

Change InSight B2B Product Branding

In Partnership with Sandstorm Design, Inc.
Prepared for Hermes Creative Awards 2022

Brand Strategy + Creative + UX & Web Development

CASL and Product Overview

The **Chinese American Service League, CASL**, is an all-inclusive nonprofit agency with 40+ years of experience educating youth, caring for seniors, training the workforce, placing immigrants on the path to citizenship, and securing the community's housing and financial wellbeing. In the wake of the pandemic, the AAPI community was facing violent attacks and harassment, and CASL wanted to help on a national scale.

CASL identified a significant gap in the AAPI community, as there was **no central store of data to track the unique needs of Americans of Asian descent in the US**, which made the process of securing funding, influencing policy change, and increasing philanthropic giving extremely challenging. Legislators and philanthropic organizations rarely implement new laws or provide large donations without tangible examples that prove an issue exists. CASL was already collecting Social Determinants of Health (SDoH) data for their own constituents and realized the impact their data platform could have if every AAPI community was able to aggregate and disaggregate accurate data on the needs of their own community. While CASL leadership pitched the idea to investors, they engaged Sandstorm to build a formal brand for the product.

To start, Sandstorm reviewed existing research and conducted additional stakeholder interviews to further understand the product and target audiences to kick off brand development. The product name and logo kept several criteria in mind, including the ability to **appeal to over 50 different AAPI communities** who are generally averse to sharing data, to other minority groups (future phase) as well as to investors. Once name and logo were approved, the development of brand guidelines, followed by collateral and website were created to ensure consistent presence in the marketplace.

brand assets, new logo



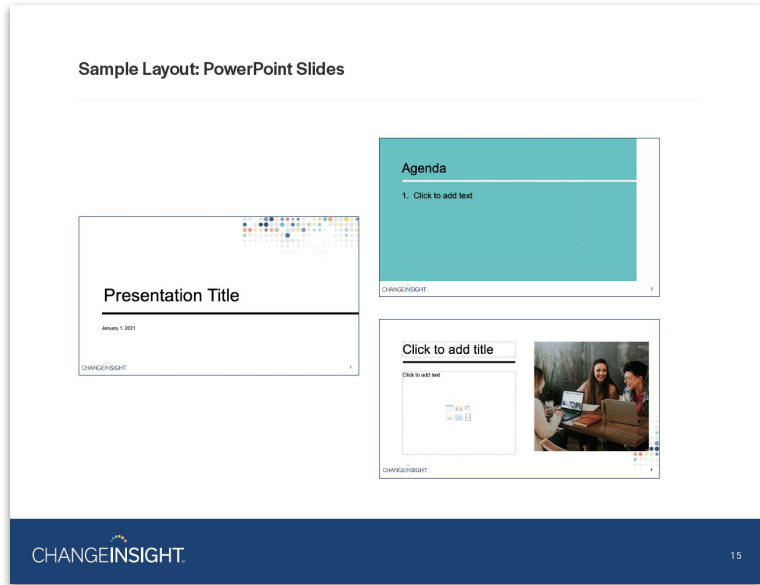
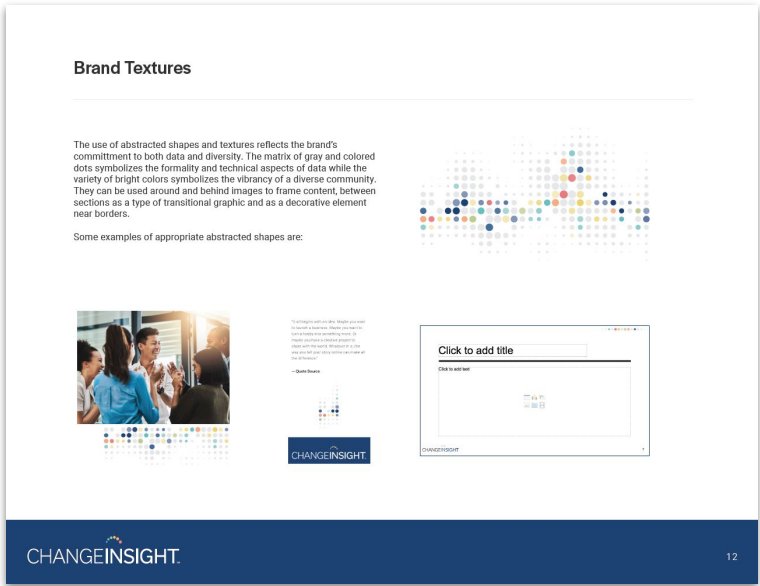
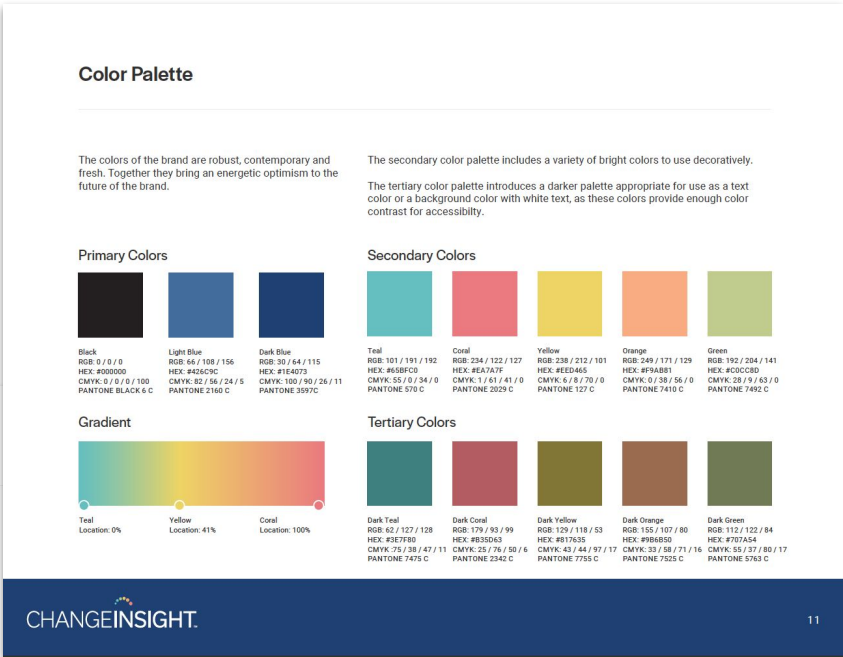
New logo

