GOOD LOOKBOOK

Design For Social Good
Case Studies

WEARELOOP.CA #DESIGNFORSOCIALGOOD

DESIGN FOR SOCIAL GOOD

AT THE HEART OF IT, LOOP IS ABOUT USING THE POWER OF DESIGN FOR SOCIAL GOOD.

LOOKBOOK GUIDE

The Story

WORKS

1. St. Michael's Hospital
2. Teach For Canada
3. Operation Groundswell
4. UforChange
5. Youth Challenge International
6. Innovia Partners
7. Forestgreen
8. A Clean Above
9. #HTML500
10. BNC Architects

OUR STORY

LOOP: Design for Social Good builds bold brands and web experiences to help socially conscious companies and organization amplify their impact and solve some of the world's greatest challenges.

As a social enterprise, we are driven by a desire to use the power of design as a tool to help game-changing organizations achieve their goals and foster positive change. Our creative team takes a personal and inclusive approach to design, generating powerful websites, visual identities and graphic communications which are truly authentic to our clients' goals. Our work has encompassed small grassroots organizations, to international initiatives spanning city building, healthcare, youth empowerment and education. We dig deep, using collaboration to develop graphic solutions that compel audiences to take action.

We were founded in 2012 with a desire to use creativity and design thinking to better equip impassioned game-changers and organizations to accomplish their missions to impact society and the world.

60 CLIENTS

8 COUNTRIES WHERE PROJECTS ARE LOCATED

3 OUR TEAM

JOSH LAYTON

Co-Founder & Creative Director

Josh specializes in brand messaging, storytelling and the design and development of compelling visual identities, campaigns and print materials. Josh's heart is heavily rooted in East Africa where he has been working on and off over the past four years. On his downtime you will find Josh striking up conversations in local coffee shops, filling sketchbooks with ideas for a better world, and planning LOOP's future Kenyan design hub!

LOOP'S STUDIO IN REGENT PARK

RYAN FELIX

Co-Founder & Web Director

Ryan is a talented web designer and brings his strong intuition and insight into his many past projects. Previous to LOOP, Ryan co-founded Moxie, a recognized design shop in upstate New York, and worked for the graphic design department at the University of Waterloo. If Ryan isn't researching the latest trends in design and technology, you'll find him cycling all over Toronto in search of the perfect tree to read his growing collection of books.

OUR WORK

We love collaborating with leaders and gamechangers who are passionate about their cause and determined to leave a mark on the world.

Recently we collaborated with Sokotext, a startup conceived at the London School of Economics on bid for the Hult Prize, the world's largest and most prestigious competition for social enterprise. Sokotext's idea was simple but revolutionary; use the power of a text message to rally and agregate local vegetable vendors in the slums of Nairobi. Through the app purchasing power increased and the consumers cost of fresh produce in the slum fell by 30%. With something so simple, most families could afford to feed their children one nutritious meal a day.

We teamed up with Sokotext to design a dynamic presentaiton and host of materials to present at the Hult Prize, part of the Clinton Global Initiative in New York. With a panel including design leaders, Muhummad Yunus and the head of the World Food Program, Sokotext placed second among 10,000 entries. The presentation was given special design mention during the awards ceremony, and today Sokotext is being conceived and funded at Startup Chile in Santiago.

CLICK FOR PRESENTATION

REIMAGINING THE POSSIBILITIES FOR ONE OF CANADA'S LEADING MEDICAL RESEARCH INSTITUTES IS NO EASY FEAT. WITH OVER 100 STAKEHOLDERS, 300 WEB PAGES AND AN ARRAY OF FUNCTIONAL NEEDS, THE EXPERIENCE WAS ABOUT TRANSFORMING COMPLEXITY INTO SIMPLE COMPONENTS. LOOP WAS ABLE TO DESIGN AND DEVELOP A SEAMLESS CUSTOM BACKEND, AN INNOVATIVE ICON-BASED NAVIGATION SYSTEM, AND A SERIES OF CUSTOM POST-TYPES THAT MAKE FINDING INFORMATION AND TOOLS A BREEZE. THE NEW WEBSITE IMMERSES USERS INTO THE HEART OF THE HOSPITAL AND BRINGS RESEARCH TO THE FOREFRONT OF THE CONVERSATION.

ST. MICHAEL'S HOSPITAL

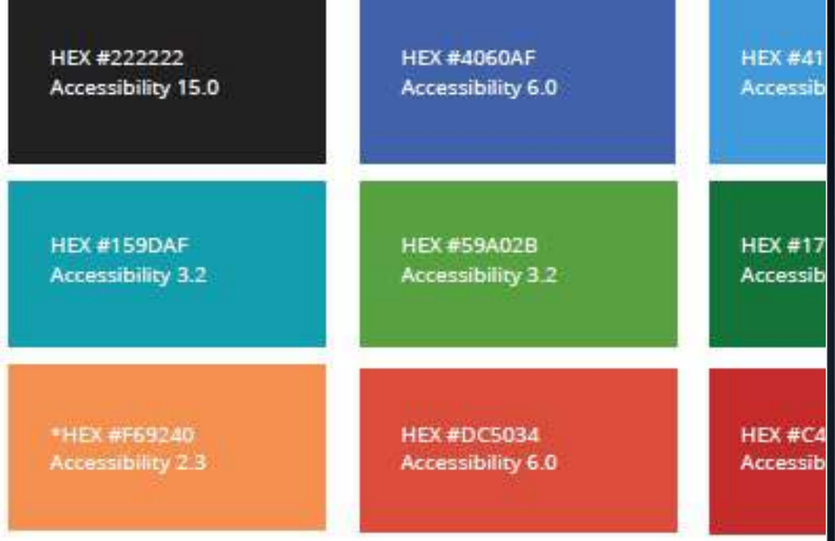
Reimagining a web expreince for a cutting edge medical research institute.

Branding
Web Design
Web Accessibility
Content Development
Website Development
Training

