



BRIDGE THE GAP

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ART-350 | Fall 2022

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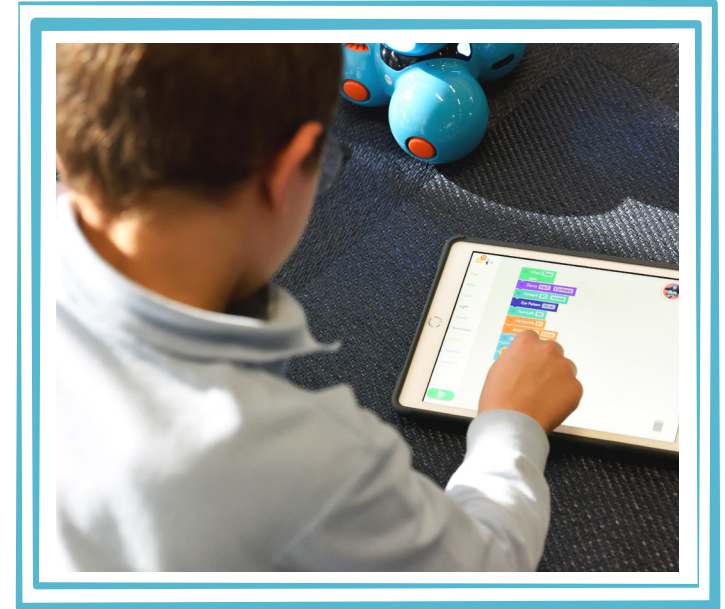
Website

Concept & Research



What is **Bridge the Gap**?

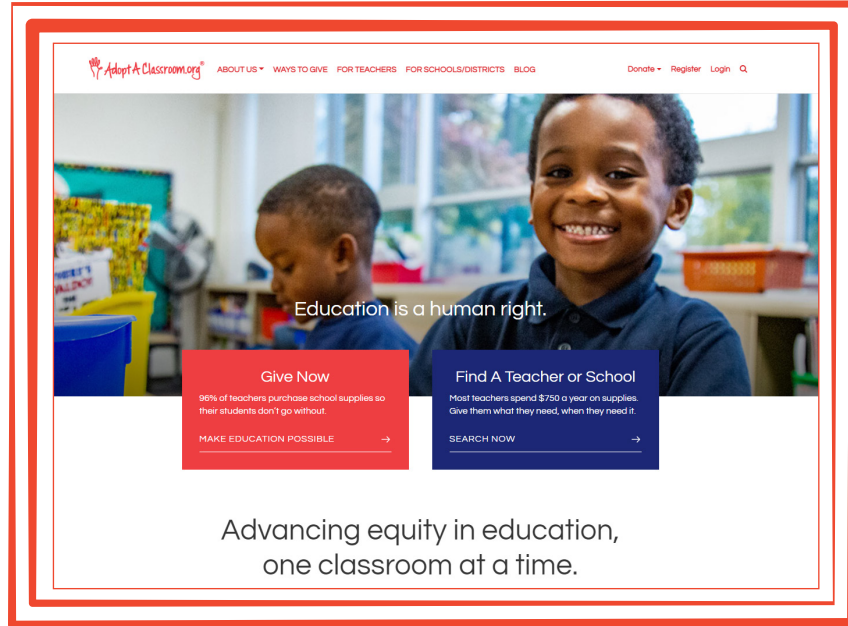
- Non-profit organization dedicated to bringing **technology** and **educational opportunities** to underrepresented **rural communities**
- Services include: affordable technology, tutoring, workshops, online courses, funding, and more.





Research

- Researched non-profits geared toward education, children, and rural communities



