

SUMMARY

PROJECT UNITY

DESCRIPTION

Every organization, company, and candidate has a unique visual identity – an intangible quality that defines them – and branding significantly affects how something is perceived. Therefore, **Project Unity**, launched in July 2016, has three central goals:

- 1) **Redesign:** Collectively redesign or establish branding for every state chapter in the High School Democrats of America family; establish a unified visual identity that survives after the 2016 election cycle.
- 2) **Reorganize:** Streamline administrative access of all social media accounts to ensure quality control and allow for smooth handover operations; establish strict guidelines to ensure conflicts are minimized; create emails for all state boards.
- 3) **Relaunch:** Distribute design standards and fonts; train every communications director in graphic design and social media engagement to boost chapter legitimacy; relaunch HSDA's website with new resources and features.

REQUIREMENTS

The following steps are being taken to ensure that **Project Unity** is successful:

- 1) **Access to all state chapter Facebook pages:** Every state chapter is being asked to grant administrative access to the communications director; new pages will be created for states lacking them and exceptions will be made for YDA-affiliated states. The communications director will consult with state chairs over redesign proposals. – *07.10.2016*
- 2) **Design resources:** The design guide, fonts, and templates will be available to authorized state personnel through Dropbox after a vetting process. There will be strict limits and consequences for unauthorized usage and distribution of said resources. – *Pending review*
- 3) **Digital infrastructure updates:** The Wordpress backend for the national site has been upgraded; the redesign process is currently underway. – *08.05.2016*
- 4) **Survey responses:** A Google form has been distributed to state chapters to gather information on their executive boards, digital accounts, and whether emails are needed. – *08.14.2016*