them, like the computers in the public library. It services both people who are looking for help, and those who want to find us so they can donate goods to our center or volunteer in some other way.
- Design Choices: We used the predetermined brand colors and typography from our "style tile" to keep the tone and appearance in line with our other deliverables, and made the content of our website stacked in clearly defined sections for easier mobile browsing.
- Source Influences: [The Ruth Ellis Center](#)

# PYXIS

## BRAND GUIDELINES

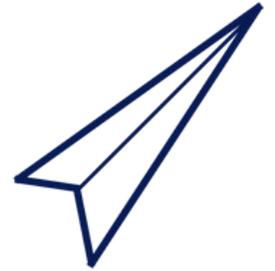
## LOGOS



# THE MISSION

Our organization's mission is to provide services of education on safe sex, distribution of hygiene products, food, clothing, and providing support of the LGBTQ+ homeless community. We also focus on providing products that are sustainable, and we do all of these services in a non-discriminatory manner where all people are welcome.

PYXIS

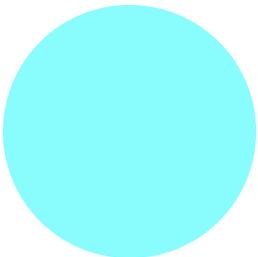


## TYPOGRAPHY

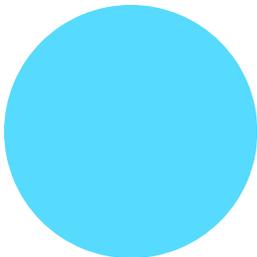
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Accent FontRaleway

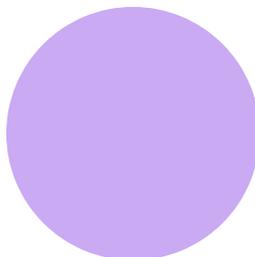
## COLOR PALETTE



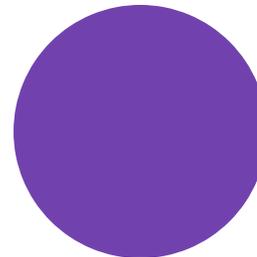
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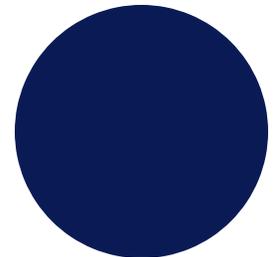
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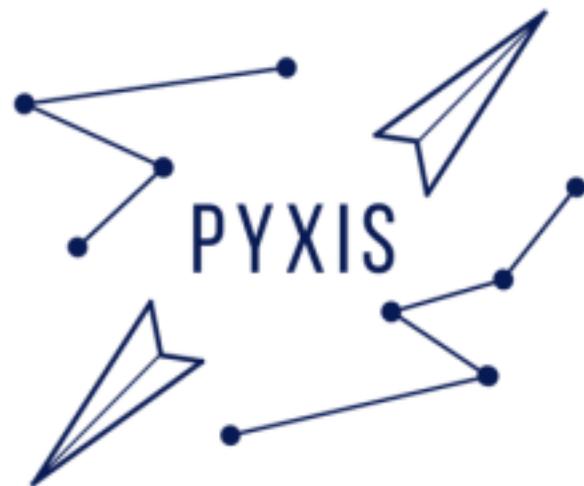


#7146ab



#0a1c53





HELPING STRUGGLING LGBTQ YOUTH FIND THEIR WAY

# PYXIS YOUTH CENTER

PHONE: 517-877-9947

ADDRESS: 311 SEYMOUR AVENUE, LANSING, MI 48933

EMAIL: [INFO@PYXISYOUTHCENTER.COM](mailto:INFO@PYXISYOUTHCENTER.COM)

WEBSITE: [WWW.PYXISYOUTHCENTER.COM](http://WWW.PYXISYOUTHCENTER.COM)