brand assets, new logo

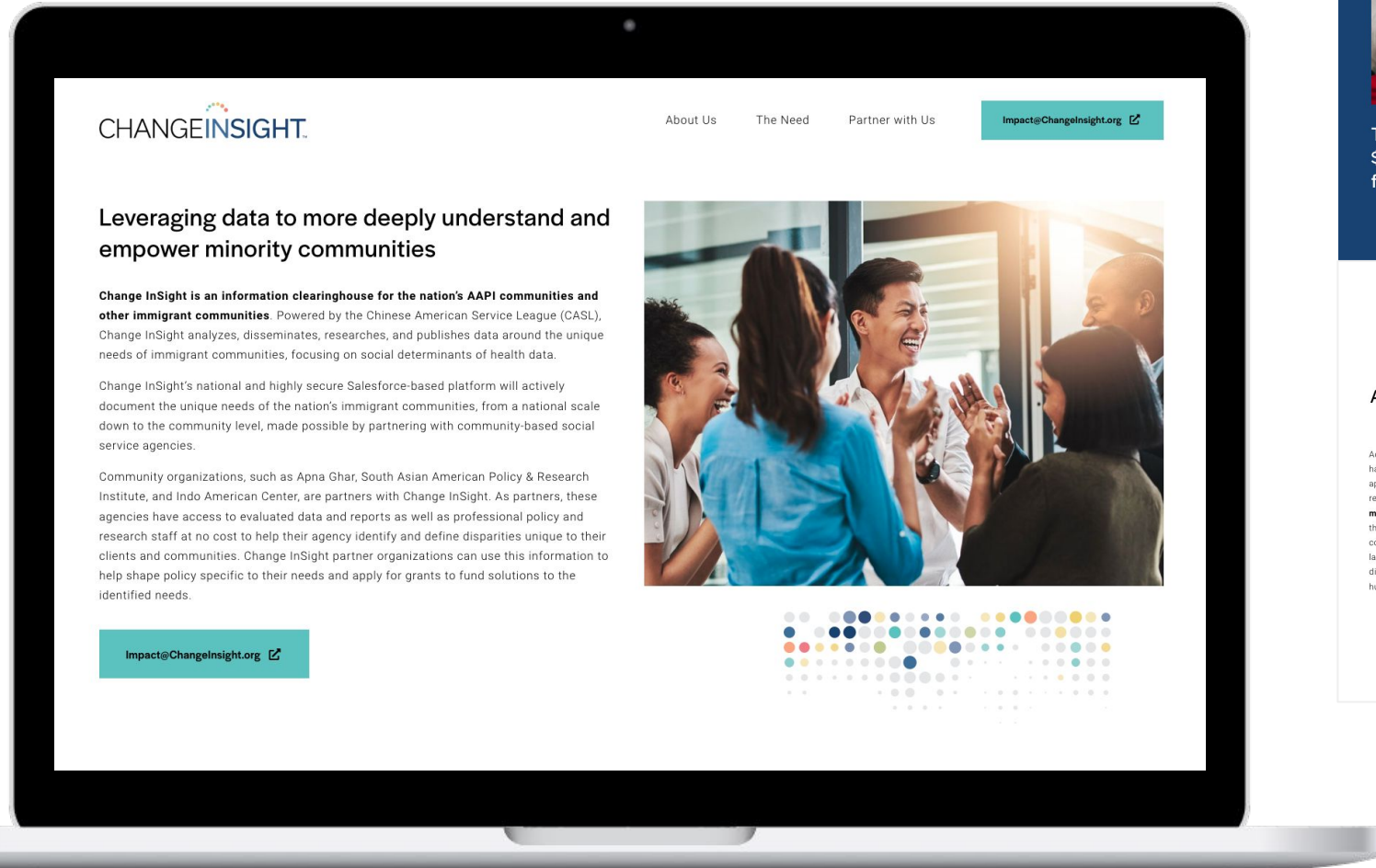
Change InSight's logo is capitalized to ensure legibility and confidence. The logo's usage of a clean, sans-serif font indicates the straight-forward and sensible side of data while the color arch of dots over the word "IN" indicates movement and suggests the process of connecting the dots to reveal insights and inspire change. The use of gradients suggests the digital nature of the service while the colors and soft shapes reflect diversity and community.





brand assets, brand guidelines




brand assets, new website






The AAPI community receives only \$0.20 per \$100 spent by charitable foundations

The Need—Case in Point




AAPI community needs remain poorly understood

According to the Pew Research Center, the AAPI population has nearly doubled in just the last two decades, rising from approximately 12 million residents to over 22 million residents. **By 2060, the AAPI population is projected to more than double again, reaching 46 million residents**, yet the socioeconomic and health challenges of AAPI communities remain poorly understood. There is a critical lack of data for the AAPI community, which is disaggregated by the over fifty Asian ethnic subgroups, hundreds of dialects, and geography.



The AAPI community is overlooked

While the AAPI population has **MORE than doubled in size over the last three decades, foundation funding for AAPI communities has flatlined**. In 2018, a mere \$173 million out of \$89 billion of philanthropic giving was focused on AAPI populations, even while overall philanthropic giving has increased. By this measurement, the AAPI community receives only \$0.20 per \$100 spent by charitable foundations.



The AAPI community needs data

AAPI communities across the nation need more robust data to demonstrate needs unique to their communities. Legislators and philanthropic organizations rarely implement new laws or make large grants without tangible examples that prove an issue exists and needs to be addressed. Change InSight gives agencies the tools to meet the needs of both government officials and philanthropists.

Impact@ChangeInsight.org

The background of the slide features a blurred photograph of a group of people, likely at a conference or meeting. A semi-transparent blue rectangle is overlaid on the left and center of the image, serving as a backdrop for the text.

sandstorm™

Thank you!

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