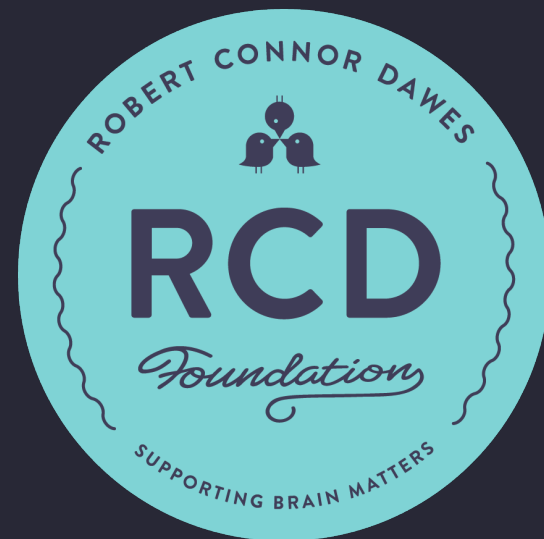


ROBERT CONNOR DAWES FOUNDATION

# 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*

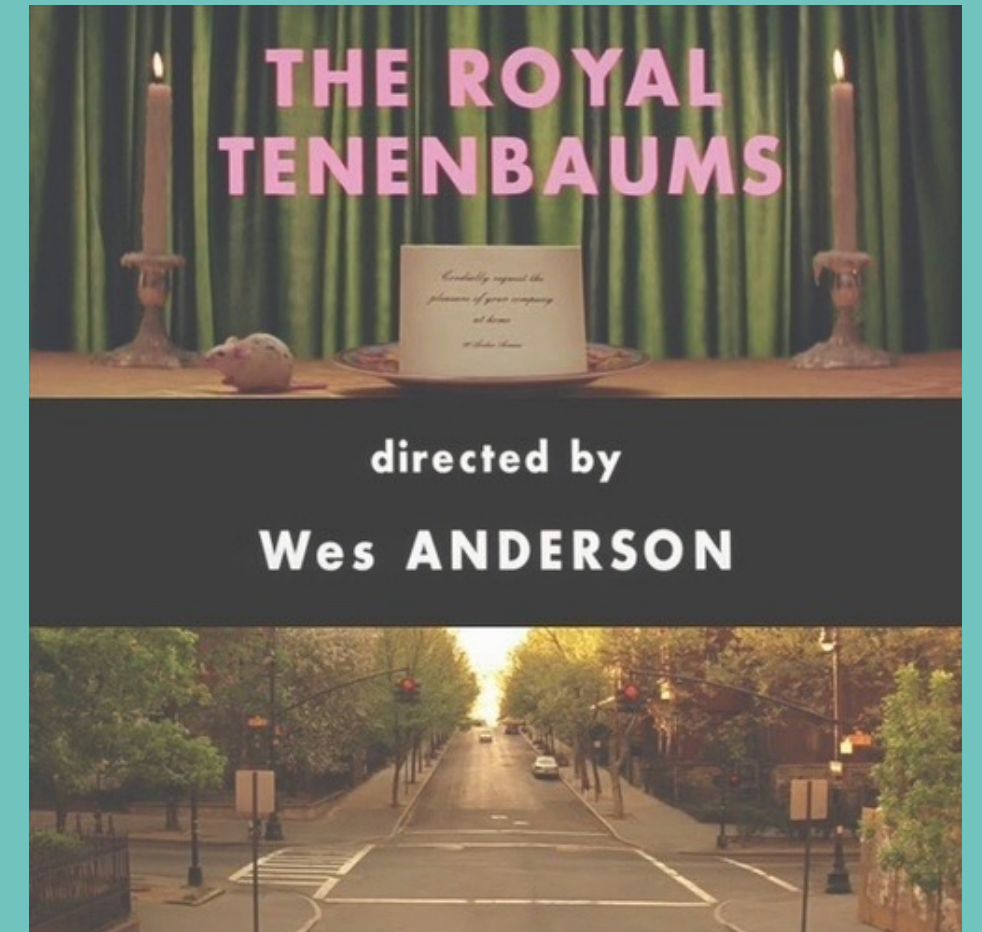
# CREATIVE DIRECTION



# 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**

IS WHERE THE

**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 Dawes 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

