research
Need for Branding

Precedent: M*A*S*H

- M*A*S*H (Mobile Army Surgical Hospital) units moved with the battle front
- Despite moving frequently, people were easily able to find their way around
- Signs labeled everything, providing way-finding for soldiers of different units
- Created a more secure environment
- Red Cross can take cues from MASH and apply it to their own mobile blood drives

Research: Wayfinding

“We are supported by the presence of others and by special way-finding devices... but let the mishap of disorientation once occur, and the sense of anxiety and terror that accompanies it reveals to us how closely it is linked to our sense of balance and well-being.” (Lynch, 4)

“[Landmarks] are frequently used clues of identity and even of structure, and seem to be increasingly relied upon as a journey becomes more and more familiar.” (Lynch, 48)
Need for Branding

Research: Color Theory

- Color can contribute to wayfinding in an environment - by analyzing colors, a calm, organized environment may be created
- Red: ability to excite/raise blood pressure
- Blue: known to lower blood pressure and relieve headaches
- Green: opposite of red on the color wheel, known as the healer of blood
- Bluish-green: standard for operating rooms because it provides visual relief from the brightly lit red tones of blood and tissue

Research: Positive Distraction

- Intentional distractive objects can relieve negativity and ease anxiety
- Can be provided through visual imagery such as black and white photography or views of nature
- Common practice in health care design

* all research sources can be found on the last page of this document
Need for Branding

Research: IDEO

- American Red Cross is facing competition from for-profit blood collectors, other charitable causes, and our busy lives
- People don’t donate because they’re ignorant of the process and therefore afraid to donate
- Trust needs to be built between the user, the Red Cross, and the environment in which people are donating
- By creating a donor-centric environment, the Red Cross makes donors feel important and realize the constant need for blood

“To expand your base, you must put the donor at the center.”
Moving Forward

Branding Goals for the Red Cross

- Take ownership of temporary spaces
- Establish a brand in order to establish a presence
- Fully utilize of “quick wins”
- Claim a share of the blood donation market
- Create an environment that replaces donor anxiety with confidence
landmarks
Redesign: Retractable Banner

- Replace initial landmark designs with more cost-effective retractable banners
- Aluminum telescoping pole
- Banner rolls back into base: no damage during transportation
- All parts fit into carrying case
- Dimensions: 33” x 80” (max, adjustable height)
- Cost: $81-$269 with printing
- Total cost/site: $324-$1076
Landmarks

Landmark Image

- Integrates Red Cross logo and 4-step donation graphic
- Retail theory: people project themselves onto images and want to be the people in the images (strategy famously employed by The Gap and Abercrombie and Fitch)
- Donors will connect and identify with the lively, happy people photographed
- Large graphic/photo is an easy way to make a strong statement
- Different images for each landmark
Landmarks

iStockphoto Images
- Roughly $30/image for unlimited use
- Bought from iStockphoto.com using “photo stock credits”
- Can be reprinted as many times as necessary
continuity
Name Tags

Branding Opportunities

- Application of blood donation colors, Red Cross logo, and current name tags’ tagline
- Option 1: Cheapest application - change current green name tags to branded teal
- Option 1 cost: $ tbd: change of ink
- Option 2: Circular name tags, as pictured
- Option 2 cost of $1000 name tags: $32

experienced donor

first-time donor

double red donor
Name Tags

Design Strategy

- Creates a more secure environment through identification and distinction of donors to lessen their anxiety
- Screening system for technicians and phelbotomists so that they know who may be more nervous than others
- “I make a difference” tagline reminds donors of the greatly-needed donation they are making
- Option 3: Square nametags, easily manufactured/printed using standard Avery products
- Option 3 cost of $1000 name tags: $32
Tablecloth

Branded Environment

- Continuation of brand colors
- Location: check-in, canteen
- Quick, easy way to unify and disguise mismatched or unsightly tables
- Option 1: washable cloth tablecloths
  - Option 1: cost of 2/site: $14
- Option 2: waterproof, stain resistant
  - Option 2: total cost of 2/site: $40
Binders