Adopt a Classroom

- Observed look & feel, language used, and services offered by each

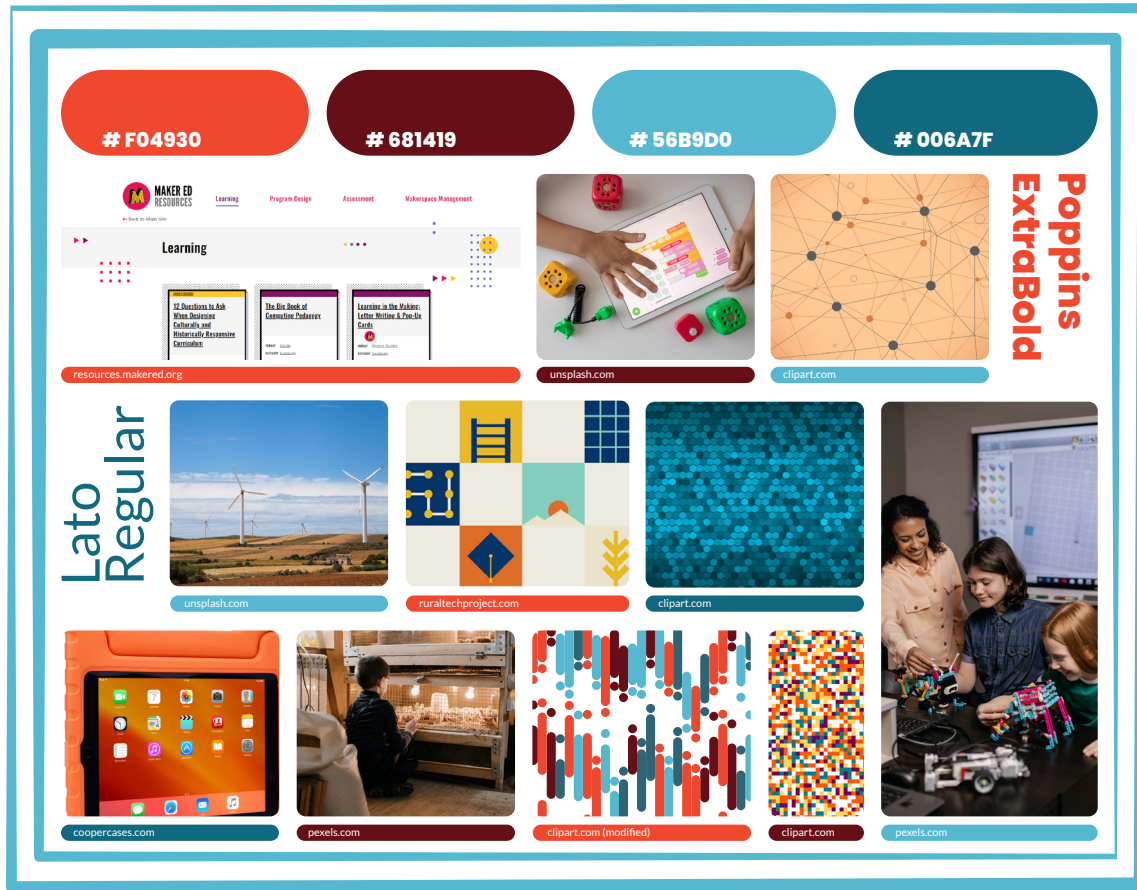


Rural Technology Fund

Branding



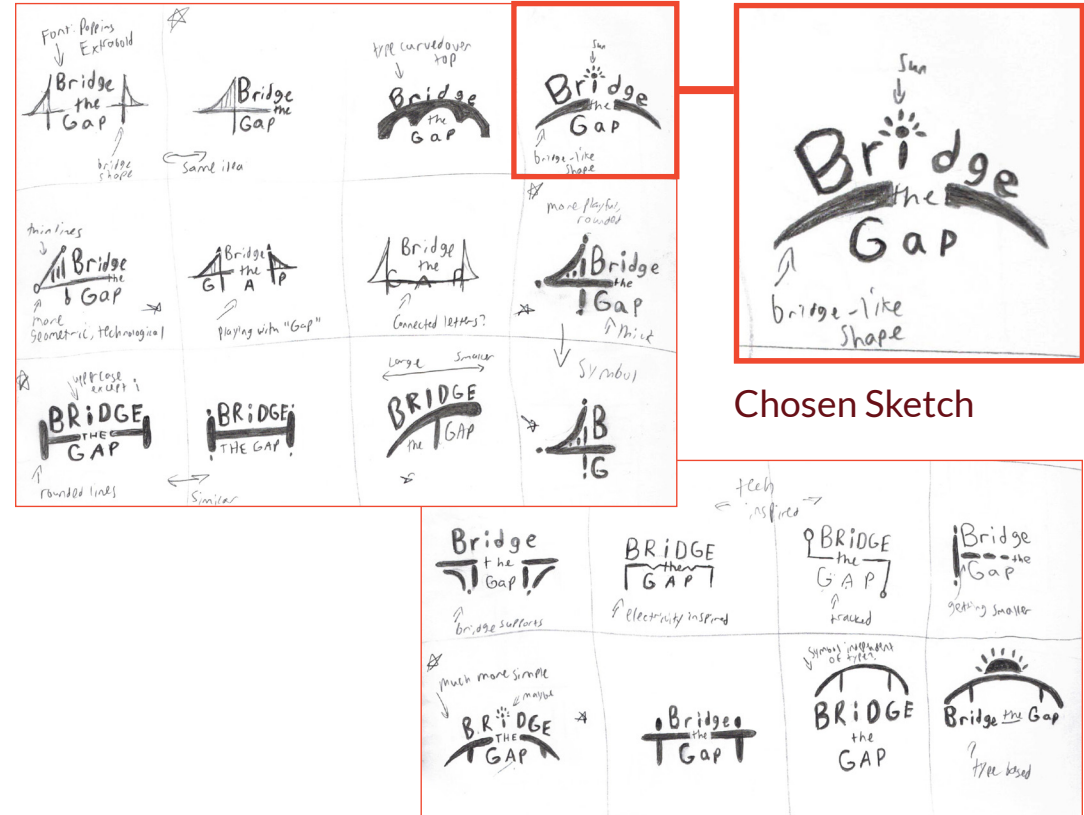
Moodboard



- Playful
- Child-like
- Exciting
- Bright
- Clean

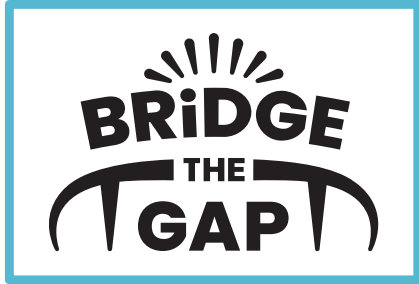
Logo Thumbnails

- Physical bridge element
- Large, sturdy type
- Tech/futuristic feeling



Logo First Draft

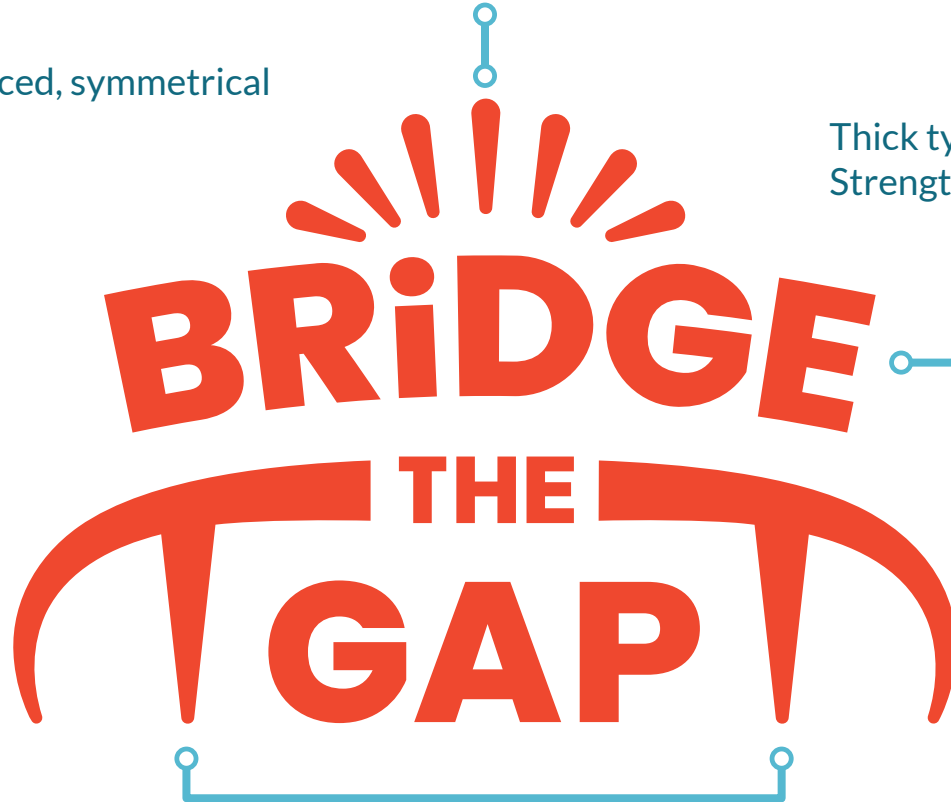
Final Logo



"Rising sun :"
Represents progress
and rural familiarity

Balanced, symmetrical

Thick typeface :
Strength and dependability



Divided bridge being
brought together

Color Study



Pantone Bright Red C
C: 0 M: 87 Y: 90 K: 0
R: 240 G: 73 B: 48
#F04930



Deep Burgundy
C: 33 M: 96 Y: 87 K: 50
R: 104 G: 20 B: 25
#681419



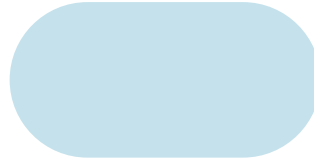
Creamsicle Orange
C: 0 M: 22 Y: 23 K: 0
R: 252 G: 207 B: 187
#FCCFBB