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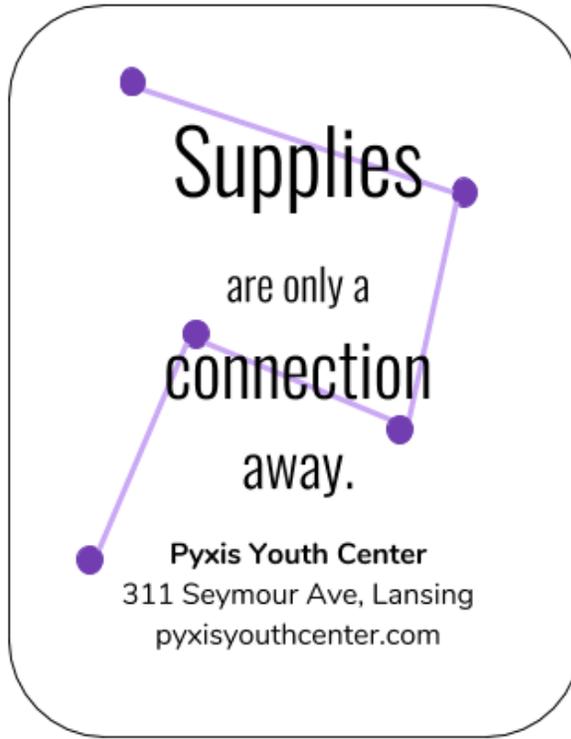
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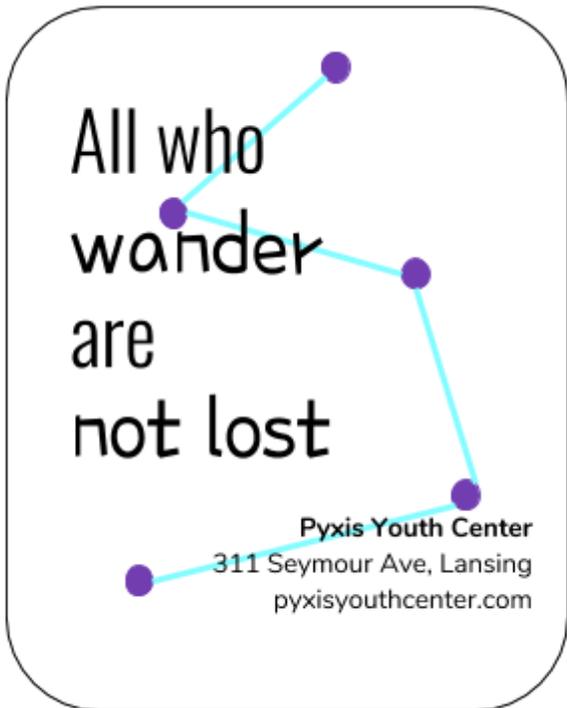
**HELPING STRUGGLING LGBTQ YOUTH FIND THEIR WAY**

311 SEYMOUR AVE, LANSING.  
PYXISYOUTHCENTER.COM



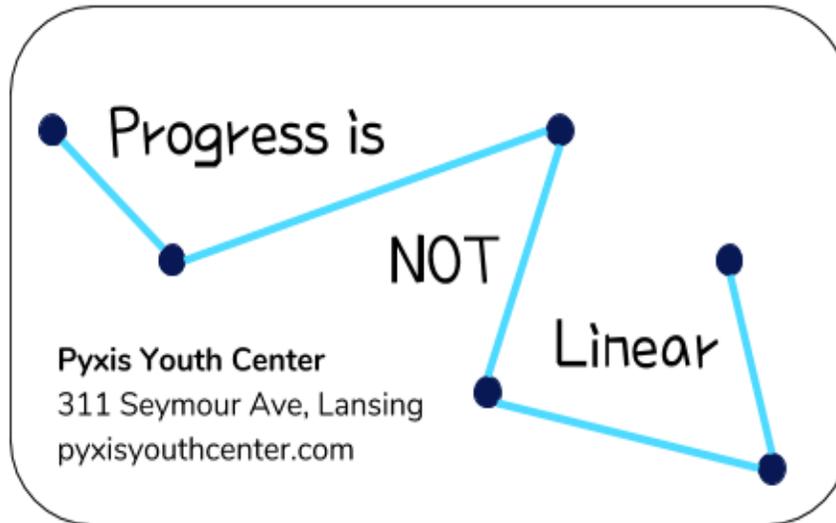
Supplies  
are only a  
connection  
away.

Pyxis Youth Center  
311 Seymour Ave, Lansing  
pyxisyouthcenter.com



All who  
wander  
are  
not lost

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Progress is  
NOT  
Linear

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## TWITTER

The Pyxis Twitter account will be used to broadcast events, resources, stats, and facts.