Collaborators:
Nobel Pixels

www.stmichaelshospitalresearch.ca

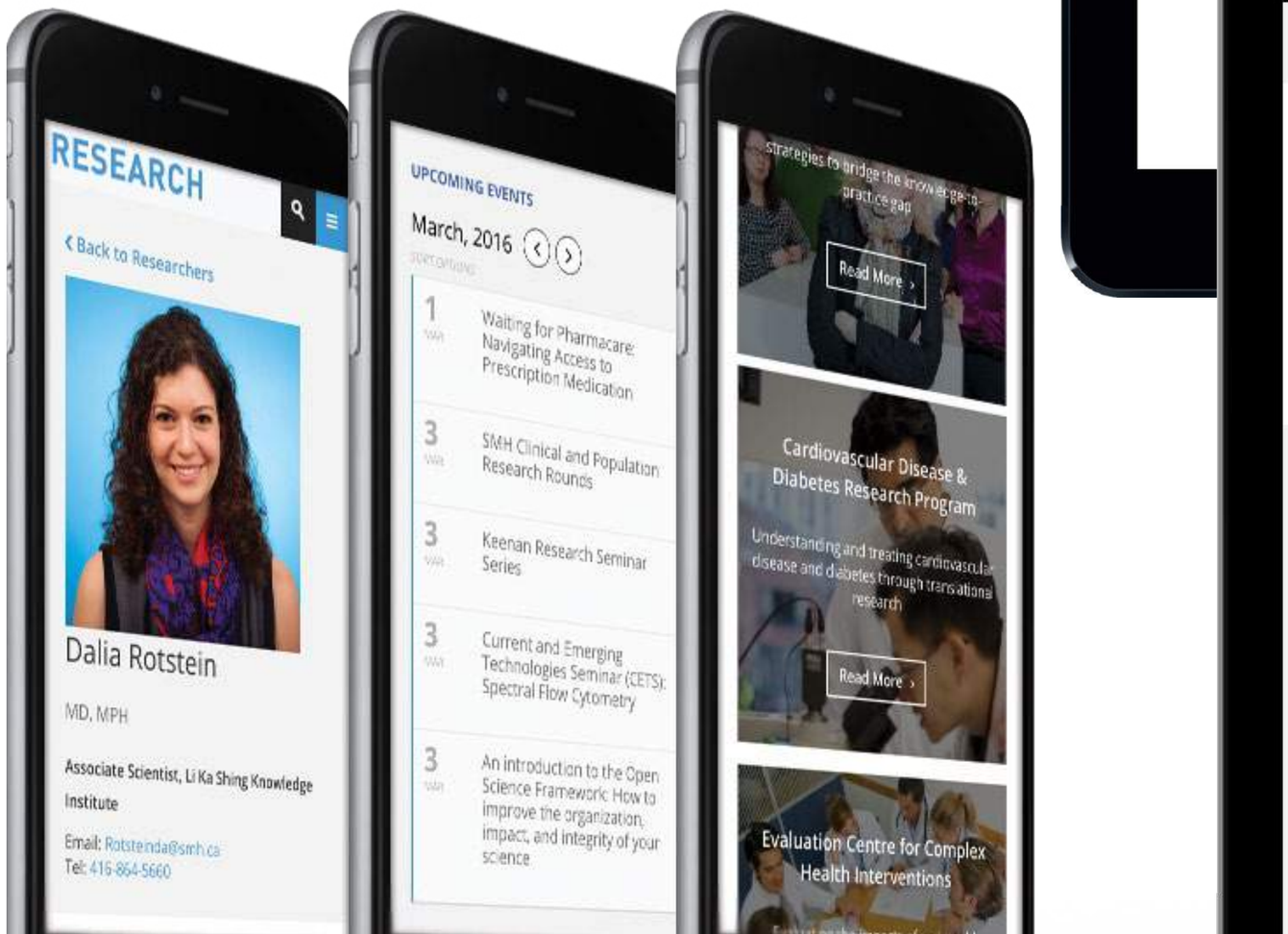
WEBSITE BRANDING &
ACCESSIBILITY GUIDE

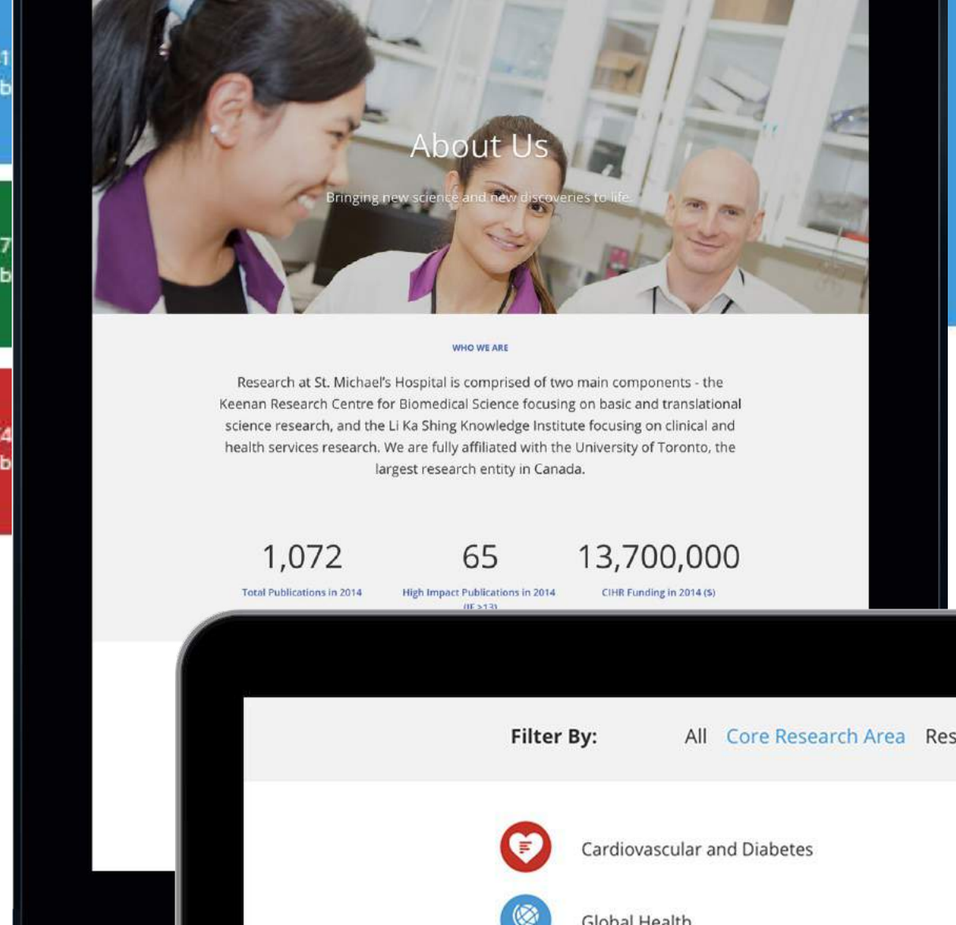


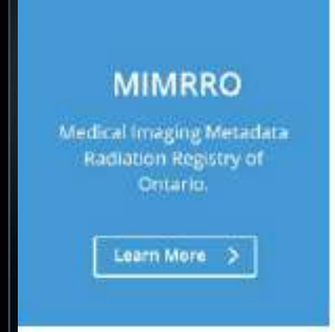
RESEARCHER
PROFILES

INTERACTIVE
EVENTS

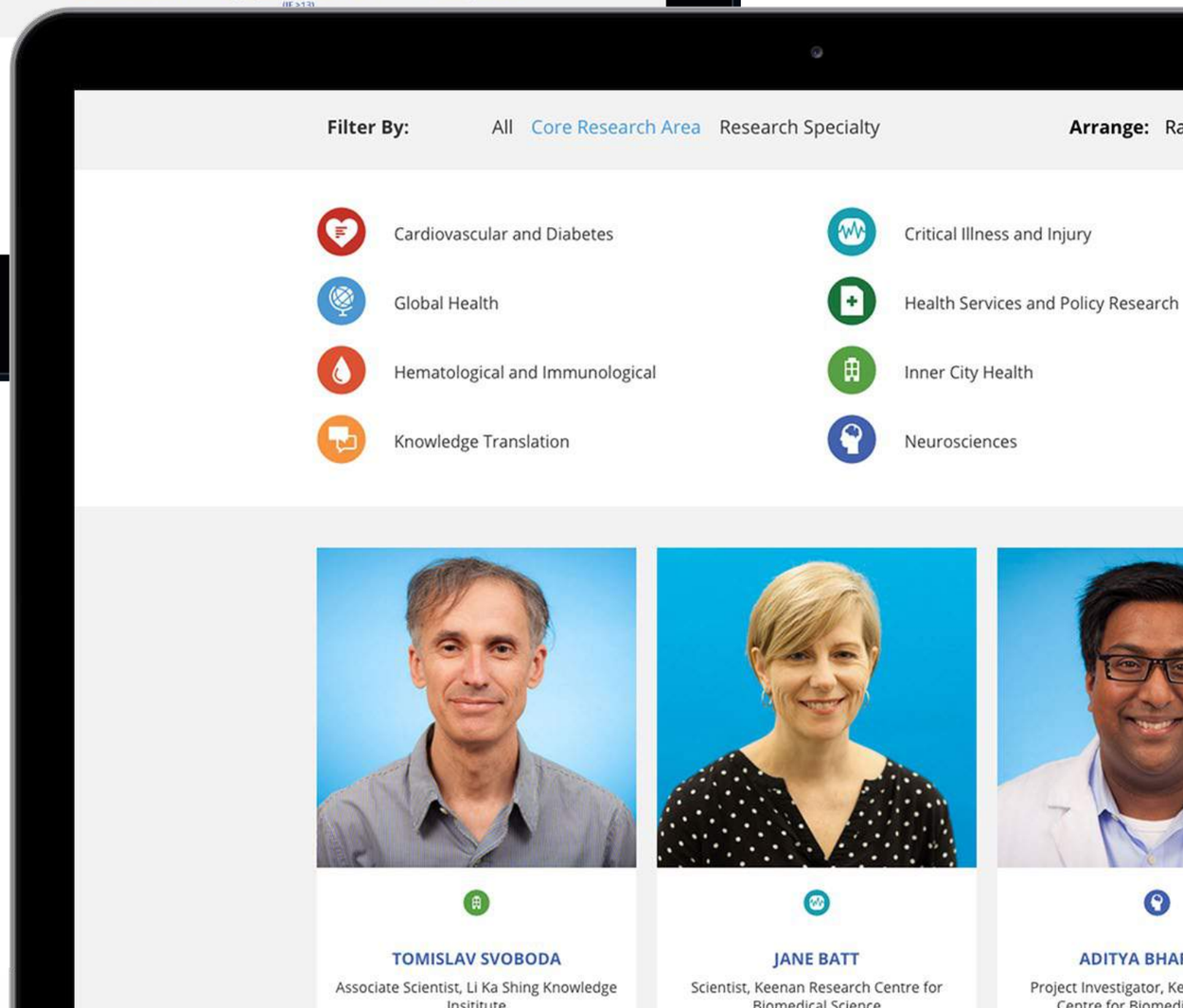
MODULAR
COMPONENTS







CUSTOM ICON-BASED
USER INTERFACE



THE “BACKPACKTIVIST” BRAND HELPED DIFFERENTIATE OG FROM OTHER VOLUNTEER ORGANIZATIONS BY PUSHING ITS GENUINE AND EXPERIENCE-BASED AGENDA. VIBRANT HUES, PARTICIPANT PHOTOGRAPHY AND BOLD PATTERNS MAKE THIS BRAND POP AND HELPED OG DRAMATICALLY INCREASE PARTICIPATION ON GLOBAL TRIPS IN 2013.

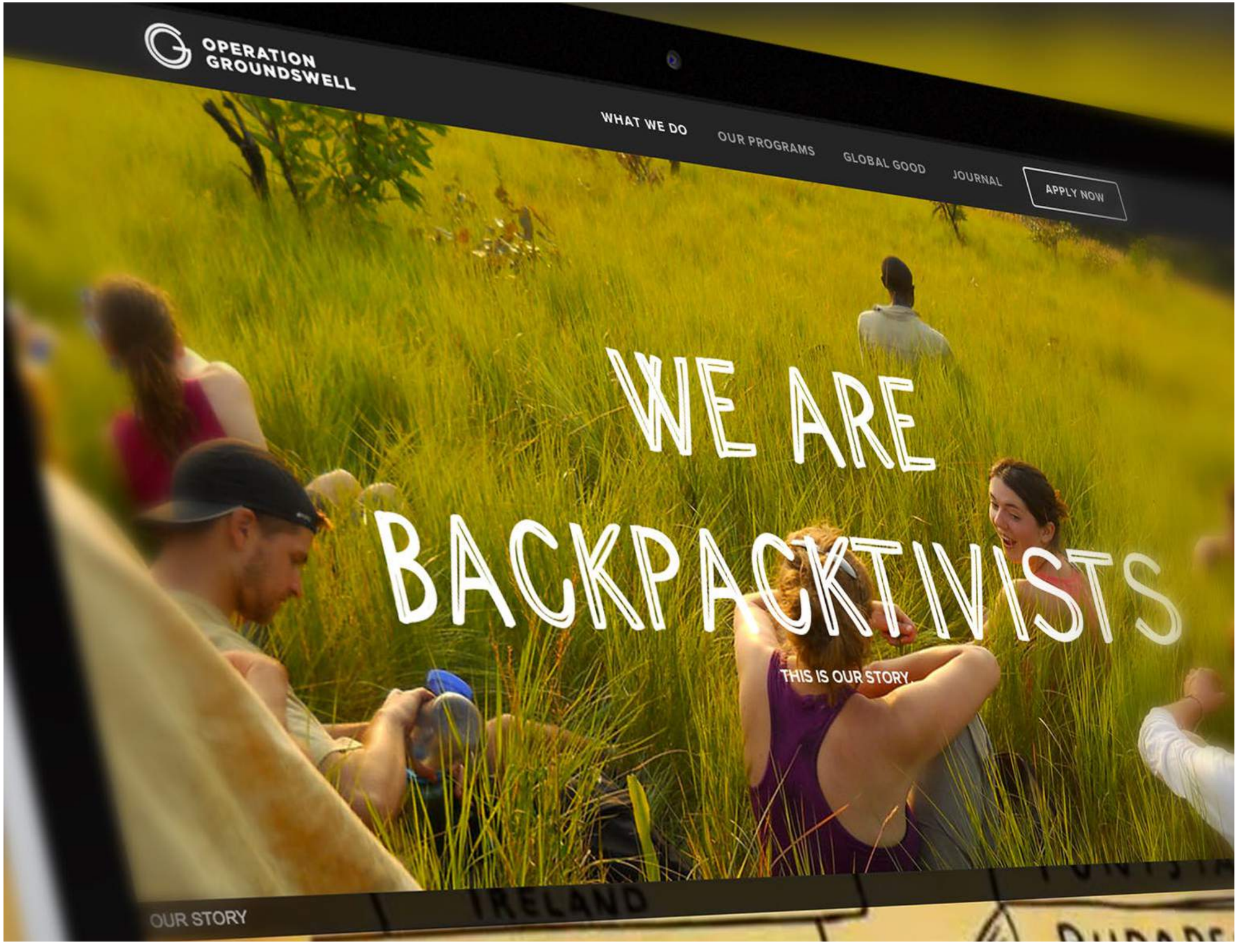
OPERATION GROUNDSWELL

A global, ethically focused backpacking organization based in Toronto, Ontario.

