

DESIGN FOR A CAUSE:

# The Trevor Project



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SU'23

Intro to Graphic Design ACX 030-01

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# 1: Overview



The Trevor Project is an American non-profit organization that aims to prevent suicide in LGBTQ youth (defined as between 14 and 24 years old).

It provides a hotline for speaking with crisis counselors 24/7, 365 days a year. It is 100% free and 100% confidential.

It also provides talking spaces with its online site so LGBTQ youth can connect together.

In recent years it has teamed up with athletes, actors and actresses, and other prominent figures to raise awareness.



# 1: Overview

## JUST SOME STATISTICS...



### Risk of Depression, Suicide and Substance Abuse

#### LGB YOUTH ARE

**~3X**  
as likely to  
**CONSIDER SUICIDE**  
as straight youth.

**4 1/2X**  
more likely to  
**ATTEMPT SUICIDE**  
than straight youth.

**>2X**  
as likely to feel  
**SAD OR HOPELESS**  
every day for 2 or more weeks  
in a row as straight youth.

**>4 1/2X**  
more likely to make a  
suicide attempt resulting in  
**INJURY, POISONING  
OR OVERDOSE**  
that has to be treated by a doctor.

Centers for Disease Control and Prevention: <https://www.cdc.gov/mmwr/volumes/65/ss/pdfs/ss6509.pdf>

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### Risks for Transgender Youth

Transgender youths who are rejected  
by their families are more than  
**8X**  
more likely to  
**ATTEMPT SUICIDE.**

**78%**  
of transgender students in grades K-12  
**REPORT HARSH  
HARASSMENT,**  
with 35% reporting physical assault  
and 12% reporting sexual violence.

**15%**  
of transgender students  
**LEAVE SCHOOL**  
in K-12 settings or higher education  
due to the extremity of harassment.

**1/2**  
of those who leave school report  
**EXPERIENCING  
HOMELESSNESS.**

Center for American Progress: <https://www.americanprogress.org/issues/lgbt/news/2013/05/29/64583/3-barriers-that-stand-between-lgbt-youth-and-healthier-futures/>  
National Gay and Lesbian Task Force: [http://www.thetaskforce.org/static\\_html/downloads/reports/reports/ntds\\_summary.pdf](http://www.thetaskforce.org/static_html/downloads/reports/reports/ntds_summary.pdf)

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### Threat of Violence, Physical Assault and Bullying

#### LGB YOUTH ARE

**~2X**  
more likely to be  
**BULLIED**  
than heterosexual youth.

**>3X**  
more likely to be forced to have  
**SEXUAL INTERCOURSE**  
than heterosexual youth.

**2.5X**  
more likely to experience  
**SEXUAL DATING  
VIOLENCE**  
than heterosexual youth.

**2X**  
more likely to be  
**THREATENED  
OR INJURED**  
with a weapon on school property  
than heterosexual youth.

Centers for Disease Control and Prevention: <https://www.cdc.gov/mmwr/volumes/65/ss/pdfs/ss6509.pdf>

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### Risk of Homelessness

**MORE THAN 1 IN 4**  
gay teens are  
**THROWN OUT  
OF THEIR HOMES.**

**ABOUT 62%**  
of LGBT homeless youth have  
**ATTEMPTED  
SUICIDE.**

LGBT homeless youth are  
**7X**  
more likely than their  
heterosexual peers to be  
**VICTIMS OF A CRIME.**

**54%**  
of homeless LGBT youth say  
**ABUSE IN  
THEIR FAMILY**  
is a contributing factor to homelessness.

National Gay and Lesbian Task Force: [http://www.thetaskforce.org/static\\_html/downloads/reports/reports/ntds\\_summary.pdf](http://www.thetaskforce.org/static_html/downloads/reports/reports/ntds_summary.pdf)  
Williams Institute: <https://www.williamsinstitute.org/wp-content/uploads/2014/07/Williams-Institute-2014-Homeless-Youth-Report-07-2014.pdf>  
Center for American Progress: <https://www.americanprogress.org/issues/lgbt/news/2013/05/29/64583/3-barriers-that-stand-between-lgbt-youth-and-healthier-futures/>

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# 1: Overview



## HOW?

A CONFIDENTIAL, FREE, ROUND-THE-CLOCK CRISIS HOTLINE. In addition, the Trevor Project site provides other resources such as talk spaces designed to connect LGBTQ youth together to foster friendship, connection, and support.