Cotton Candy Blue
C: 61 M: 8 Y: 15 K: 0
R: 86 G: 185 B: 208
#56B9D0



Deep Ocean Blue
C: 91 M: 48 Y: 38 K: 12
R: 0 G: 126 B: 127
#006A7F



Cool Sky Blue
C: 21 M: 3 Y: 5 K: 0
R: 197 G: 225 B: 234
#C5E1EA

- Bright, saturated colors
- Eye-catching and playful
- Appeals to children
- The main color, Pantone Bright Red C, represents the orange of sunrise

Type Study

- **Poppins ExtraBold:**
A sturdy typeface that is round, fun and attention-grabbing
- **Lato Regular:**
Easily readable in print and web, perfect for body copy

Poppins ExtraBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ,.:;"?"/@#\$%^&*()[]{}

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ,.:;"?"/@#\$%^&*()[]{}

Patterns, Motifs & Images



Pattern

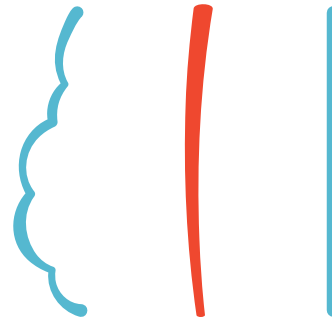


Saturated images

- Clean & eye-catching
- Reflect childlike whimsy
- Reenforces organization's mission



Child-like doodles



Thick, round-capped lines



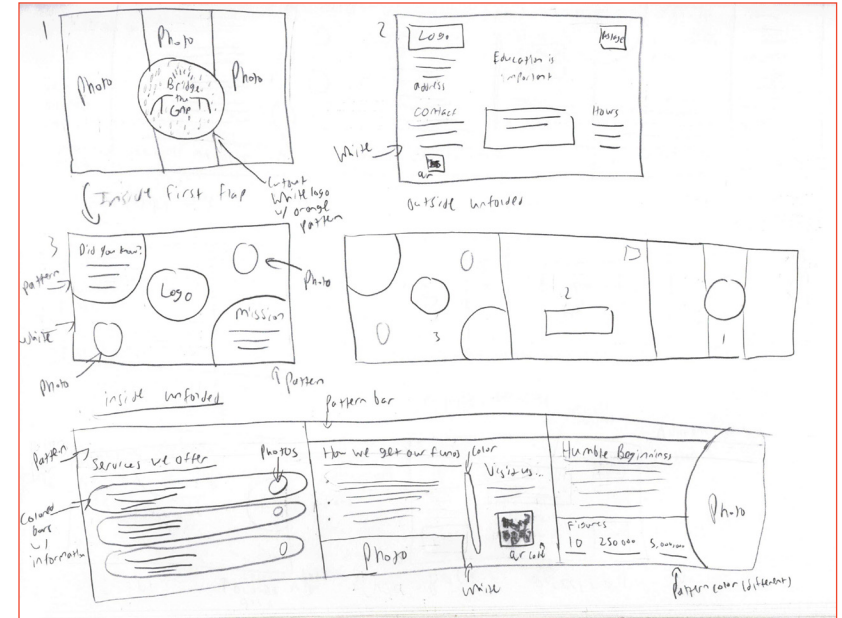
Curved frame

Brochure

Brochure Thumbnails



- Direct mail trifold
- Pattern backgrounds
- Rounded shapes/images



- Changes: Originally had die-cut, too much on mailing area, was not as well organized

Previous Versions



Lacking tagline



Less concise and organized



Lacking icons

Final Version

Did you know?

19% of all students in the U.S. attend rural schools*.

Additionally, studies have shown that students living in rural areas are more likely to perform a grade level below their peers and are less likely to have access to devices that connect to the internet*.

*Shapiro, Jessica and Gabriela Torreses, "What is the Status of Educational Opportunity in Rural America?" Brookings
*Hogarth, Emily A. "Some Digital Divide Persist Between Rural, Urban and Suburban America," Pew Research Center

BRIDGE THE GAP


— delivers access to —

technology and educational opportunities to students in rural communities

[where access may be]

limited or nonexistent.


Education is important and everyone deserves a fair chance to succeed.




1234 Amish Country Bypass
Walnut Creek, OH, 44681


bridgethegap_ed.org 925-123-4567

✉ contact@bridgethegap_ed.org **Mon - Fri:** 8 am - 5 pm
 @ [@bridgethegap_ed](https://twitter.com/bridgethegap_ed) **Sat - Sun:** 10 am - 2 pm
 f [Bridge The Gap Ed](https://www.facebook.com/BridgeTheGapEd)






Connecting Rural Students with a Brighter Future






Serving our Communities

-  **Tech for Students:** Bridge the Gap supplies classrooms and educators with tools such as laptops, tablets, projectors, and more to help prepare their students for a bright future. Additionally, we offer technology to families whose children are enrolled in local public schools that otherwise couldn't afford it.
-  **Improving our Infrastructure:** Rural communities often lack the infrastructure, like reliable internet and cellular data, that keeps them connected in the modern world. We work with the local government and cable companies to bring this necessary infrastructure to our communities.
-  **Tutoring Services:** Bridge the Gap hires experienced tutors to work both in person and online with local students who may be struggling academically.

Humble Beginnings

During their teaching careers in the countryside of Southern Ohio, our founders, Otis and Margaret Richards, noticed the **disparity between the technological and educational opportunities** offered to metropolitan students compared to those available in rural areas.




They set out to make these opportunities **accessible and affordable** to their communities.