Brand Strategy & Guidelines
Logo & Wordmark
Poster & Marketing Material
Trip Brochures
Website

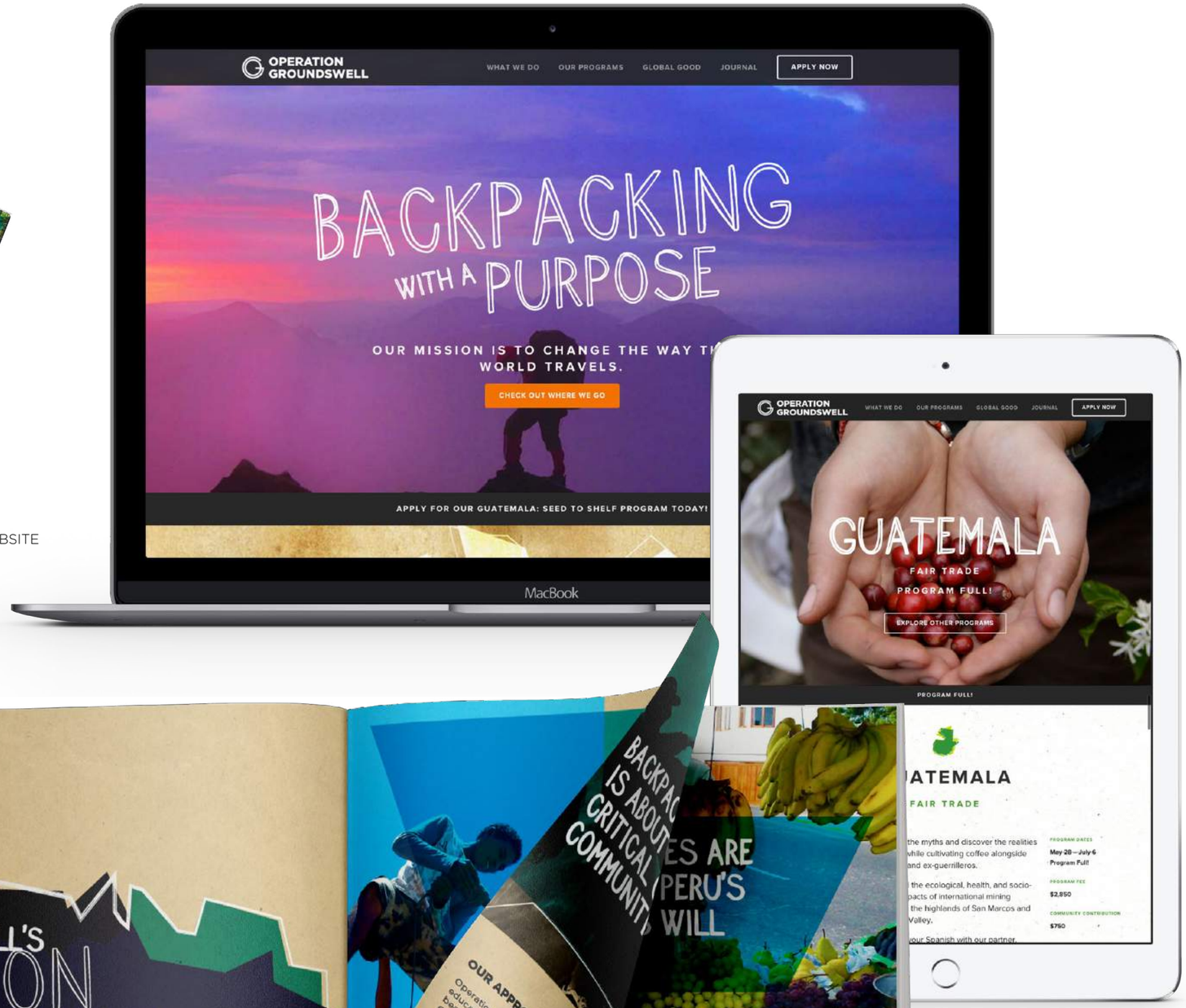
“Creating an organization’s entire visual brand identity is no easy feat, but LOOP has managed to do exactly that with their fresh, out of the box thinking. They have captured the essence of ethical travel and what it means to be an Operation Groundswell backpacktivist. It’s been such a joy to work with LOOP and we hope only to continue doing so in the years to come.”

Justine Yu
Marketing Director



BUSINESS CARDS

WEBSITE



FIELD GUIDES

TEACH FOR CANADA IS ON A MISSION TO TRANSFORM EDUCATION IN NORTHERN CANADA. THEY REQUIRED A DYNAMIC IDENTITY TO RECRUIT QUALIFIED CANADIAN TEACHERS TO TEACHING POSTS IN FIRST NATIONS COMMUNITIES. SUBTLE CANADIAN IMAGERY AND BOLD HUES RESULTED IN A BRAND THAT RECRUITED 40 TEACHERS IN 2015.

TEACH FOR CANADA

A non-profit focusing on next-level teaching for a stronger Canada.

Visual Identity Package
Business Cards
Ad Campaign
E-Newsletters
Social Media

www.teachforcanada.ca

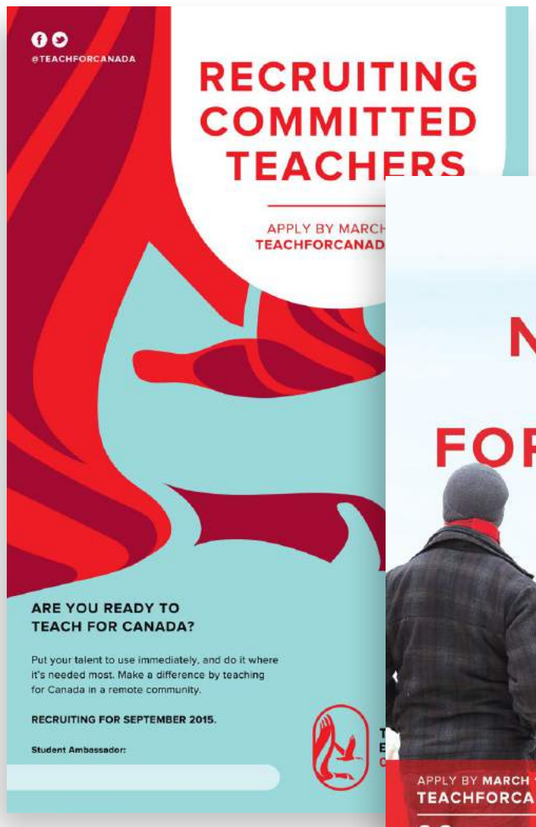
Just a few months ago, we had done next to no thinking about building Teach For Canada's brand identity. We met with Josh and Ryan, and they guided us through a series of exercises that not only provided them with the basis for developing an incredible set of materials for us, but also helped us think more clearly about who we are as an organization. We are so grateful to Loop for the professional way in which they have worked with us at every stage of this process, their quick responsiveness and adaptability, and their incredible energy and creativity. We very quickly got the sense from Loop that they thought of us not as a customer, but as a partner. We certainly thought -- and think -- of them that way.

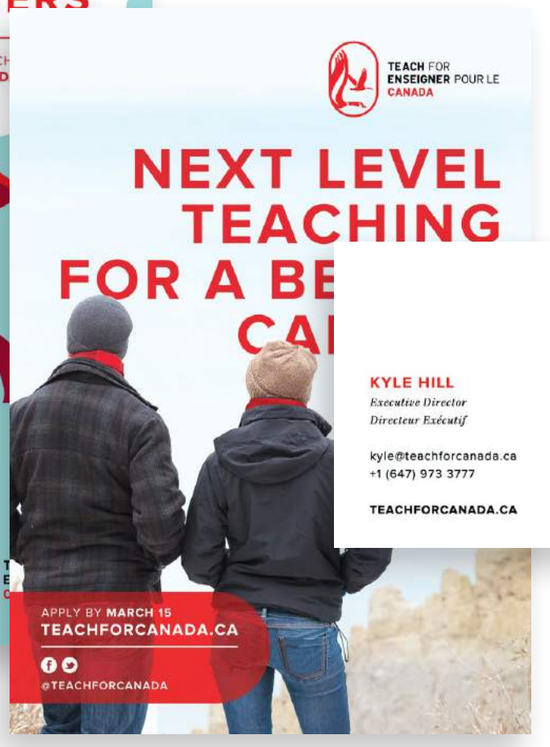
Kyle Hill
Executive Directo

LOGO

TEACH FOR
ENSEIGNER POUR LE
CANADA

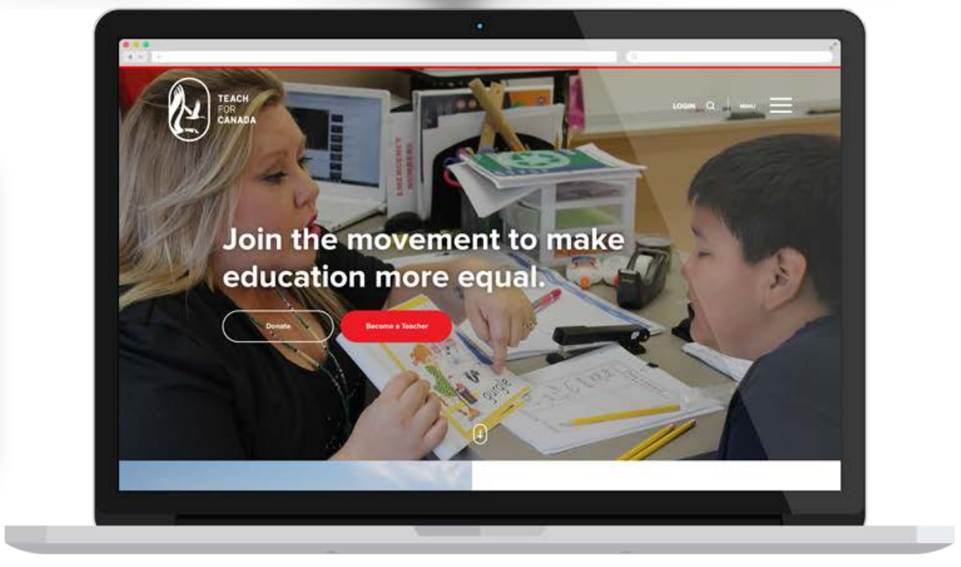
RECRUITMENT
MATERIALS





BROCHURES

WEBSITE



WITH A STRATEGIC PLAN TO ENGAGE YOUTH AND THE REGENT PARK COMMUNITY IN THE BRAND DEVELOPMENT, THE UFORCHANGE IDENTITY WAS COMPLETELY RE-ENERGIZED WITH A STRIKING NEW SERIES OF ENERGY MARKS, A VIBRANT COLOUR PALETTE, ACTIVE IMAGERY, AND REVAMPED MESSAGING. THIS REFRESH PREPARES UFORCHANGE FOR THEIR INVOLVEMENT WITH THE TORONTO 2015 PAN AM GAMES.

UFORCHANGE

A Toronto-based Non-Profit and
PanAm partner who empower youth

Brand Strategy & Messaging
Visual Identity
Collateral and Campaign Materials
Website

"Having been established for over 5 years it came time for our team to consider our image, and our expression to the community. We had evolved as an organization, and our brand needed to represent that. LOOP helped us realize our brand vision, and with input from the community, youth and local leaders developed a visual identity and messaging system which is gaining a lot of traction. It's colourful, bold, and true to who we are. The whole process was very engaging, and honestly - FUN!"

Chalo Burdeta
Executive Director

www.uforchange.org

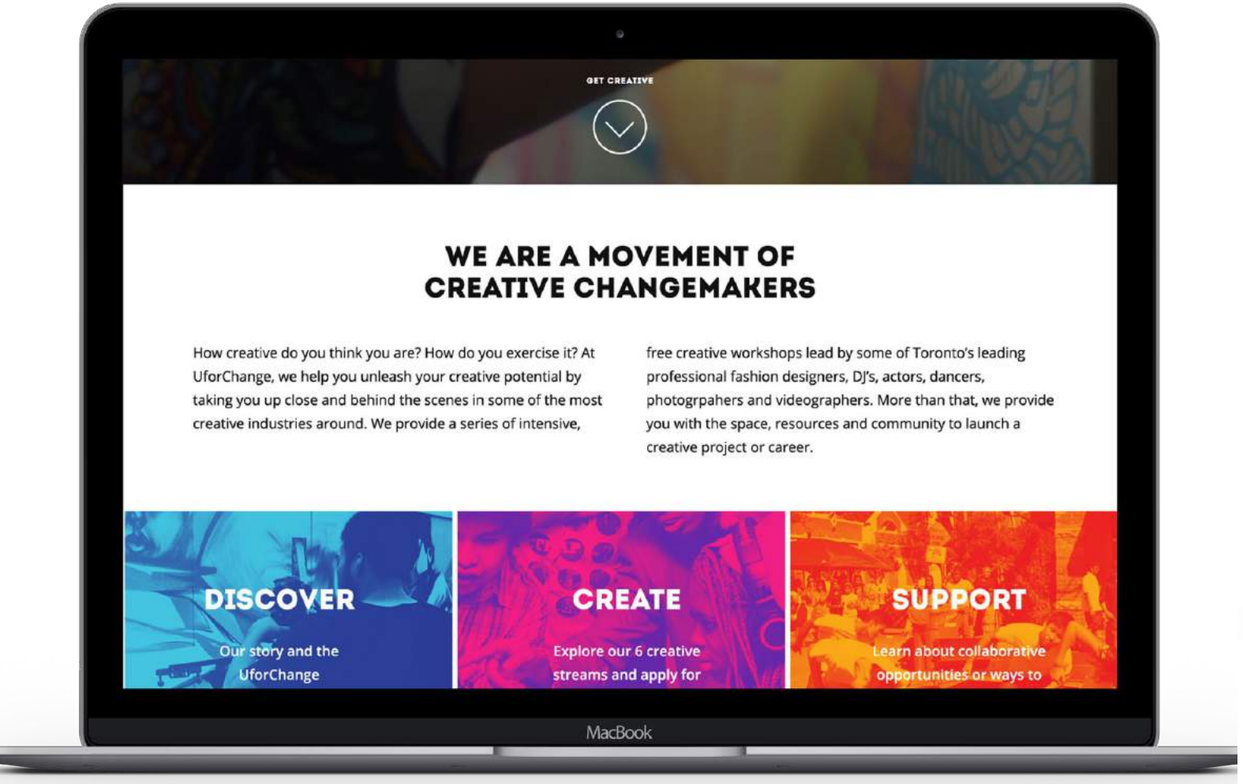
CORE WORDMARK

U FOR CHANGE

CREATIVE CULTURE. BETTER WORLD.

