

GOODWILL

EXERCISE 02 | Rebranding

Jacob Pesenson

AD 490 | Building A Brand From Fashion To Environments





Rev. Edgar J. Helms, 1920

Fight Poverty, But NOT With Charity

Source: <https://www.amazinggoodwill.com/about-goodwill>



Original Logo

Emblem

Source: <https://logos.fandom.com/wiki/Goodwill>



In **WAR or PEACE**

Your Filled GOODWILL BAG Is a
"Hopechest for the Handicapped"

Conserve-Convert-Cooperate for Victory

DIAL 7841

the GOODWILL TRUCK will call for all your
discarded clothing, shoes, furniture, and other
articles.

WWII

Donations & Jobs

Source: <https://www.amazinggoodwill.com/about-goodwill>



Case Management Model

Personalized Help For Disabilities

Source: <https://www.amazinggoodwill.com/about-goodwill>



Modern Goodwill

Thrifting & Retail... & Jobs

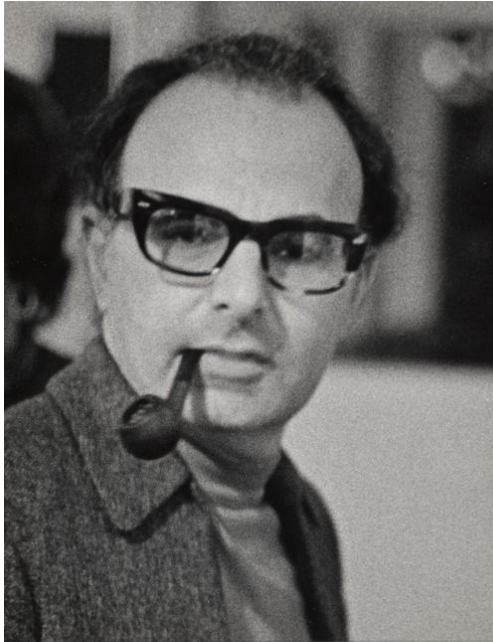
Source: <https://www.goodwill.ab.ca/why-work-for-goodwill/>



Current Logo

Combination Mark

Source: <https://logos.fandom.com/wiki/Goodwill>



Joseph Selame

January 20th, 1967



Source: <https://logos.fandom.com/wiki/Goodwill>



Inconsistency

Wait...huh?

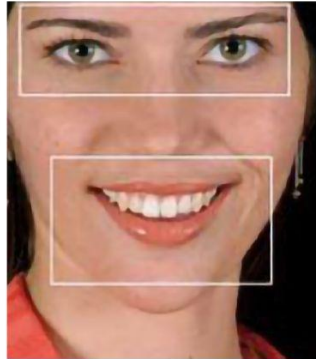
Source: <https://logos.fandom.com/wiki/Goodwill>



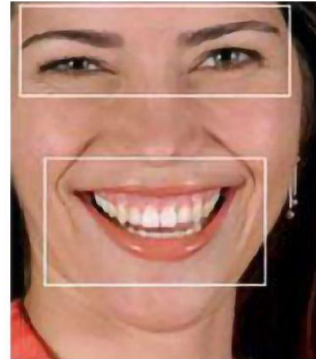


Logo Redesign

UPGRADES, PEOPLE, UPGRADES!!!!



NON-DUCHENNE SMILE
“FAKE” SMILE



DUCHENNE SMILE
“REAL” SMILE

The Smile

Real vs Fake



Soulless

Empty



Scales

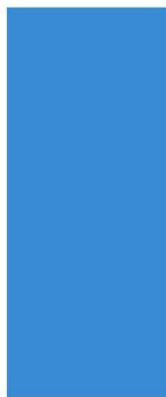
Use Cases



#01529C



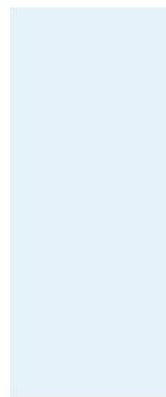
#081723



#E6F2F9



#3A8BD6



#92BDE0

Color Scheme

Monochromatic



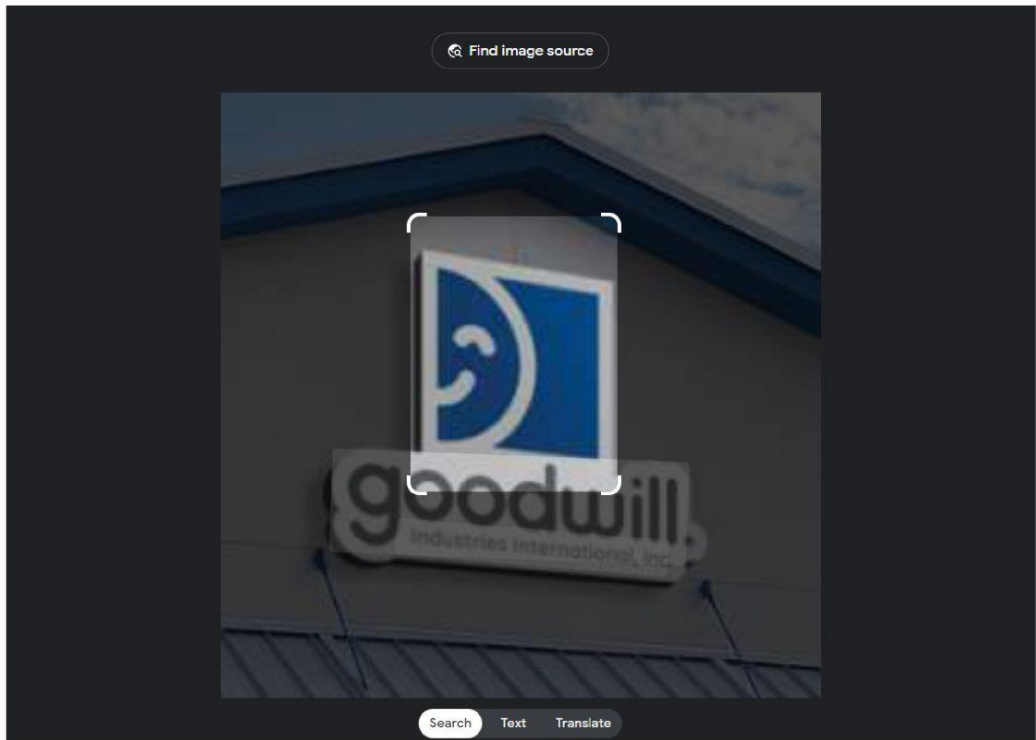
GOODWILL



1907







Recognizable

Passes The Sniff Test



Shop our 15 thrift stores or online store

Whether you're a treasure hunter, upcycling fashionista or DIY expert, thrift shopping at Goodwill provides great finds at reasonable prices. Plus it's all TAX-FREE!

Visit the nearest Goodwill to do your thrift shopping and you'll be helping your communities as 91% of revenues help our mission.

[Thrift Store Locations](#)[Shop Online Thrift Store](#)

Thrifting Dominates

Wrong Direction?

Source: <https://logos.fandom.com/wiki/Goodwill>



Providing Scholarships & Financial Aid



**Not Charity,
But a Chance**

Get A Degree In A Skilled Trade