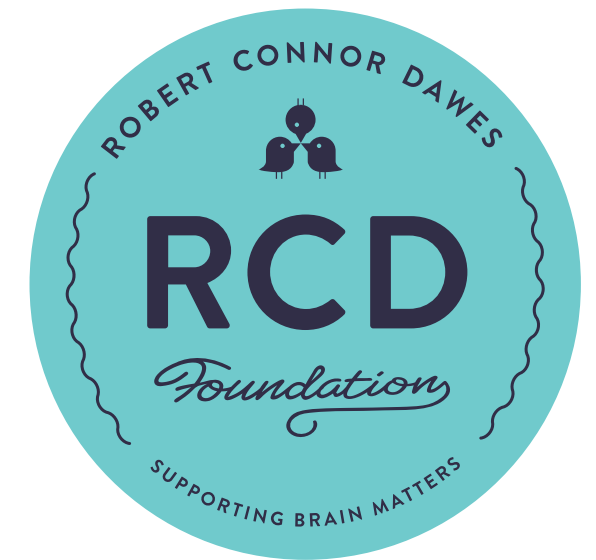
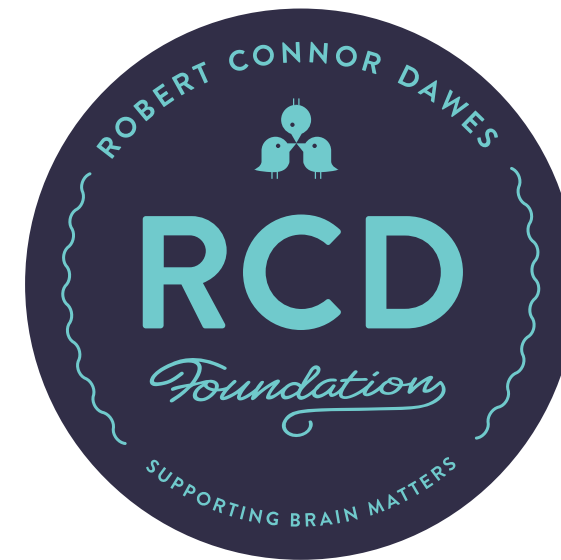
Our primary logo includes the slogan “supporting brain matters”. This is the default logo to be used in all materials.

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

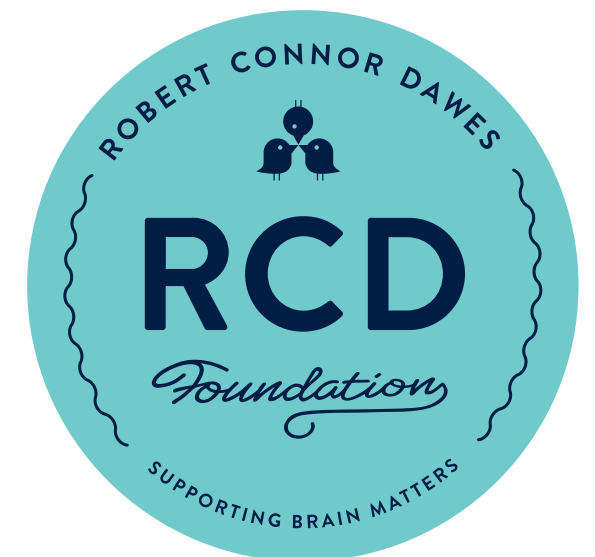
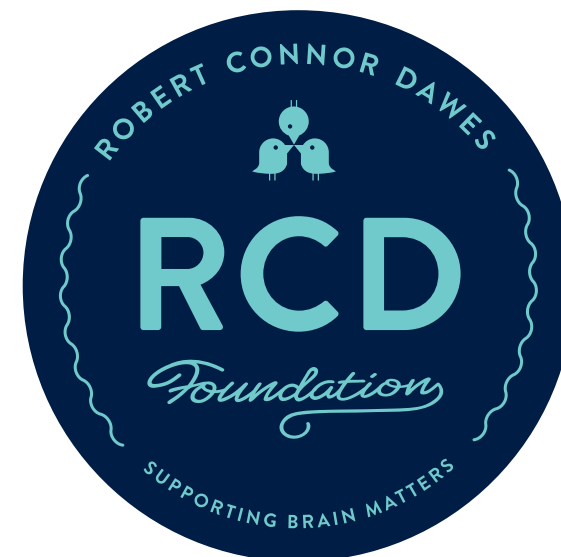
RGB