Otis & Margaret Richards Founders, BRIDGE THE GAP


Our Impact

Since 2010, **BRIDGE THE GAP** has helped hundreds of rural classrooms provide the modern educational tools their students deserve.

-  **10**
Over 10 years of services
-  **25,00**
Assisted over 2,500 classrooms
-  **50,000**
Aided over 50,000 students

How We Receive Funding

-  **Donations:** Interested in supporting your community? Give a gift that fits your lifestyle, a one time donation or monthly.
-  **Fundraising:** Mark your calendars for our locally held fundraising events! All profits generated go back into supporting our students.
-  **Gifts:** We graciously accept any school supplies and electronic devices that are in good working condition. Visit our website for a list of your community's most needed items.
-  **Sponsorships:** Sponsorship from companies big and small help our communities grow! Every sponsorship allows Bridge the Gap to change the lives of more students.



Scan to visit our donation portal

bridgethegap_ed.org

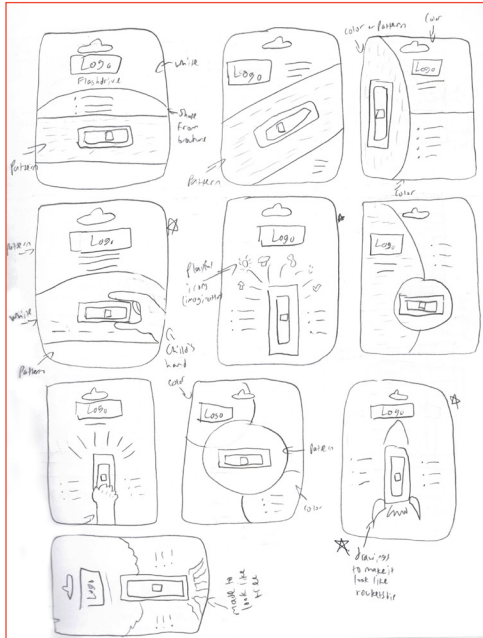
Final Version



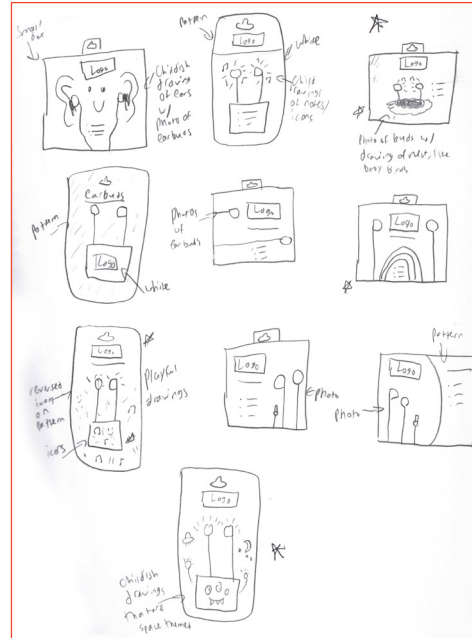
- The tri-fold brochure is a direct mail piece that has space on the back side for postage, recipient address, and a barcode, conforming to USPS regulations.
- Front, entices the reader to open the brochure.
- Inside: Mission statement, services, history, and how to help
- Back: Mailing information, contact information, hours of operation, and a powerful closing quote.

Packaging

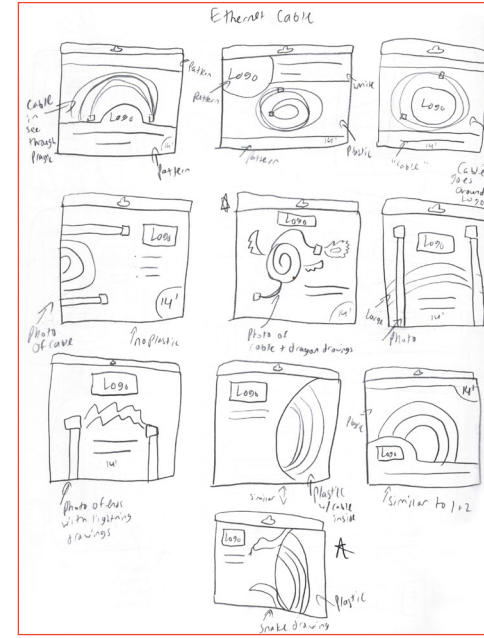
Packaging Thumbnails



Rocket Drive
Flash Drive



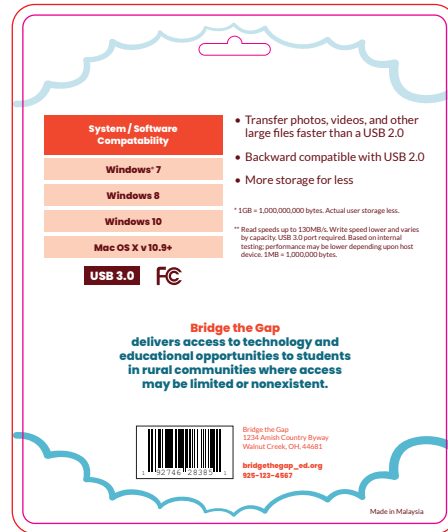
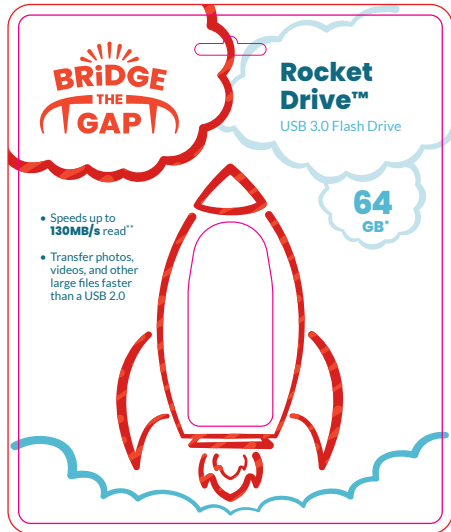
Monster Sound
Earbuds