These are mainly word based posts because this is what Twitter is best suited for. We also see an immediate use case where a person in need could at or direct message our account and receive immediate assistance.

## EXAMPLE TWEETS

### Events:

Our Grand Opening will be on Nov 14th at 3 pm! Can't wait to share this amazing milestone with you all.



### Events:

We are excited to celebrate the holiday season with our first ever food and clothing drive! We encourage donations to be dropped off on Dec. 15th from 8am-8pm.



### Resources:

Pyxis is proud to offer hot meals once a day at 5 pm. Come by, warm up and get fueled!



### Stats and Facts:

In Lansing alone, there are nearly 5,000 homeless people and 27% of them are under the age of 18.



## HASHTAGS

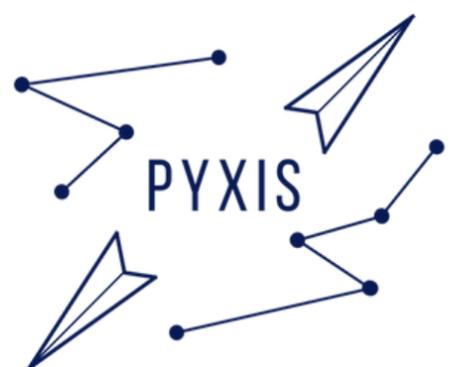
#PyxisYouthCenter

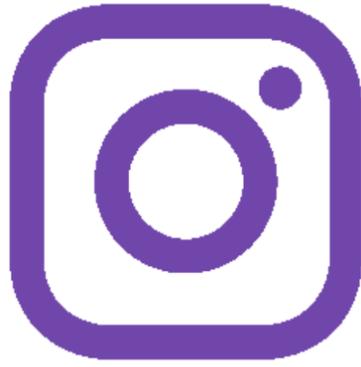
#PYC

#PyxisStrong

#ToTheStars

#FindingNorth





## INSTAGRAM

The Pyxis Instagram account will allow for a more in-depth look into the Pyxis culture and the people contributing to the organization.

It will also be used to showcase the events we host and how we use our current space.

## EXAMPLE POSTS



### **Events:**

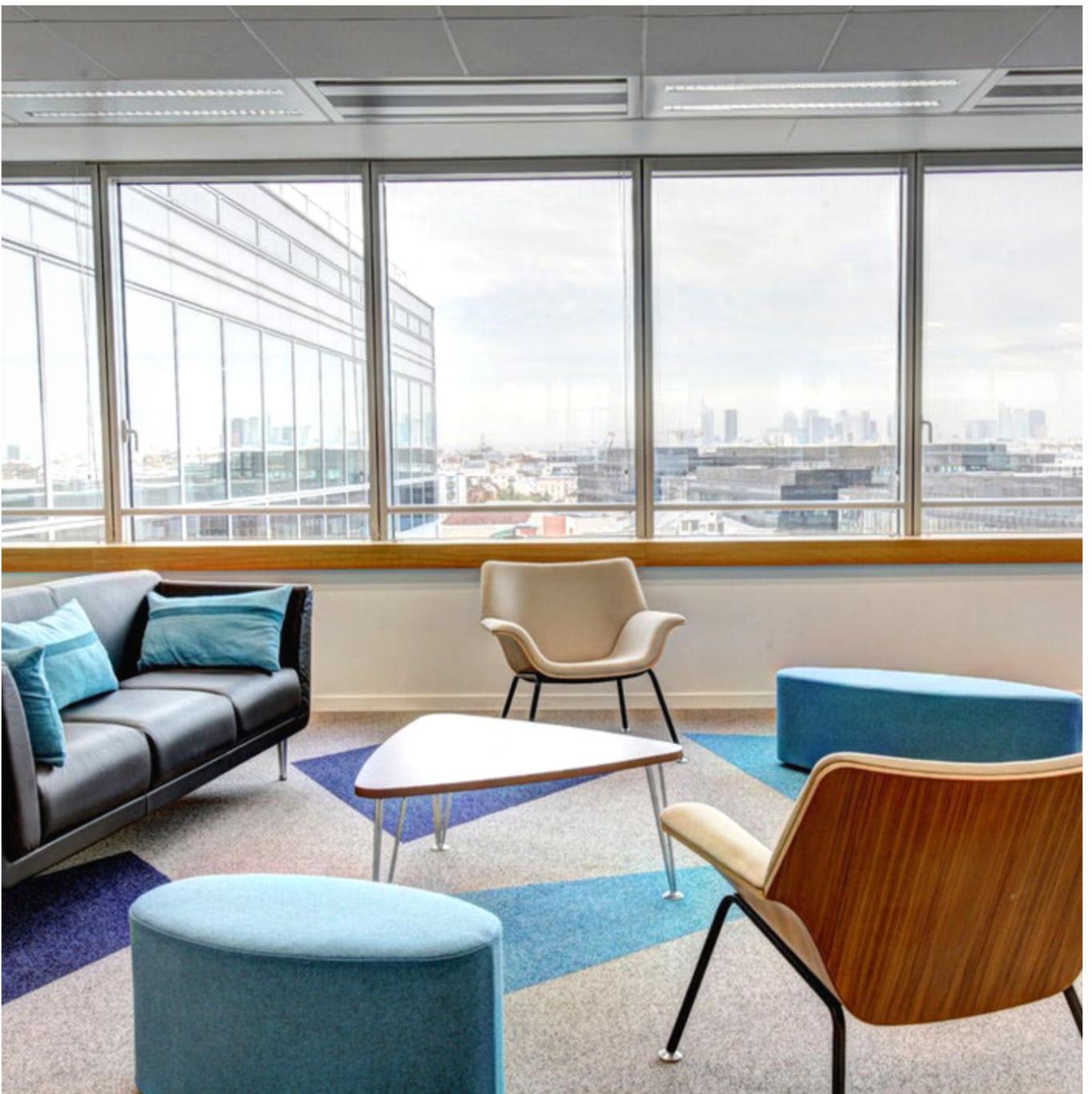
Thank you to everyone who came out to our Grand Opening event! We are excited to serve our local Lansing community!