Primary

Inverse



CMYK



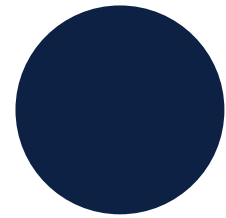


# COLOURS

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

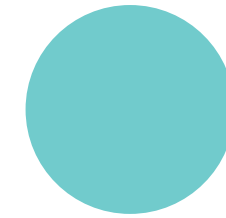
They're inspired by tones used by Wes Anderson in art directing his movies.

## PRIMARY



### CONNOR BLUE

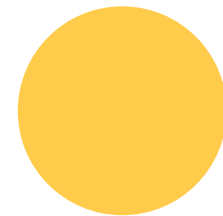
PMS 533  
RGB 33 43 70  
HEX #212B43  
CMYK 94 73 05 69



### DAWES AQUA

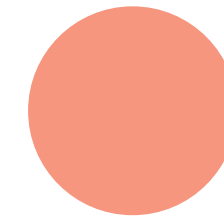
PMS 325C  
RGB 121 202 189  
HEX #79CABD  
CMYK 53 0 23 0

## ACCENT COLOURS



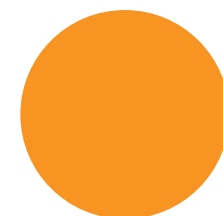
### SUMMER MANGO

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



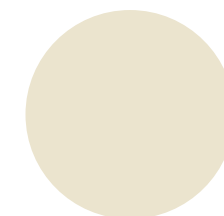
### SUNBURN OUCH

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:"