- Information Binders
  - Can easily be branded, at low cost
  - Several material options at different price points
  - Prime design opportunity since binders are one of the first elements seen by donors
  - Binder cost: $1.50-$8
    Printing cost: $3
  - Total cost/binder: $4.50-11
    Total cost/site: $22.50-55 (5 binders)

aluminum binder ($30/binder)

translucent poly binder
Binders

Binder Design

- Integrates Red Cross brand image
- Reinforces the four step process of donating
- Could include a copy of the process, educating donors on the steps involved in donating as a method of decreasing anxiety
signage
Directional Signage

- Signage provides potential donors with their first impressions of the drive - important design opportunity to gain donors’ confidence
- Both announces blood drive event and demonstrates drive’s location
- Specific arrow used because it comes from the same graphic family as the cross in the Red Cross logo
- Printing/laminating cost: $2/sign
- Total cost: $8/site
Signage

Sandwich Board Redesign

- Acts as a first landmark and serves as a preview of the drive environment’s visual landscape
- Application of the graphic elements of both the landmarks and directional signage - important to maintain professional legitimacy
- Printed panels slide into A-frame sandwich board - panels can be changed as necessary without purchasing a new board
- Actual dimension: 36” x 24”
- Sandwich board sign: $45.42
- Printing cost: $20-25
- Total cost: $65/sign/site
wayfinding
Privacy Screens

Additional Signage
- decal on current privacy screens
- application of wayfinding drop logo
- could be used instead of a landmark for step 2

exterior version A

exterior version B
Interview Cards

Interview Card Stabilizing System

- Stabilize existing gatorboard screens during health history process
- Flip cards integrated into stabilizing piece - single, compact addition to current system
- Both privacy screens and flip cards will be easier to use
- Easy to put together on site

American Red Cross ♦ Cornell University DEA
Mabel Chan and Katherine Mooney
Schematic Design: July 28, 2010
Interview Cards

Binding holds together the 4 cards needed by phlebotomists at interview stage.

Different markers can be seen from far away, communicating the process to other phlebotomists.

Gatorboard fits directly over gatorboard screen, stabilizing the screen.
**Process Signage**

- Applied to the interior of existing interview bifold privacy screens
- Concise descriptions of the 4 steps in donation process using consistent graphic language
- Educational positive distraction for donors
- Printing/laminating cost: $2/sign
- Total cost: approx $8/site

<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>welcome</td>
</tr>
<tr>
<td>2</td>
<td>interview</td>
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<tr>
<td>3</td>
<td>donate</td>
</tr>
<tr>
<td>4</td>
<td>refresh</td>
</tr>
</tbody>
</table>

- Check in with volunteers, show valid ID
- Receive a name tag
- Read through informational packet
- Return packet to volunteers
- Wait for phlebotomist to pick you up for your interview

- Present identification to phlebotomist
- Update personal information
- Pulse, temperature, and heart rate check
- Check hemoglobin
- Answer questions about medical history
- Respond to phlebotomist’s questions
- Prepare to donate

- Lie down on cot
- Phlebotomist prepares arm to donate
- Blood draw
- Squeeze ball
- Receive bandage after donating

- Have a snack with other donors and volunteers
- Drink lots of water
- Proceed on your way
- Feel good, you’ve saved three lives today!
continuation
Recruitment Postcards - Blank

- Giving blood is as easy as pie.
- Giving blood is a piece of cake.

Postcard Positioning

- Available at the canteen for donors to write to their friends and family while enjoying refreshments
- Use word-of-mouth marketing using existing donors to reach a wide audience - cheap, but effective
Giving blood is as easy as pie.

To: The need is constant. The gratification is instant. Give blood.

1-800-REDCROSS | redcrossblood.org

Overall Design

- Straightforward message paired with a variety of photos appeals to all types of donors
- Donors’ choice of blank postcards or postcards with a prewritten message
- Images are light and fun, emphasizing life over the crucial need for blood
- All photos from istockphoto.com
Recruitment Postcards - Quick

- Save lives on the way to class.
- Make a difference while running errands.
- Save lives on the way to work.
- Save lives during a coffee break.
Recruitment Postcards - Special Occasion

In honor of your birthday...

In honor of father's day...

In honor of your birthday...
In honor of mother’s day...

Dear [Name],

I donated blood to the American Red Cross today thinking of you. Now you can spread the gift of life too by donating blood at a drive near you.

It’s easy: you can call 1-800-RED CROSS or visit redcrossblood.org to find a location and make an appointment today!

Love,

The need is constant.
The gratification is instant.
Give blood.