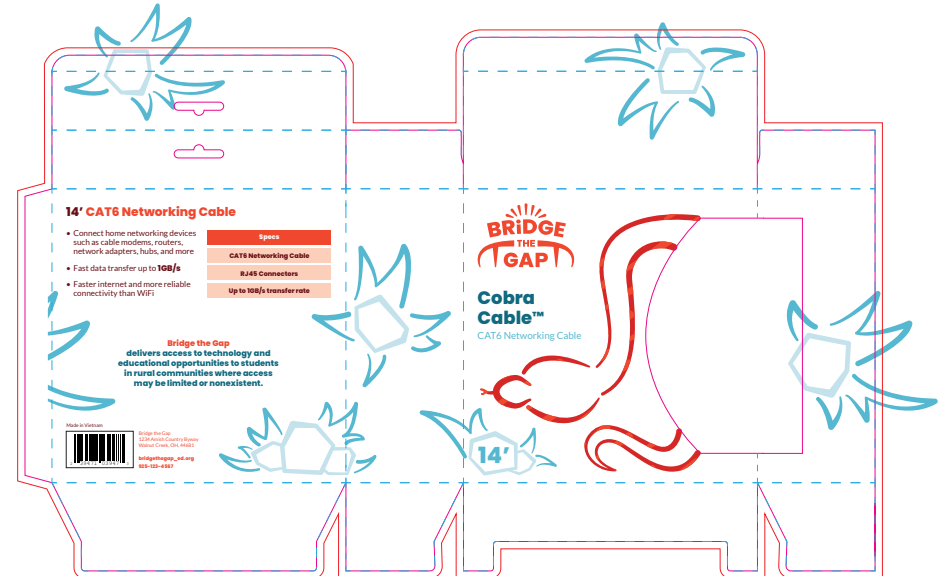
Cobra Cable
Ethernet Cable

- Possible incorporation of pattern
- Childlike drawings transform the items into something else
- Clean and with plenty of negative space

Previous Versions



- Too much open space
- Less grounded
- Clouds more distracting



- Too much white
- Rock illustrations unclear and scattered erratically

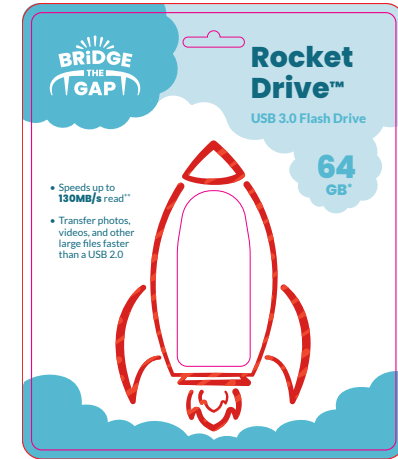
Rocket Drive — Final Version



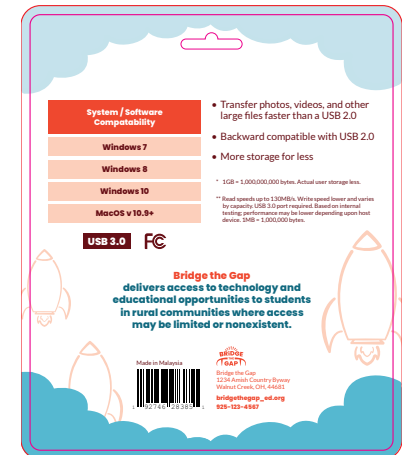
- A drawing of a rocket ship blasting off frames the design and blue cloud-shapes frame the logo, declaration of product, and 64GB size.



- A blue exhaust cloud grounds the design and blue cloud-shapes frame the logo, declaration of product, and 64GB size.

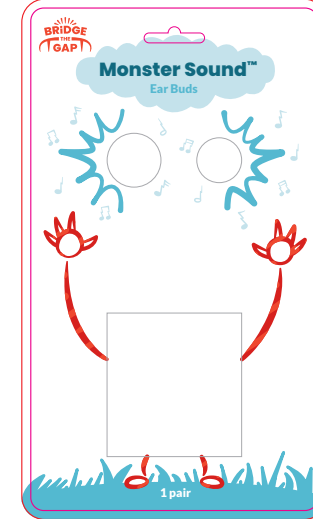


Front

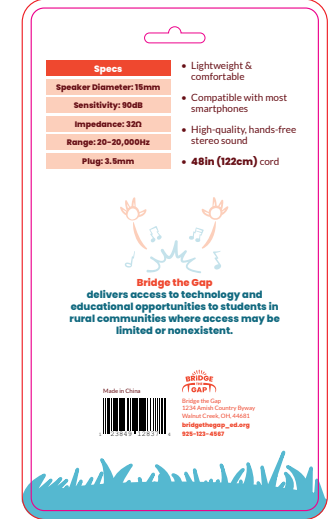


Back

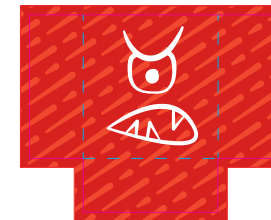
Monster Sound – Final Version



Front



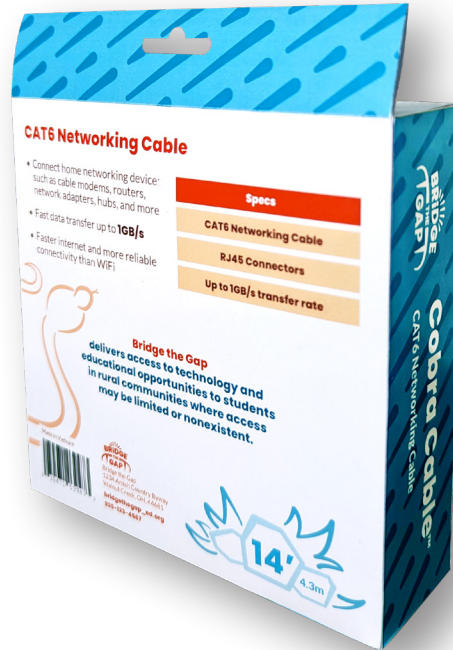
Back



3-D Face Flat

- The earbuds' cord is tucked behind the monster's 3-D face; the ends resemble antennae. Indications of sound and music notes represent sound quality.

Cobra Cable — Final Version



Flat Dieline

- Box featuring a die-cut window showing the coiled-up cable, which resembles the coiled body of a cobra.
- The length indication (14') is placed within a drawing of rocks with grass on the front and back.