BUSINESS CARDS

WEBSITE



COLLATERAL

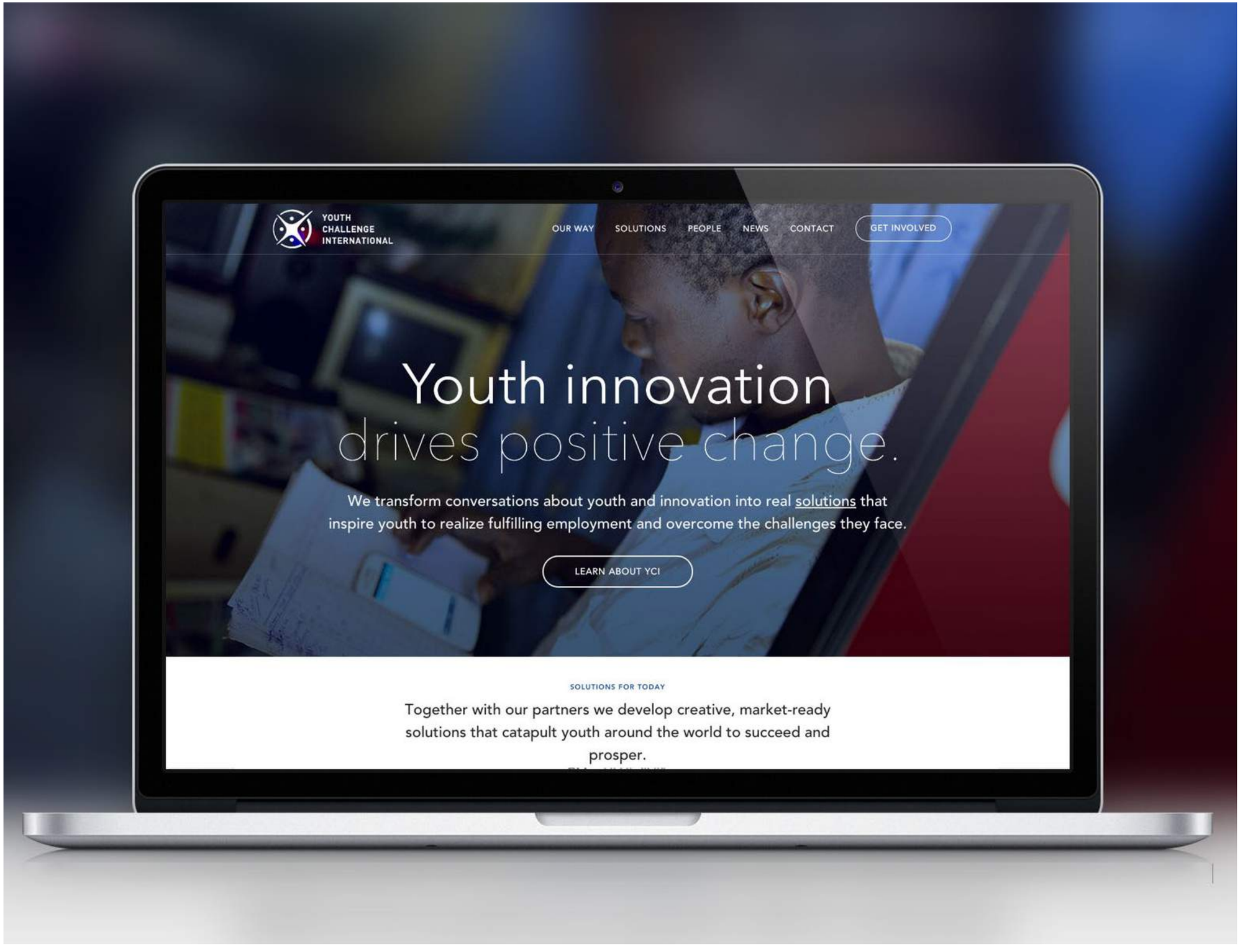
TRANSITION IS TOUGH, AND AFTER 25 YEARS YOUTH CHALLENGE INTERNATIONAL REQUIRED A REFRESHED IDENTITY AND WEBSITE TO EXPRESS THEIR TRANSFORMATION INTO A GLOBAL YOUTH DEVELOPMENT ORGANIZATION. AN INNOVATIVE NEW BRAND MESSAGE WITH A FOCUS ON PHOTO NARRATIVES, CLEAN DESIGN, AND A REWORKED SET OF DESIGN TOOLS HAVE HELPED POSITION YCI TO CO-LAUNCH A $60 MILLION GLOBAL INNOVATION HUB PROGRAM IN 2015.

YOUTH CHALLENGE INTERNATIONAL

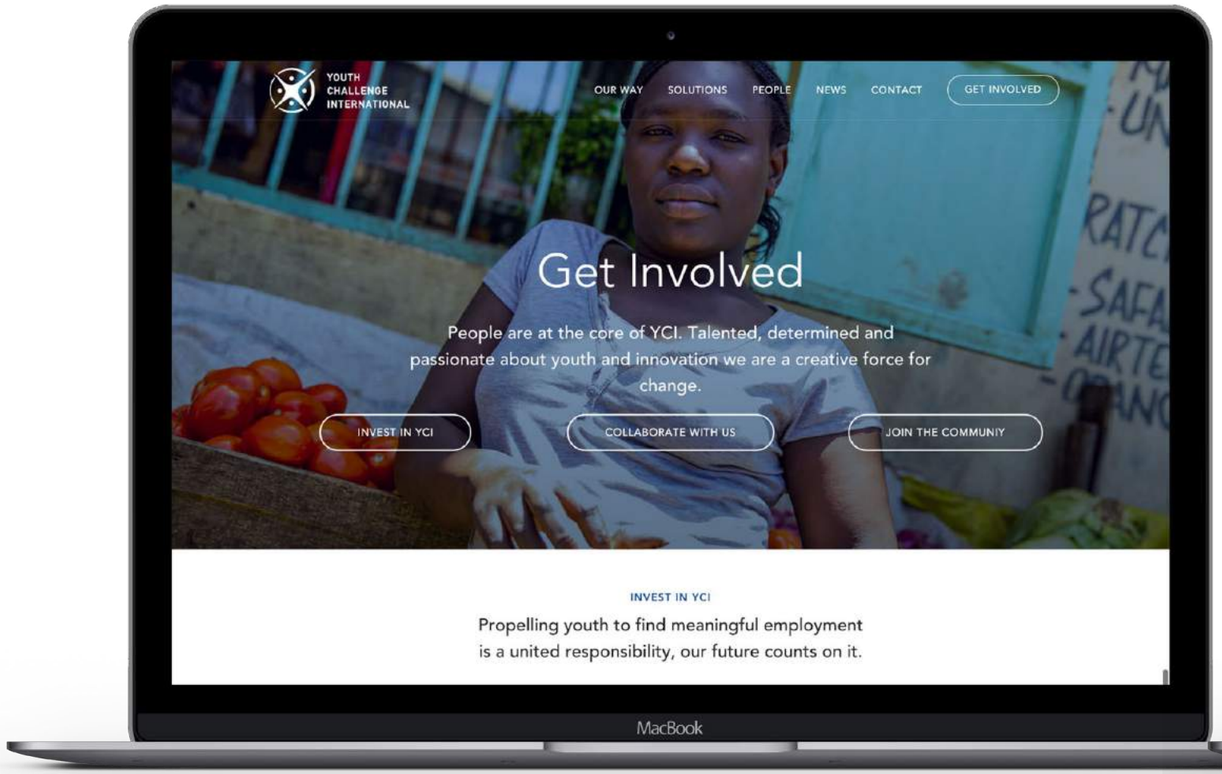
A global youth development organization and non-profit.

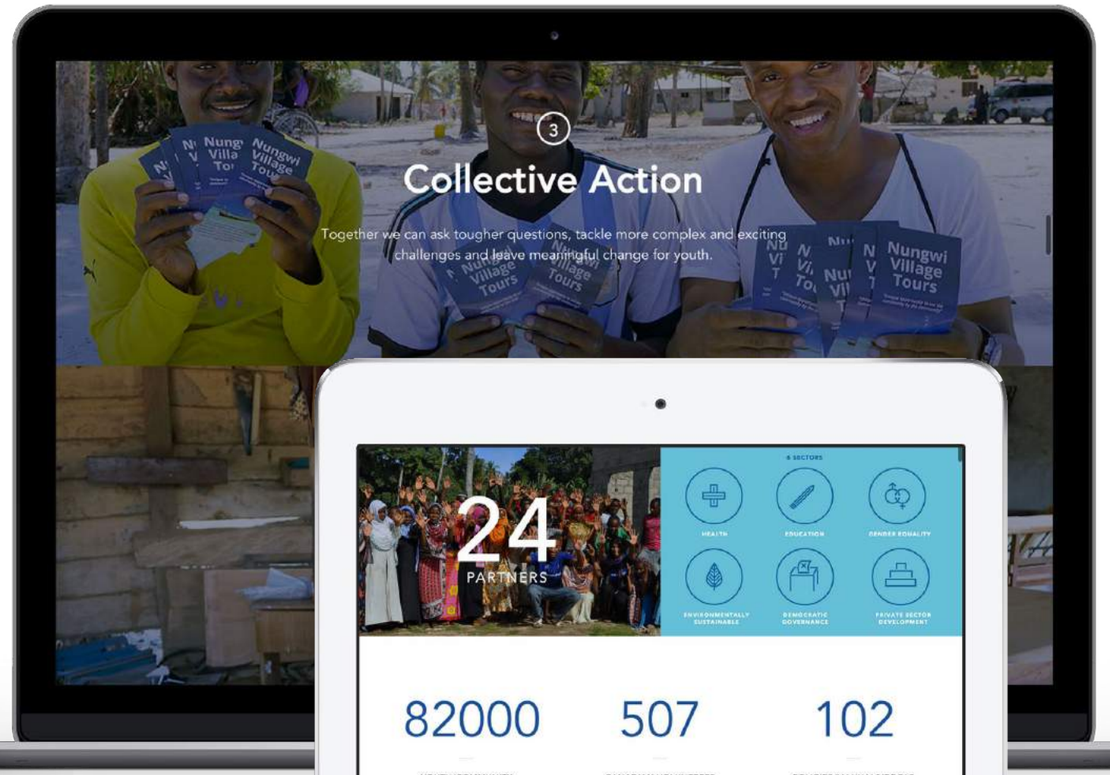
Brand & Identity
Website
Print Brochures
Copywriting
Social Media