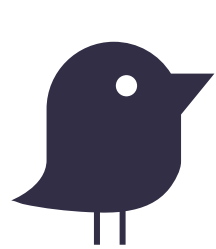
BRANDON  
OUTLINED

# THREE LITTLE BIRDS

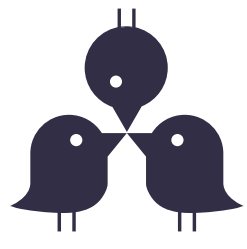
CC Matineeldol

*Three little birds*

# SIMPLE ICONS



Bird



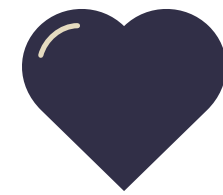
3 birds



Brain



Research



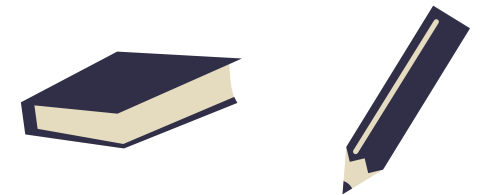
Care



Yoga  
Therapy



Music  
Therapy

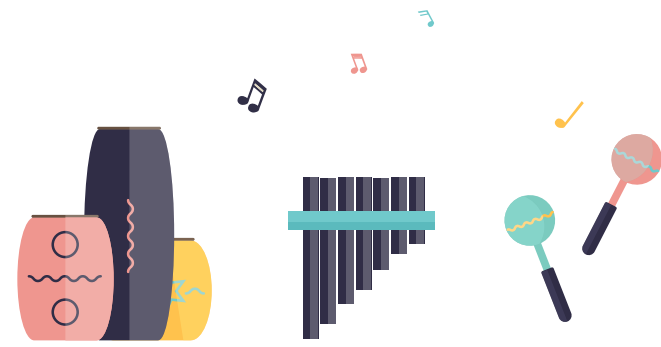


Development

# 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

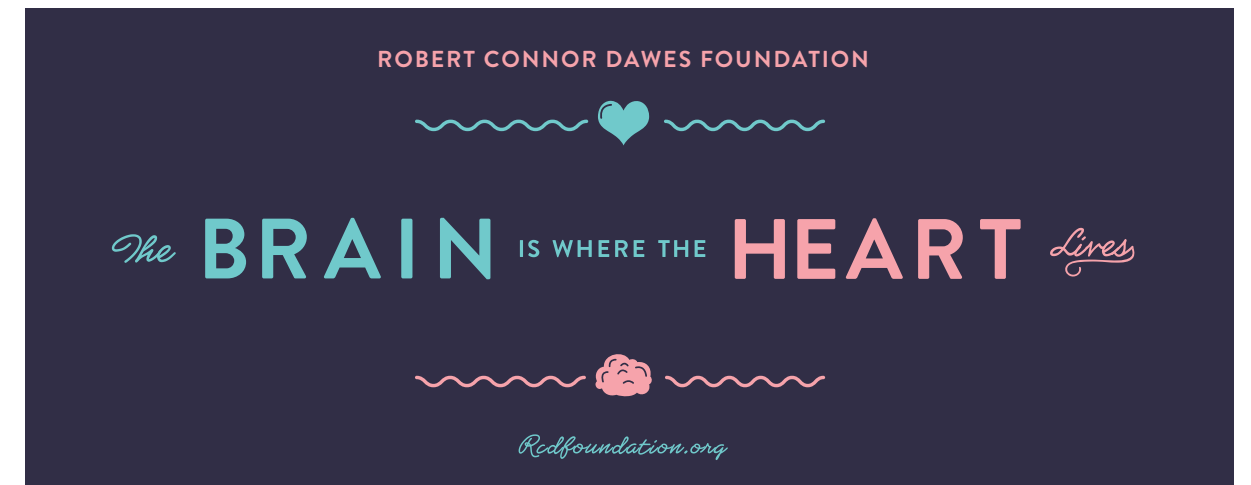