Website

Style Tile



BRIDGE THE GAP

Bridge the Gap
One Page Website | Style Tile

					
#F04930	#681419	#FCCFB8	#56B9D0	#006A7F	#C5E1EA
R: 240	R: 104	R: 252	R: 86	R: 0	R: 197
G: 73	G: 20	G: 207	G: 185	G: 126	G: 225
B: 48	B: 25	B: 187	B: 208	B: 127	B: 234

This is a Heading.
Poppins ExtraBold

This is a paragraph of body copy. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

Lato Regular

[This is an in-text link.](#)
[This is an in-text link when clicked.](#)

Learn More Button Static

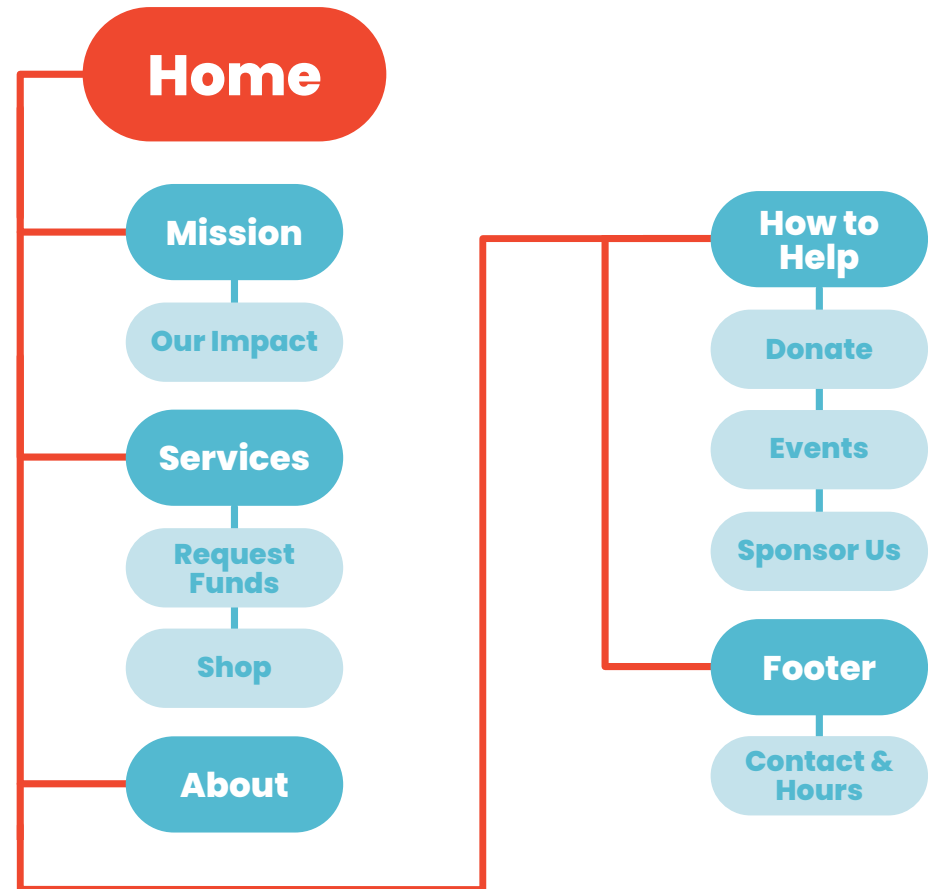
Learn More Button Hover



- Consistent with BTG branding, using the same fonts, color palette, photos, icons, and pattern
- The site is playful, inviting, and accessible for young people and those with low computer literacy

Sitemap

- Mission statement displayed prominently
- List of services and easy way to request help
- Shop section with products
- About Us including history and current activities
- Easy ways to donate and help



Personas

Alex Alexander



Age 8

Occupation Third Grade Student

Interests Gaming, Robotics

Curious

Energetic

Thoughtful

Outgoing

Carmen Guerrero



Age 27

Occupation Middle School Teacher

Interests Mentoring, Reading

Patient

Forward-Thinking

Encouraging

Easygoing

Miranda Johnson



Age 43

Occupation Mother of four

Interests Gardening, Crafting

Hard Working

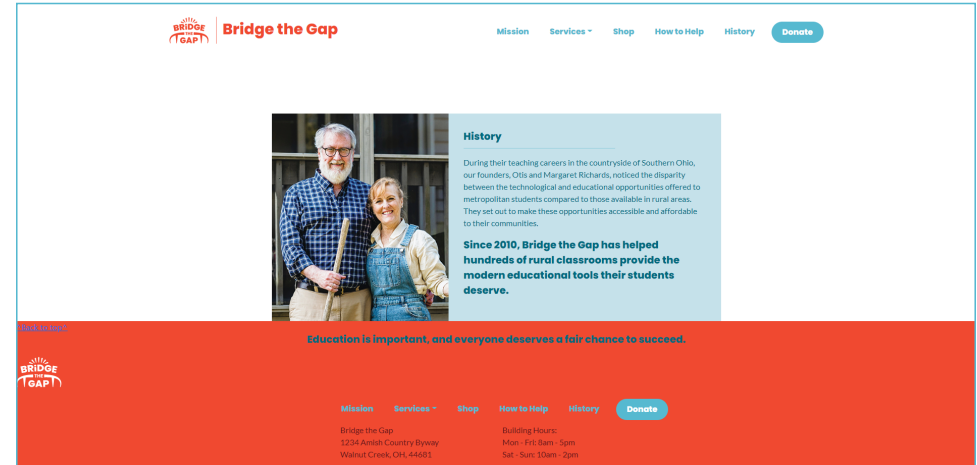
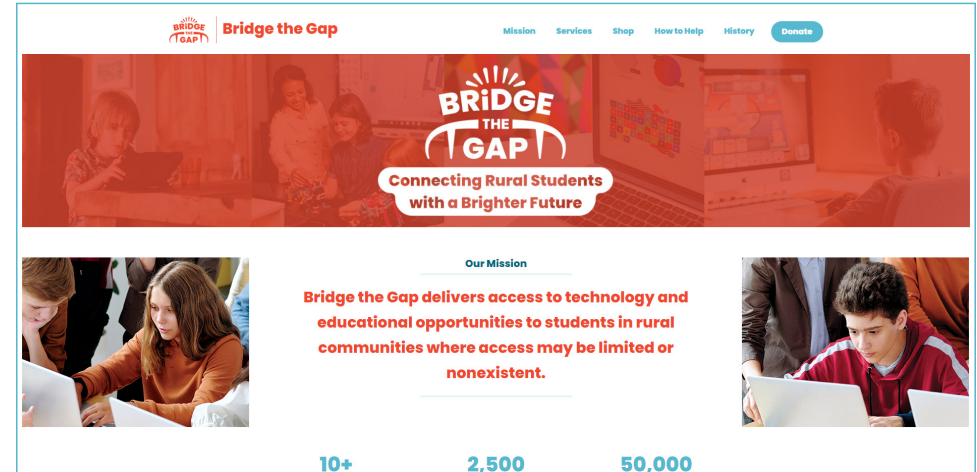
Resourceful