**Pyxis Space:**

We love our community garden and want to share it with you! Come by and pick up fresh produce between 8am-8pm.



**Pyxis Space:**

Thanks for helping us grow over the past 3 months since our launch! We are excited to announce our new gathering space now open to the public.



### **Community Stories:**

Melissa is a member of our center and has been taking ESL classes after school. She is planning to go to Michigan State in the Fall once she graduates from East Lansing High school.



### **Volunteer Profiles:**

Estee has been volunteering with Pyxis since Nov. 2017. She has been vital to setting up our programs. She enjoys poetry and working with our youth English tutoring programming.



**GRAND OPENING**

**PYXIS  
YOUTH CENTER**

Helping Struggling LGBTQ Youth Find their  
Way

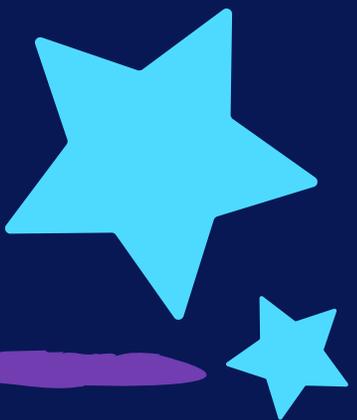
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**NOVEMBER 14, 2018 3PM / 311  
SEYMOUR AVENUE, LANSING, MI,  
48933**

**FOOD AND LIVE MUSIC WILL BE  
PROVIDED**



PYXIS YOUTH CENTER



# FOOD AND CLOTHES DRIVE

DONATE:

NEW OR CLEAN, USED CLOTHING

HYGIENE PRODUCTS

CONTRACEPTIVE PRODUCTS

NON-PERISHABLE FOOD ITEMS



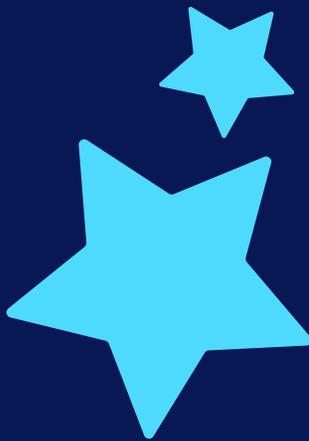
ALL DONATIONS BENEFIT PYXIS YOUTH CENTER



DECEMBER 15, 2018

8 AM TO 8 PM

311 SEYMOUR AVENUE, LANSING,  
MI. 48933



Here is the link to the Pyxis Website:

<http://allisoncostello.com/pyxis/index.html>