# LOCK-UPS

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



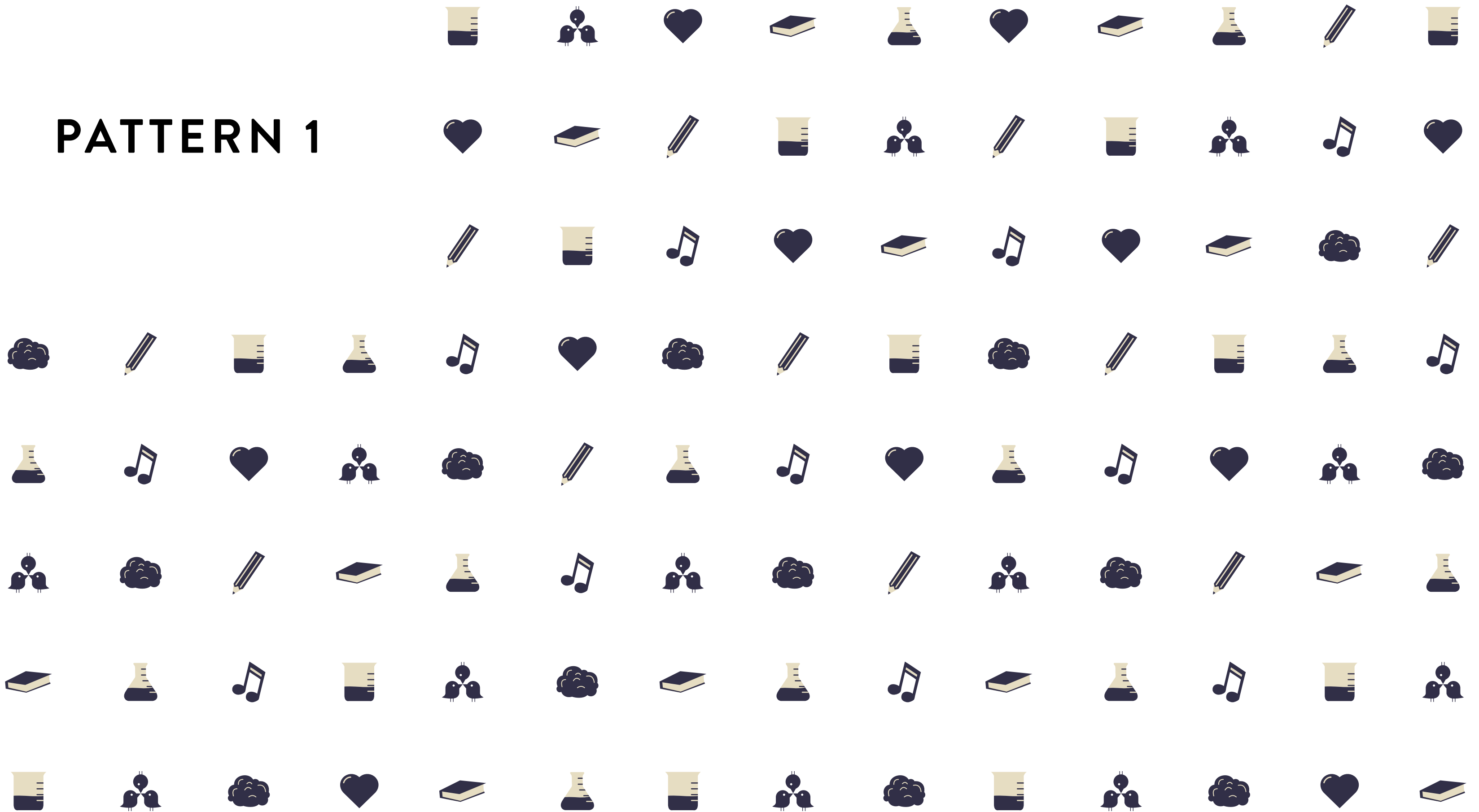
IN MEMORY OF  
ROBERT CONNOR DAWES



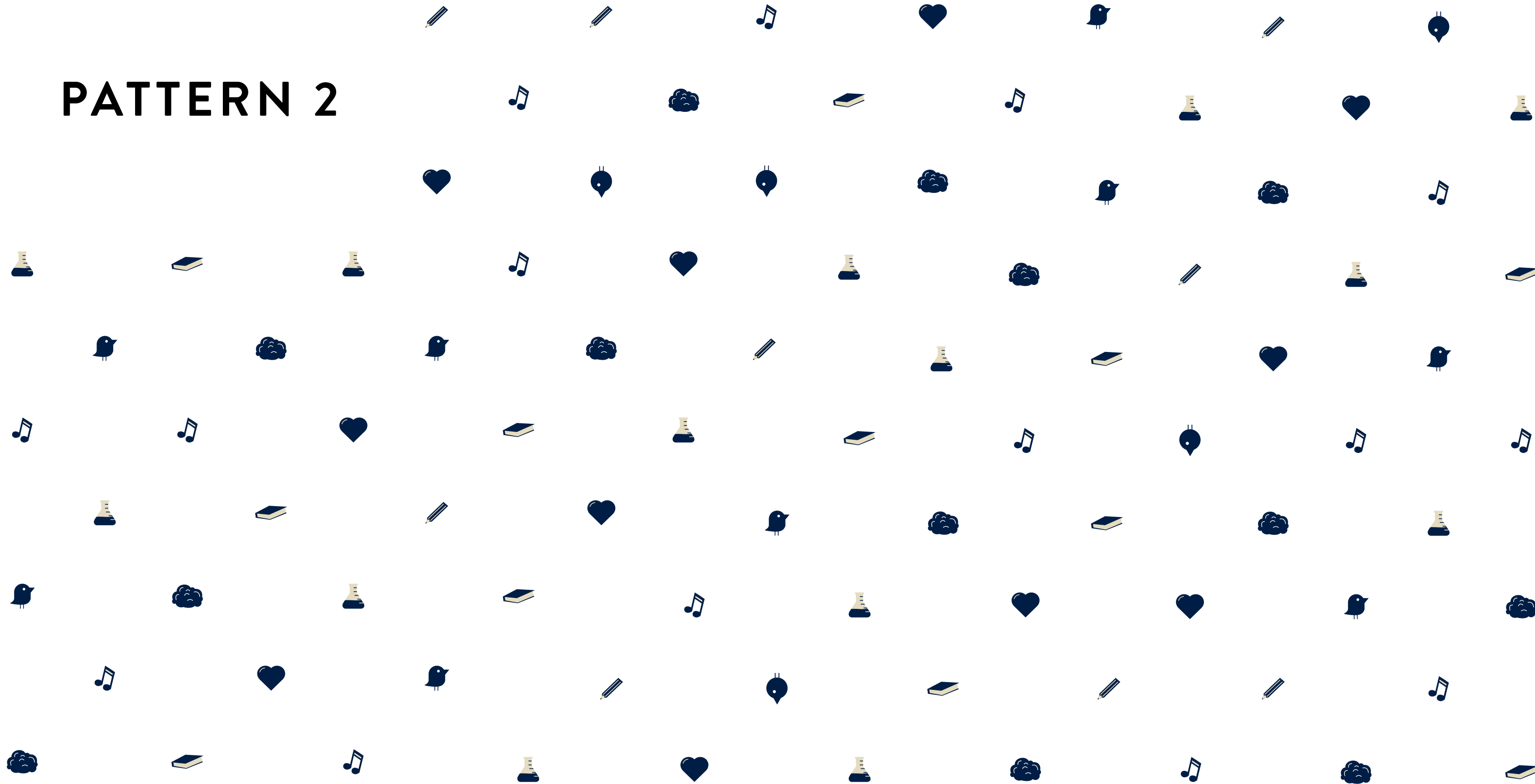
ROBERT CONNOR DAWES FOUNDATION  Rcdfoundation.org