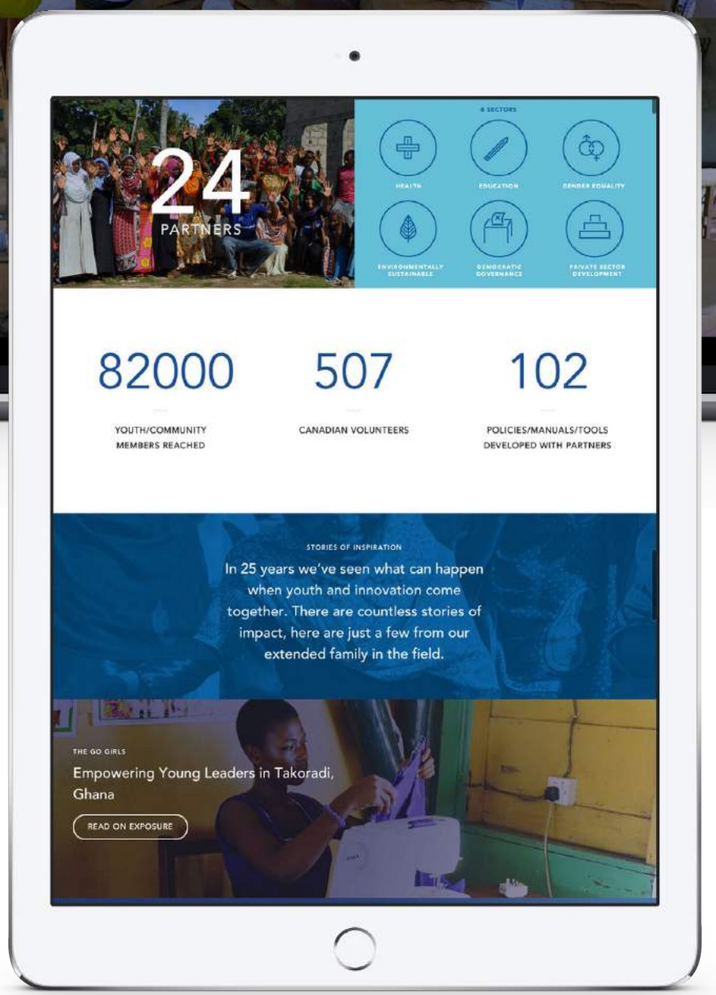
www.yci.org



WEBSITE







VISUAL IDENTITY

FINDING UNIQUE AND EXCITING WAYS TO PROMOTE A BUSINESS CAN BE CHALLENGING, AND THIS WAS EXACTLY WHAT WE WERE ASKED TO SOLVE FOR INNOVIA. BY CREATING A VIBRANT IDENTITY WITH A FOCUS ON COLOUR, EXPRESSIVE IMAGERY, AND TRANSPARENT VISUAL COMMUNICATION INNOVIA IS ABLE TO STAND OUT IN THE CREATIVE CONSULTING WORLD.

INNOVIA PARTNERS

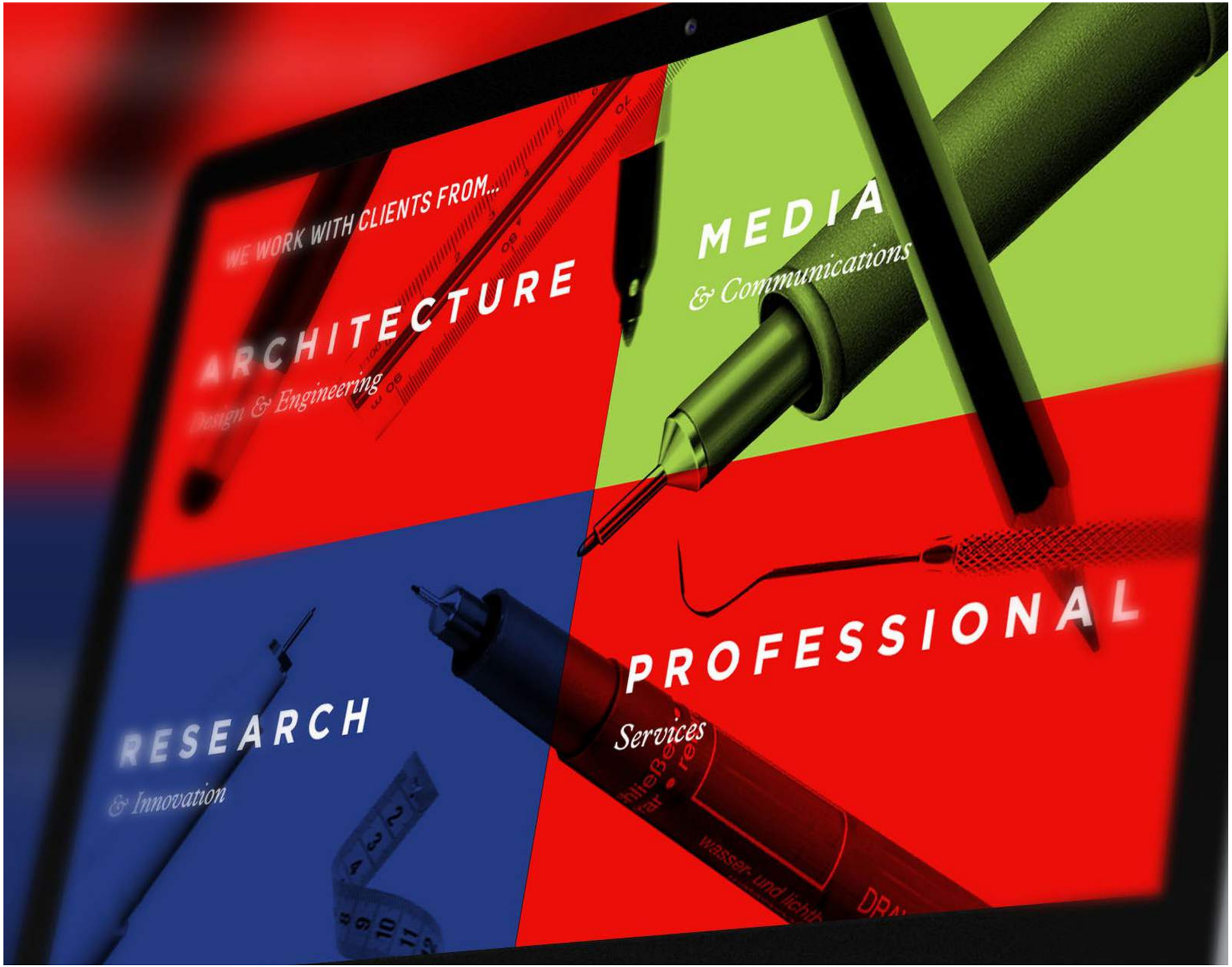
Management Consulting for Creative Businesses

Logo & Wordmark
Business Cards
Flipbook Campaign
Ad Campaign - Azure Magazine
Website

"I was looking for a simple, intriguing way to start a conversation with a potential client. It's hard to communicate what we do as management consultants without getting lost in complexity! I gave Loop a one-word creative brief: "flip-book." They created an unconventional piece that tells our story visually in a few memorable seconds - and it really gets people talking ."