Extension of Brand

- American Red Cross affiliation established through logo
- Incorporation of blood services tagline alongside donation drop logo
- Both phone and web contact information listed
- Total cost: $150/1000 cards, $350/5000
Appointment Card

Your next donation appointment is
date: _________ time: _______
location: ________________________
to change this appointment,
call 1-800-RED CROSS

Thank you for rescheduling!
tips for donation:
• get a good night's sleep
• drink an extra 16oz. of fluids before and after
• maintain a healthy iron level by eating iron rich foods, such as spinach, red meat, and beans
• remember to bring your donor card, driver's license, or 2 forms of ID
• wear clothing with sleeves that can be raised above the elbow

1-800-REDCROSS  redcrossblood.org

actual size: 3.5” x 2” (shown)
Thank You Cards

**Overall Redesign**
- Continuation of drop logo as graphic pattern
- Greeting card feel (as opposed to corporate feel)
- Application of blood donation colors
- Actual size: 5” x 7”
Thank You Cards

Geometric Patterning

- Use of drop logo as part of larger geometry
- Subtle repetition of donation drop
- Layers and opacity differences create visual depth - link to landmark designs
Dear

Thank you for donating blood on donation date. You will be eligible to donate again in 56 days on next possible donation date.

So far, you have donated # times and may have saved up to # lives.

Every 2 seconds someone in the United States needs blood and you’ve helped provide this life-saving resource.

Your support is invaluable. Thank you for the gift of life. Please donate again.

Sincerely,

signature of Red Cross president  signature of recipient

Your next blood donation is scheduled for

day, month, date, year at time
at site
site address

Thank you again for your donation!

For more information, visit redcrossblood.org or call 1-800-REDCROSS.

Dear

Thank you for donating blood on donation date. You will be eligible to donate again in 56 days on next possible donation date.

So far, you have donated # times and may have saved up to # lives.

Every 2 seconds someone in the United States needs blood and you’ve helped provide this life-saving resource.

Your support is invaluable. Thank you for the gift of life. Please donate again.

Sincerely,

signature of Red Cross president  signature of recipient

Visit one of these locations for a walk-in donation or you can also schedule an appointment by logging onto redcrossblood.org or calling 1-800-REDCROSS.

Thank you again for your donation!

For more information, visit redcrossblood.org or call 1-800-REDCROSS.

Design Features

• Personalized message emphasizing the importance of blood donation including: donor’s name, how many times he/she has donated, how many lives he/she has potentially saved

• If a follow-up appointment was scheduled, a reminder is printed. If a follow-up was not scheduled, 3 drives being held in the donor’s area on/after their 56-day mark is listed

• Integration of Red Cross logo

• Both phone and web contact information listed
cost
## Cost

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
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<tr>
<td><strong>Landmarks:</strong></td>
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</tr>
<tr>
<td>2/site</td>
<td>$81</td>
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<tr>
<td>4/site</td>
<td>$162</td>
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<td><strong>Hallway Signs</strong></td>
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### Package 1: Cheapest Option
- **Landmarks:** 2 for $81
- **Name Tags:** change design $tbd
- **Tablecloths:** 2 cloth $14
- **Process Poster:** $8
- **Hallway Signs:** $8
- **Sandwichboard sign:** $65
- **New Interview Cards:** $30
- **Recruitment Postcards:** 1000 $150

**TOTAL:** $437/mobile blood donation site

### Package 2: Moderate Option
- **Landmarks:** 4 for $155
- **Name Tags:** 1000 new $32
- **Tablecloths:** 2 waterproof $39
- **Process Poster:** $8
- **Hallway Signs:** $8
- **Sandwichboard sign:** $65
- **New Interview Cards:** $30
- **Recruitment Postcards:** 1000 $150

**TOTAL:** $952/mobile blood donation site

### Package 3: Expensive Option
- **Landmarks:** 4 for $269
- **Name Tags:** 1000 New $32
- **Tablecloths:** 2 waterproof $39
- **Process Poster:** $8
- **Hallway Signs:** $8
- **Sandwichboard sign:** $65
- **New Interview Cards:** $30
- **Recruitment Postcards:** 5000 $350

**TOTAL:** $1608/mobile blood donation site
sources
Sources


IDEO's January 2008 presentation to the American Red Cross on Blood Donation.


the end