*The* **BRAIN** IS WHERE THE **HEART** *Lives*  
ROBERT CONNOR DAWES FOUNDATION  Rcdfoundation.org

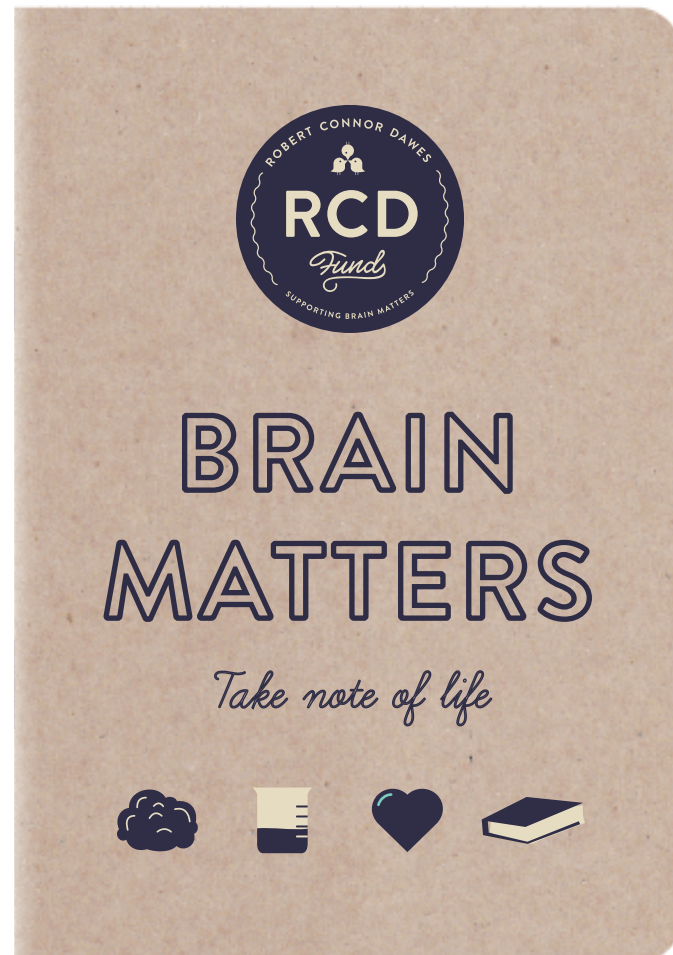
# PATTERN 1



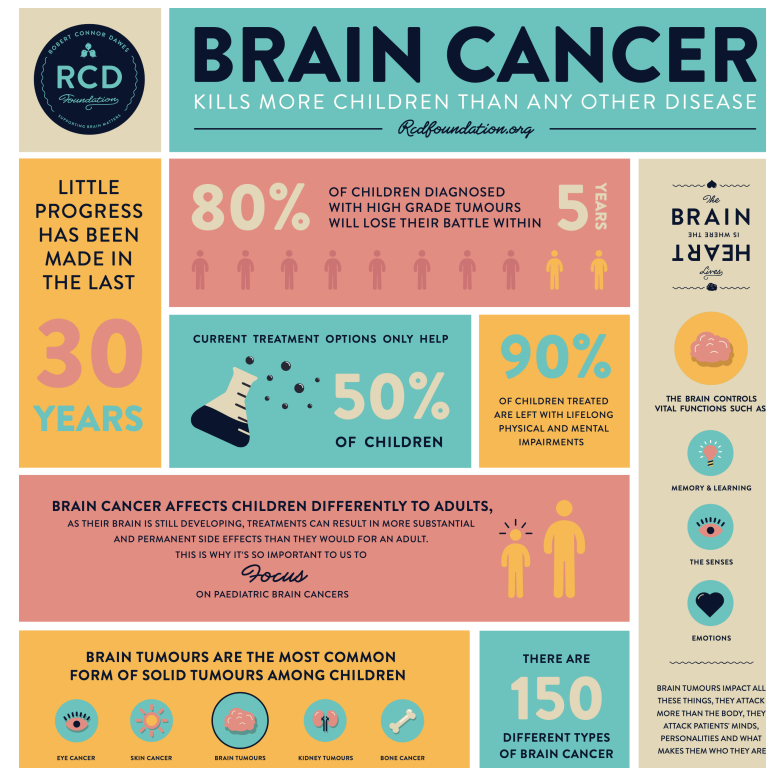
# PATTERN 2



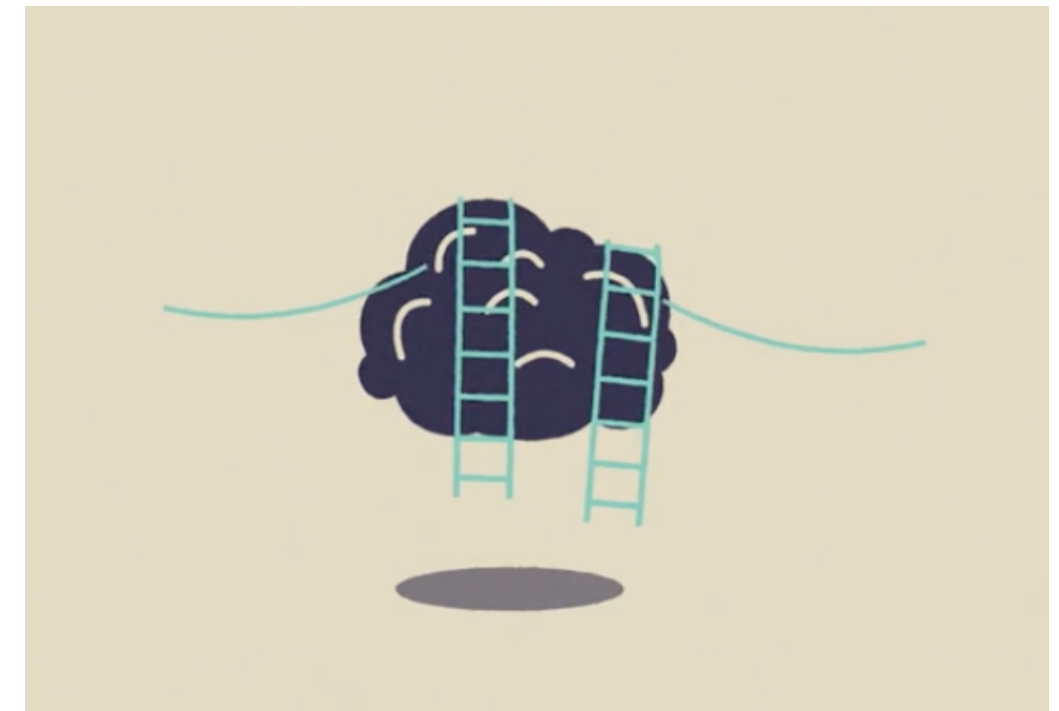
# OTHER EXAMPLES



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



*Rcdfoundation.org*