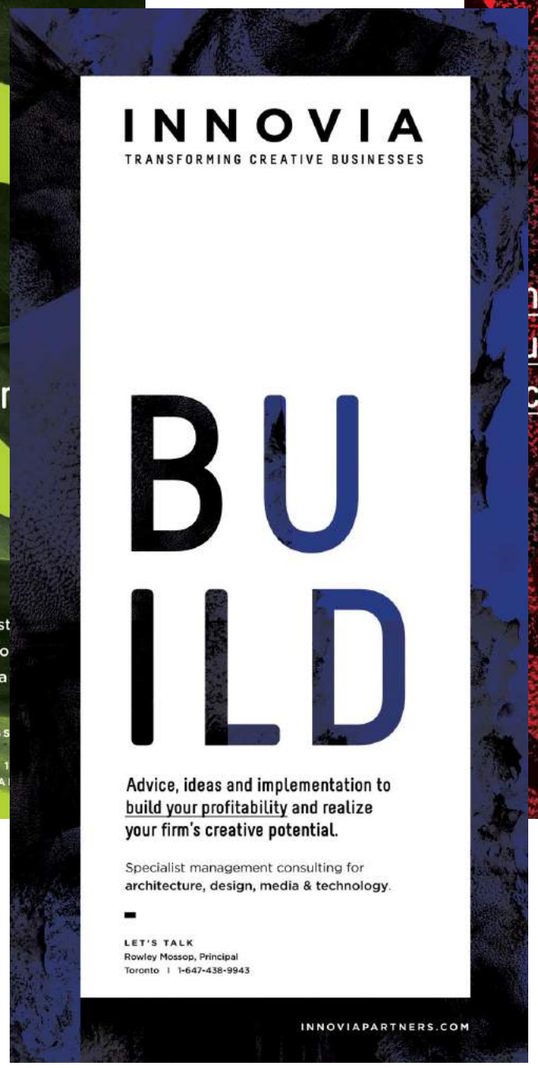
Rowley Mossop
Principal

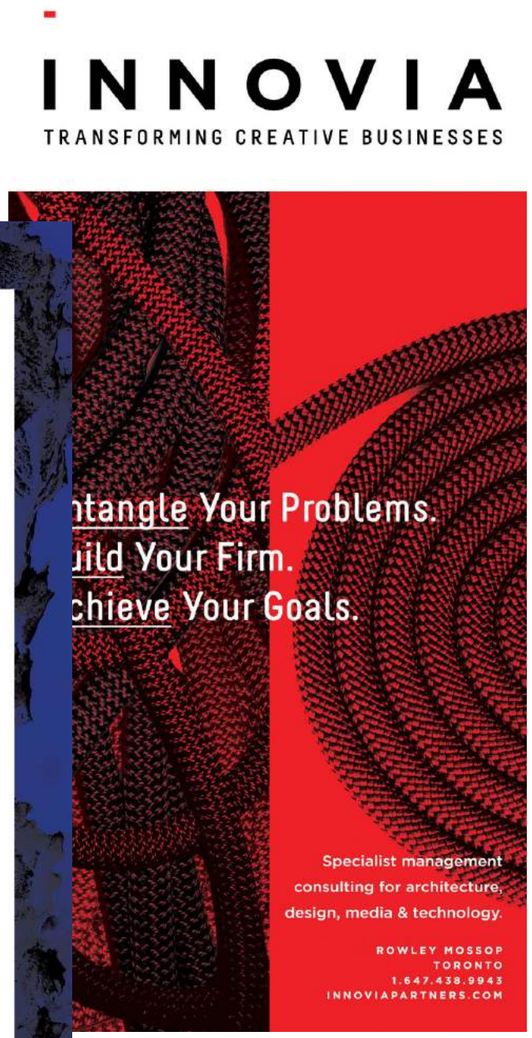
www.innoviapartners.com



AZURE MAGAZINE
AD CAMPAIGNS

WEBSITE





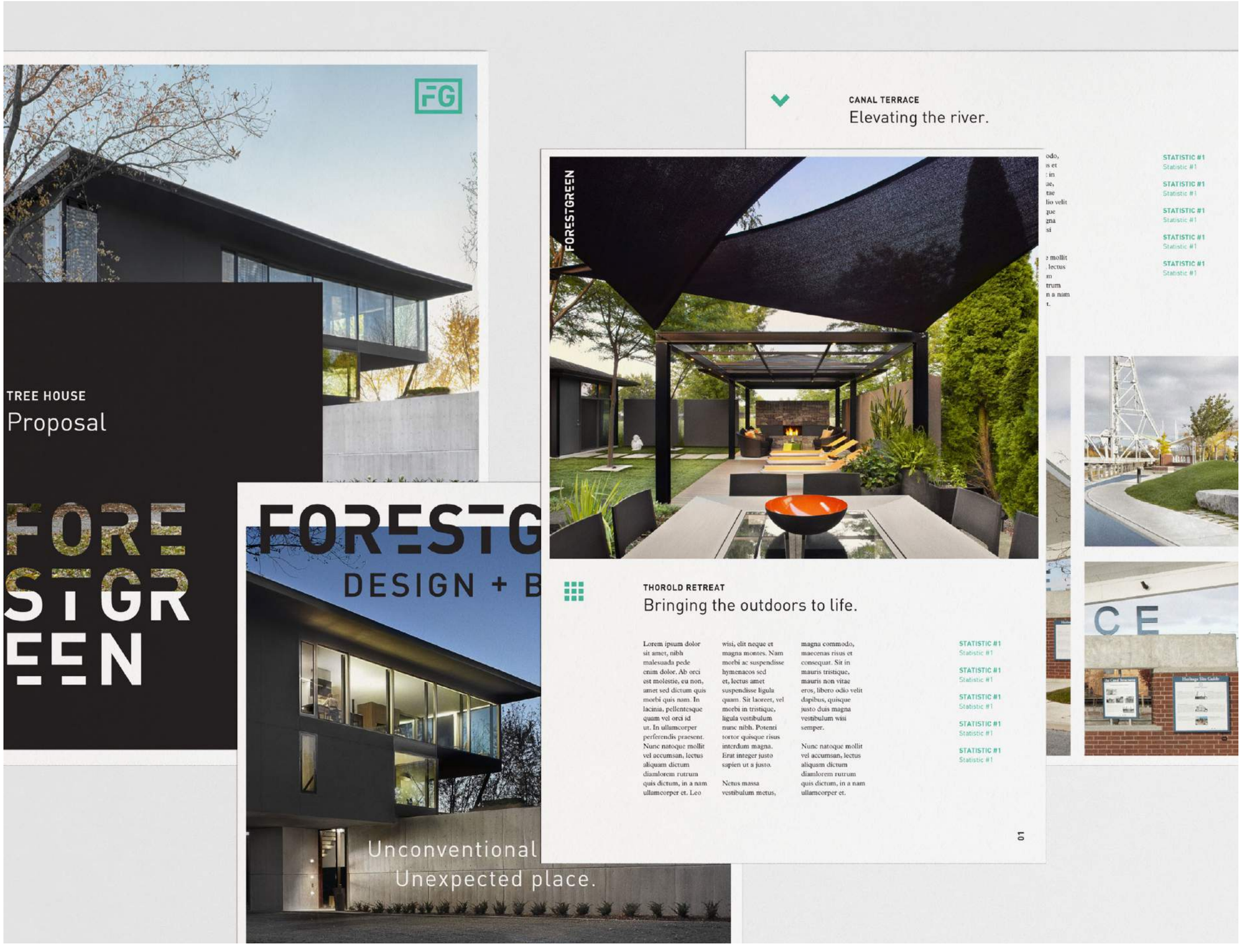
IT'S NOT OFTEN YOU COME ACROSS AN ARCHITECT WHO TAKES YOUR BREATH AWAY. FORESTGREEN WAS LOOKING FOR A CONTEMPORARY IDENTITY WHICH SPOKE TO THEIR UNIQUE - OUT OF PLACE - ARCHITECTURE. WITH THE BRAND ESSENCE OF 'UNCONVENTIONAL DESIGN. UNEXPECTED PLACE,' WE DEVELOPED A BOLD BLACK AND WHITE IDENTITY THAT PLAYS ON SHADDOWS, HIGHLIGHTS STUNNING PHOTOGRAPHY, AND USES TURQUOISE TO CREATE A MEMORABLE POP TRHOUGH THE 'FG' MONOGRAM AND CUSTOM PROJECT ICONS.

FORESTGREEN

A family building and landscape design firm in Pelham, Ontario.

Brand & Identity
Website
Collateral
Copywriting
Social Media

www.forestgreencreations.com

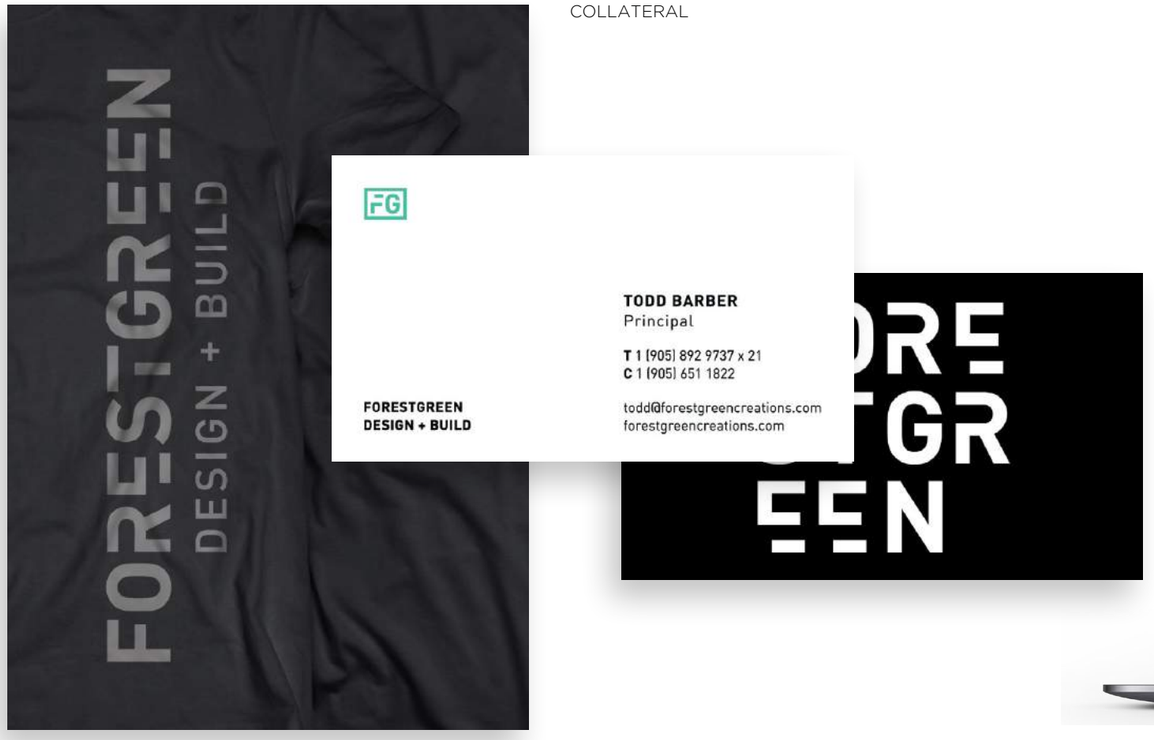


LOGO

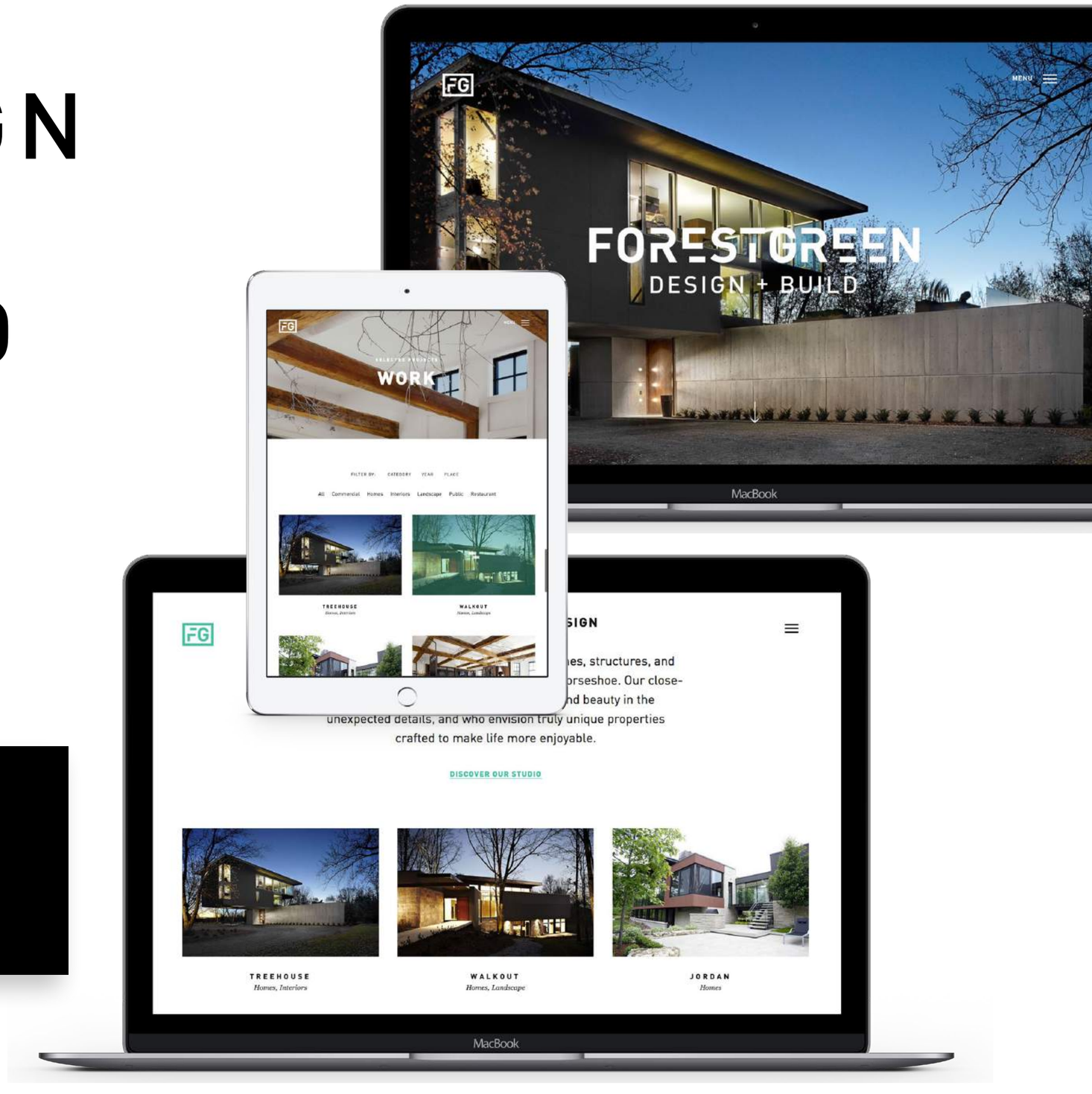
FORE
STGR
EEN

DESIGN
+
BUILD

COLLATERAL



WEB PAGES



DESIGN IS IMPORTANT AT EVERY LEVEL OF BUSINESS, AND CAN MAKE ALL OF THE DIFFERENCE FOR SMALLER, LOCAL INITIATIVES. A CLEAN ABOVE IS TRYING TO CHANGE THE STATUS QUO IN THE CLEANING INDUSTRY BY USING ONLY NATURAL METHODS. BY IMPLEMENTING A NEW LOGO, A BRIGHT COLOUR PALETTE AND CHEEKY GRAPHICS WE WERE ABLE TO DESIGN A FUN LOOK THAT FIT THEIR PERSONALITY.

