

LOGO/TAGLINE



TOUCH LIVES • CHANGE LIVES • ENRICH LIVES

CASE IN POINT: FEET THAT MOVE

BACKGROUND:

Feet That Move is a young ministry that provides and delivers shoes to people in third world countries. While providing shoes, Feet That Move delivers the message of salvation. Why shoes? Footwear is a first step in helping people in impoverished areas live healthy, productive lives. Footwear can help eliminate the spreading of diseases and many schools have footwear requirements to attend.

OBJECTIVE:

The key objective for Reino was to create an identity for Feet That Move in the middle of several ministries that focus on providing shoes around the world. The challenge was to make a small, new organization stand-out and stand-apart from so many others that are larger, established and more well-known.

POSITIONING:

Reino developed a communication platform and strategy based on the following key points:

- Feet That Move is a Christian service organization that shares the good news of salvation more than it is a charity simply providing shoes
- FTM uses shoes as a doorway to share the gospel with people in need
- FTM meets Spiritual needs by providing for physical needs

CREATIVE:

- The Reino creative team developed a rustic, worn, rugged appearance / style for the brand platform in order to convey the organization's willingness to do the hard work in remote areas around the globe
- The natural, organic, roughness of the texturing also reflects their work in third world countries and off-the-beaten-path villages around the globe
- The colors chosen were natural and represented Earthly hues
- The paper stock is a recycled natural birch that is also very raw and organic

SOCIAL MEDIA:

The founder and leadership of Feet That Move is young and already plugged-in to the social media network so they are comfortable and proficient with sharing through Instagram, Facebook, Twitter, YouTube, Vimeo and a blog site. Reino developed a strategy to launch their website with several videos with hopes of the organization getting fast traction by utilizing the electronic sharing tendencies of the younger age group.

TAGLINE AND CREATIVE COPY:

Feet That Move-
Touch lives. Change lives. Enrich lives.



BRANDING



PRINT



VIDEO



WEBSITE