Caring

Calm

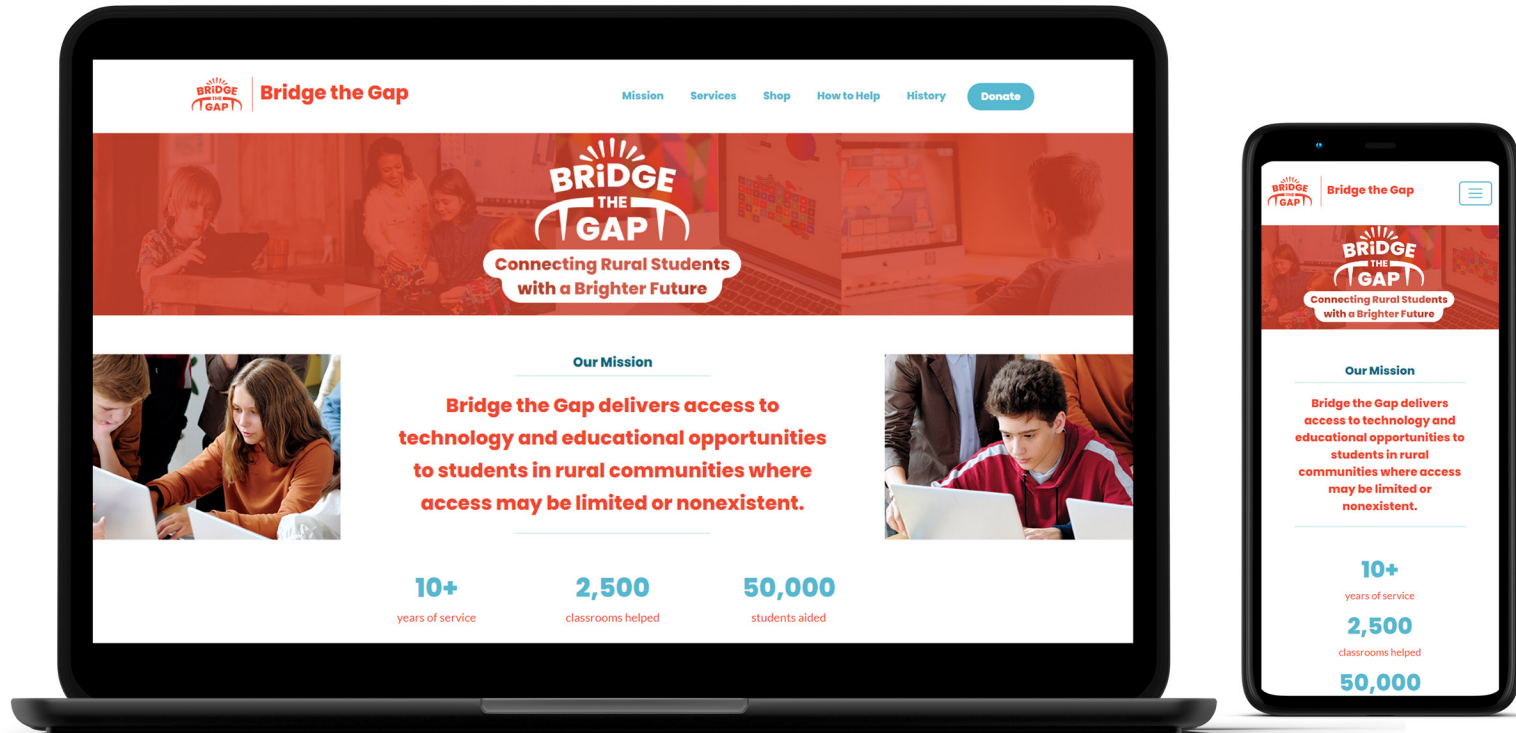
Process

- One-page format
- Built in Bootstrap 5
- Initial trouble with: responsiveness, getting containers to fit to the page, image sizing, and incorporating the Bridge the Gap pattern.

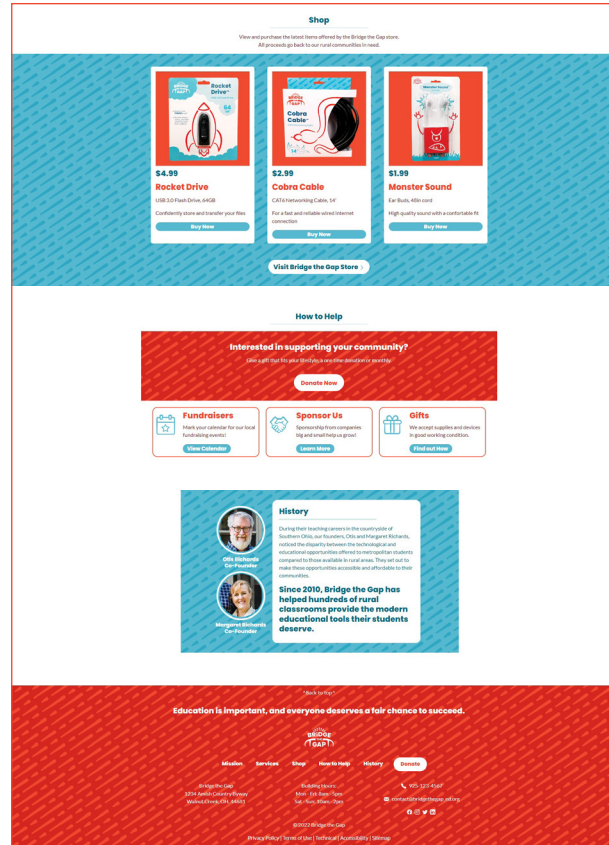
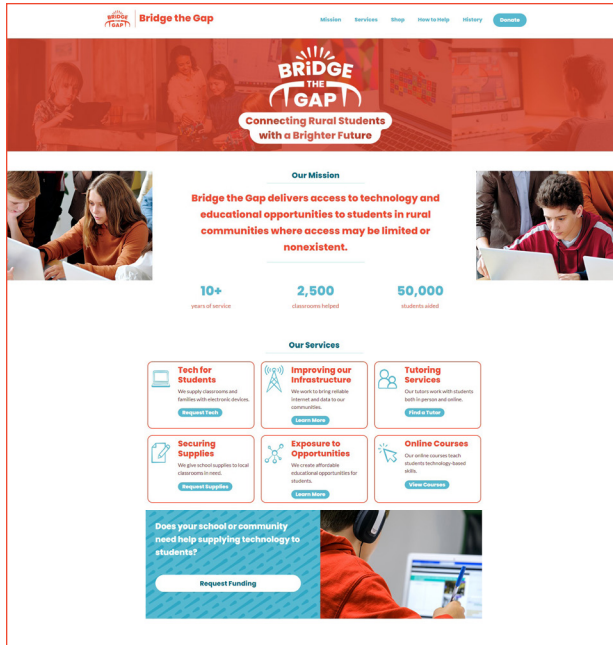