A CLEAN ABOVE

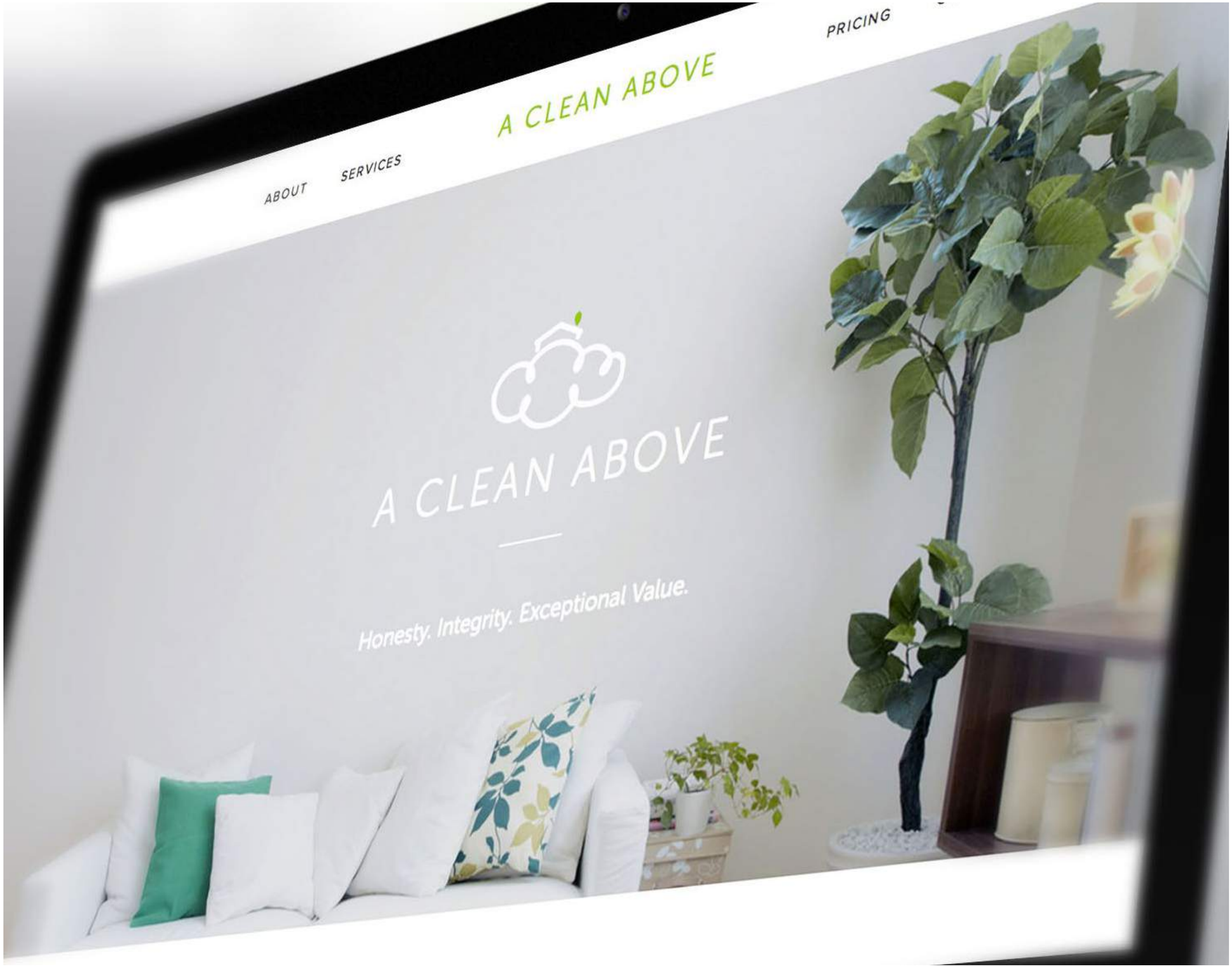
Environmental Cleaning Service

Logo & Wordmark
Visual Identity Package
Business Cards
Ad Campaign
Website

"LOOP captured everything we could have hoped for in our brand. It's not only true to who we are, but it so fresh and current to our target market. Our business is being recognized, and we are being complimented regularly our new look. We felt that our values and mission aligned well with the social good direciton that LOOP is all about, and we had a blast working with them!"

Collette & Amanda
Founders

www.acleanabove.ca



LOGO

A CLEAN ABOVE

honesty integrity value

LOGO & MESSAGE MARKS

THE CLEAN GREEN DREAM TEAM

A CLEAN ABOVE
honesty integrity value

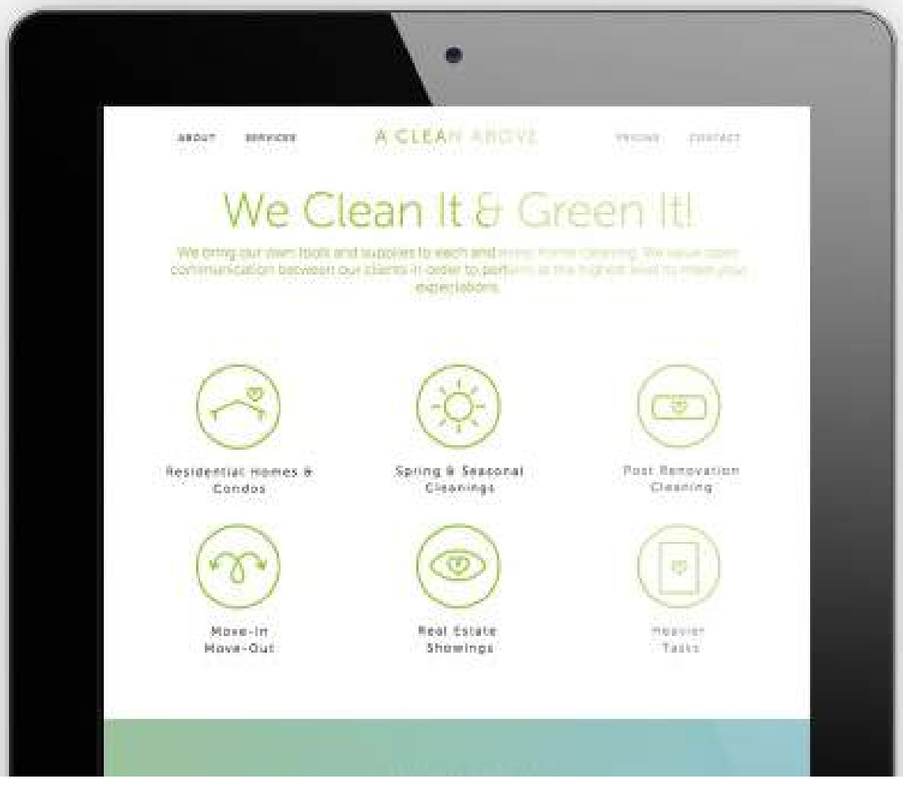
"MY HOME WAS SPARKING GREEN!!!!"

A CLEAN ABOVE
honesty integrity value

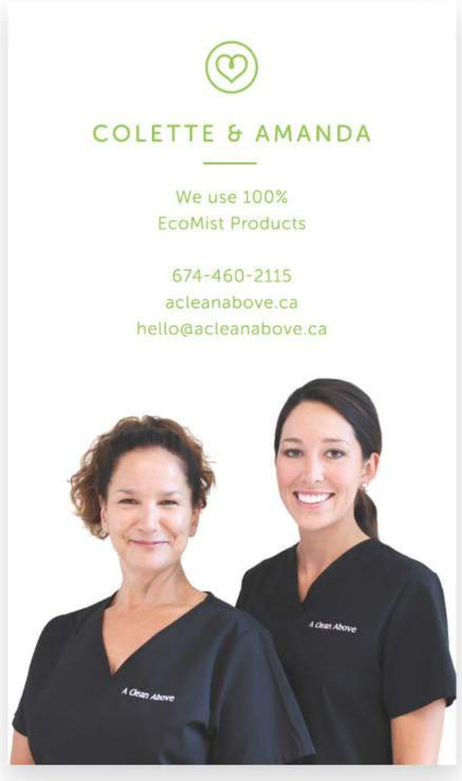
GREEN IS THE NEW CLEAN

A CLEAN ABOVE
honesty integrity value

MULTI-SURFACE WEBSITE



BUSINESS CARDS



CODING IS A VITAL SKILL FOR TODAYS HI-TECH JOB MARKET. WITH THIS IN MIND LIGHTHOUSE LABS SET OUT TO CREATE THE LARGEST, FREE LEARN-TO -CODE EVENT IN CANADA. THE LOGO IS ROOTED IN LINES OF CODE USED BY PROGRAMMERS, AND A BRIGHT BUT HI-TECH COLOUR PALETTE, AND POWERFUL GRAPHIC LANGUAGE SPREAD THE 'FUN' VIBE. THE EVENT SOLD OUT IN MINUTES AND WILL BE HOSTED ANUALLY.

LIGHTHOUSE LABS

A Vancouver-based coding education network.

Brand Strategy & Messaging
Visual Identity
Collateral and Campaign Materials
Website (under development)
Social Media

"Having conceived the idea for HTML500 only 2 months before the event-date would have posed a challenge for most creative teams, but LOOP successfully took our vision and brought it to life on all available platforms in just 3 weeks. The design received recognition on many media outlets, the event sold out in minutes after the digital launch, and the boys at LOOP were so easy to work with."

Jeremy Shaki
Director

www.thehtml500.com

PRIMARY LOGO

LIGHTHOUSE LABS PRESENTS

THE HTML 500

CANADA'S LARGEST LEARN-TO-CODE EVENT

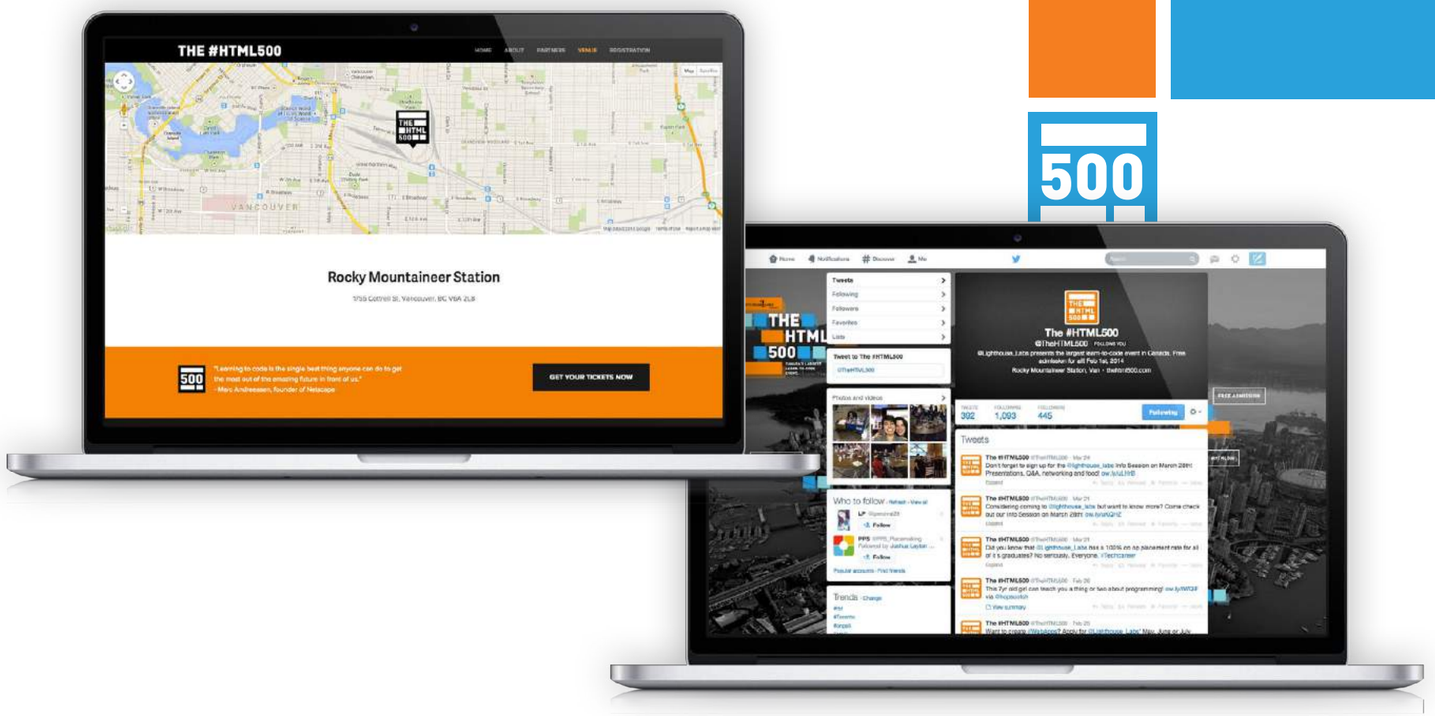
GRAPHIC SYSTEM

#HTML500

SPREAD THE CODE

POSTER & PROMOTIONAL MATERIALS

WEBSITE & SOCIAL MEDIA



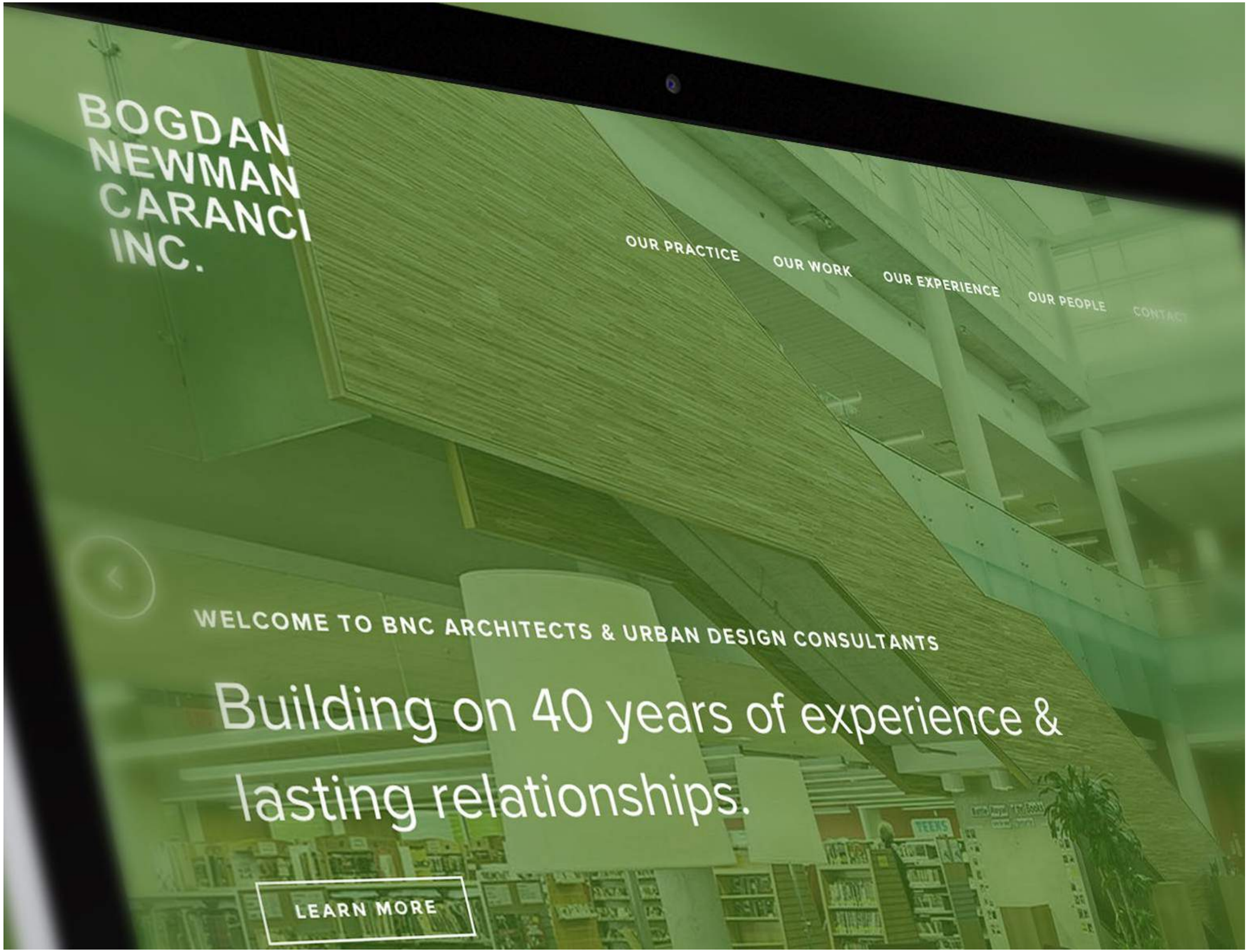
TRANSLATING 25 YEARS OF ARCHITECTURE EXCELLENCE INTO A MODERN WEB SHOWCASE IS NO EASY TASK, BUT THROUGH A COMPREHENSIVE BRANDING, CONTENT MANAGEMENT AND GRAPHIC SYSTEM WE WERE ABLE TO DO THAT FOR BNC ARCHITECTS. THEY ARE NOW POSITIONED FOR THE NEXT 25 YEARS.

BNC ARCHITECTS

A Global architecture firm based in Toronto.

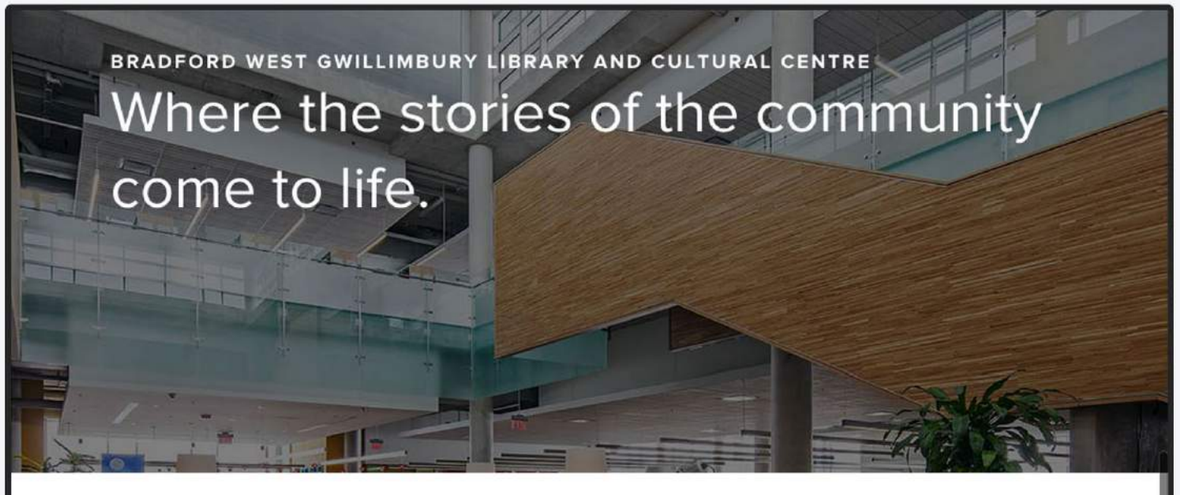
Brand & Identity
Website
Content Development

www.bncarchitects.ca



WEBSITE

income units, a private university campus, and preserved forest and valleylands form an eclectic, suburban community. Ten years later, the municipality retained the firm for further services to design a Master Servicing Plan and prepare a set of urban design guidelines.



BRADFORD WEST GWILLIMBURY LIBRARY AND CULTURAL CENTRE

Where the stories of the community come to life.

BRADFORD WEST GWILLIMBURY LIBRARY AND CULTURAL CENTRE

The bright and spacious Bradford Library places a full service-library, town archives, community lecture/recital space, and exhibition gallery around an airy, two-and-a-half storey atrium. As a part of the proposed Civic Centre Master Plan, the library features maximum natural lighting, efficient circulation and mechanical design which meets innovative LEED Gold Certification. The library is planned to anchor a future outdoor plaza and a multi-season garden for community enjoyment.

CLIENT

Town of Bradford West Gwillimbury

SITE

A component of the 2.06 ha proposed Civic Centre Master Plan along Holland Street.

PROGRAM

40,000 square feet of full service library space including a heritage and culture centre, town archives, exhibition gallery and community recital / lecture hall for seats.

THE LOOP STUDIO, REGENT PARK

CLIENT LIST

CREATIVE BUSINESSES

BNC Architects (Toronto, Canada)
EllisDon (Toronto, Canada)
ForestGreen Creations (Fonthill, Canada)
FoTenn Planning and Urban Design (Ottawa, Canada)
Functional Imperative (Toronto, Canada)
Innovia Partners (Toronto, Canada)
Straticom Interior Design (Toronto, Canada)
Theatre Consultants Collaborative (Toronto, Canada)

HEATH / EDUCATION

Algonquin College (Ottawa, Canada)
Canadian Mental Health Association (Toronto, Canada)
Keenen Research Insititute (Toronto, Canada)
Mind Your Mind Mental Health (Toronto, Canada)
St. Michael's Hospital (Toronto, Canada)
Teach for Canada (Toronto, Canada)
University of Manitoba (Winnipeg, Canada)
University of Toronto (Toronto, Canada)
University of Waterloo (Waterloo, Canada)
York University (Toronto, Canada)
Lighthouse Labs (Vancouver, Canada)

COMMUNITY ORGANIZATIONS / NON-PROFIT / SOCIAL ENTERPRISE

A Clean Above (Toronto, Canada)
As You Wish Concierge (Toronto, Canada)
Canada World Youth (Montreal, Canada)
Canadian Gerentology Association (Winnipeg, Manitoba)
Childrens Wish Foundation (Ottawa, Canada)
Defend Defenders (Kampala, Uganda)
EQWIP HUBS (Ottawa, Ontario)
Ghana Medical Help (Accra, Ghana)
Hardwired: Podcast for the People (Toronto, Canada)
HTML 500 (Vancouver, Canada)
International Institute for Sustainable Development (Global)
NXT CIty Prize (Toronto, Canada)
Operation Groundswell (Toronto, Canada)
Rebecca Perry Theatre (Toronto, Canada)
UforChange (Toronto, Canada)
Rain or Shine Green Energy (Toronto, Canada)
SEMA: The Kenya Project (Toronto, Canada)
Sokotext (London, New York, Kenya)
The Pomegranate Project (India)
Triangle-Pi Productions (Toronto, Canada)
Young County Change Makers (Kisumu, Kenya)
Youth Challenge International (Toronto, Canada)

BUSINES

Christopher Paunil Design (Toronto, Canada)
Flaunt Boutique (Toronto, Canada)
Freedom Lending (National, Canada)
Textbooks for Change (Toronto, Canada)

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