In-Process Screenshots

Final Site

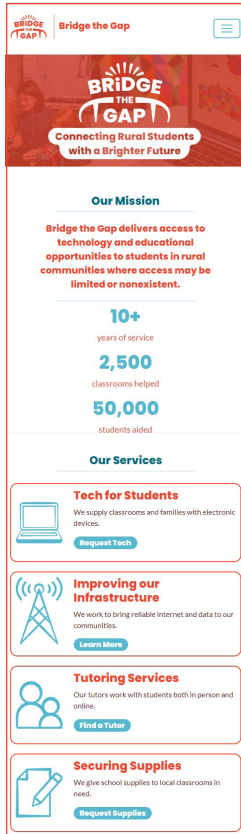


Final Site — Desktop



- First Fold: Collage of photos with students utilizing BTG's technology, logo, tagline, mission statement, and a list of statistics.
- Prominent donate buttons
- List of services is placed within card tiles showing a playful icon, a heading, description, and a call to action.
- Shop: Items with photo, name, short description, price, and a call to action.
- Footer: Top of the page link, repeat navigation bar, contact information, and legal information.

Final Site — Mobile



BRIDGE THE GAP Bridge the Gap

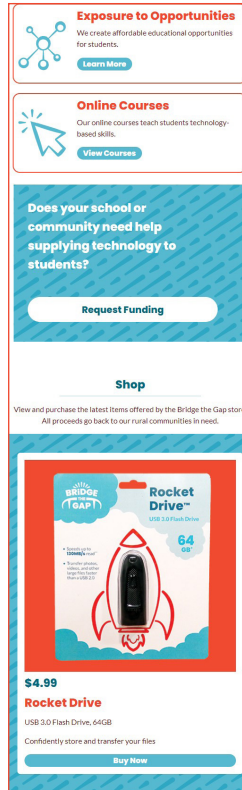
BRIDGE THE GAP
Connecting Rural Students with a Brighter Future

Our Mission
Bridge the Gap delivers access to technology and educational opportunities to students in rural communities where access may be limited or nonexistent.

- 10+ years of service
- 2,500 classrooms helped
- 50,000 students aided

Our Services

- Tech for Students**
We supply classrooms and families with electronic devices.
[Request Tech](#)
- Improving our Infrastructure**
We work to bring reliable internet and data to our communities.
[Learn More](#)
- Tutoring Services**
Our tutors work with students both in-person and online.
[Find a Tutor](#)
- Securing Supplies**
We give school supplies to local classrooms in need.
[Request Supplies](#)



Exposure to Opportunities
We create affordable educational opportunities for students.
[Learn More](#)

Online Courses
Our online courses teach students technology-based skills.
[View Courses](#)

Does your school or community need help supplying technology to students?
[Request Funding](#)

Shop
View and purchase the latest items offered by the Bridge the Gap store. All proceeds go back to our rural communities in need.

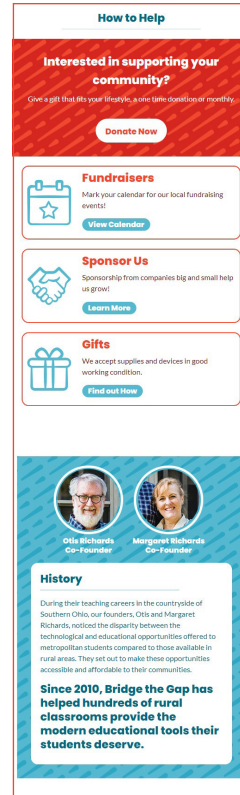
Rocket Drive™
USB 3.0 Flash Drive, 64GB
Conveniently store and transfer your files.
[Buy Now](#)



\$2.99
Cobra Cable
CAT6 Networking Cable, 14'
For a fast and reliable wired internet connection.
[Buy Now](#)

\$1.99
Monster Sound
Ear Buds, 49in cord
High quality sound with a comfortable fit.
[Buy Now](#)

[Visit Bridge the Gap Store >](#)



How to Help

Interested in supporting your community?
Give a gift that fits your lifestyle, a one-time donation or monthly.
[Donate Now](#)

Fundraisers
Mark your calendar for our local fundraising events!
[View Calendar](#)

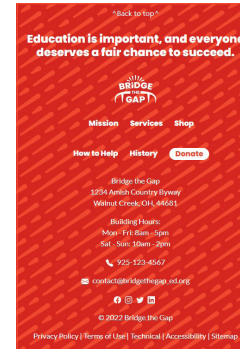
Sponsor Us
Sponsorship from companies big and small help us grow.
[Learn More](#)

Gifts
We accept supplies and devices in good working condition.
[Find out How](#)

History
During their teaching careers in the countryside of Southern Ohio, our founders, Otis and Margaret Richards, noticed the disparity between the technological and educational opportunities offered to metropolitan students compared to those available in rural areas. They set out to make these opportunities accessible and affordable to their communities.
Since 2010, Bridge the Gap has helped hundreds of rural classrooms provide the modern educational tools their students deserve.

Olis Richards
Co-Founder

Margaret Richards
Co-Founder



Education is important, and everyone deserves a fair chance to succeed.

BRIDGE THE GAP

Mission Services Shop

How to Help History Donate

Bridge the Gap
1234 Amish Country Square
Walnut Creek, OH, 44601

Building Hours:
Mon - Fri 8am - 5pm
Sat - Sun 10am - 3pm
925-523-4567
contact@bridgethegap.net.org

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- Responsive for mobile
- Large, descriptive buttons, clearly separated sections, and multiple ways to navigate make the site easy to explore.
- Color contrast and alt tags on every image also increase accessibility.
- The site is also SEO optimized, with a meta description and proper heads and paragraph structure.



Thank you!