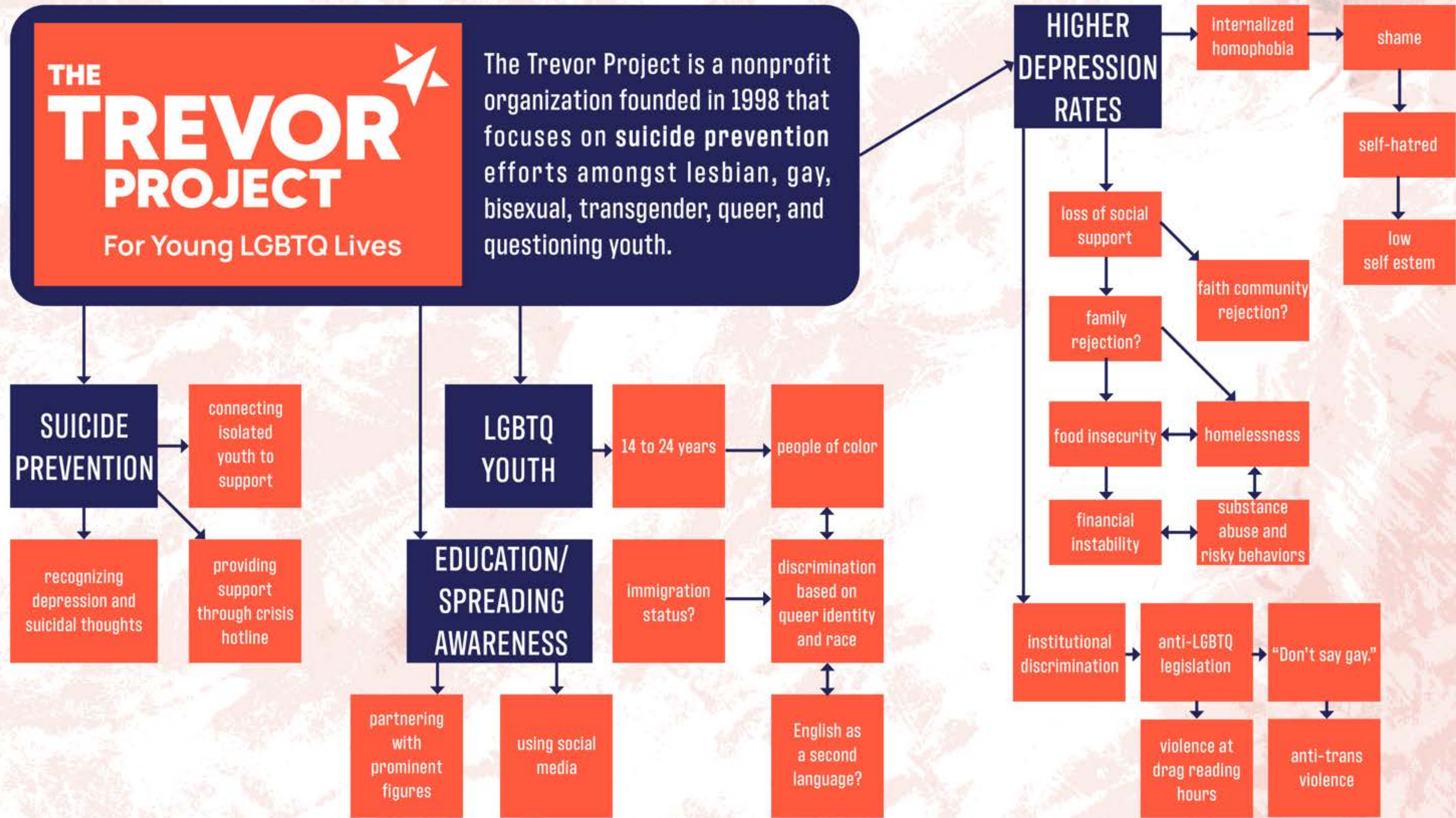
Famous and prominent people like President Obama, Dwayne Wade, Lady Gaga, Vanessa Williams, and Daniel Radcliffe lend their support to help spread awareness.

## WHERE?

In America, available 24/7, 365 days a year over the internet through online chat, by phone, or by text.

## WHEN?

# 2: Mindmap



# 3: Keywords

Life.  
Connection.  
Hope.



# 3: Keywords

## DENOTATIONS

The condition that distinguishes animals and plants from inorganic matter, including the capacity for growth, reproduction, functional activity, and continual change.

## CONNOTATIONS

TREES  
ANIMALS  
GREEN  
LEAVES  
BIRDSONG  
BEES  
PEOPLE  
CROWDS  
PARTIES  
NOISE  
MUSIC

REEF  
LAUGHING  
FLOWERS  
ENVIRONMENT  
FORESTS  
BREATHING  
HEARTBEAT  
TALKING  
ELECTRICITY  
MOVEMENT  
DANCING

# 3: Keywords

## DENOTATIONS

1 A relation of personal intimacy.

2 A person connected with another especially through family, marriage, or a common interest.

## CONNOTATIONS

TREE BRANCHES

VINES

WIRES

STRINGS

SIBLINGS

FRIENDS

LOVED ONES

TELEPHONE

CONVERSATION

EYE CONTACT

UNDERSTANDING

EMPATHY

LISTENING

IN SYNC

SAME WAVELENGTH

SMILING

TOUCHING

HOLDING HANDS

HUGGING

GRASPING HANDS

FIST BUMP

COMFORT

# 3: Keywords

## DENOTATIONS

1 A desire accompanied by expectation of or belief in fulfillment.

2 To cherish a desire with anticipation; to want something to happen or to be true.

## CONNOTATIONS

PRAYER  
FAITH  
WISHING  
BELIEF  
IMAGINATION  
FUTURE  
LOOKING TO THE SKY  
SUNRISE  
LIGHT  
FLOWERS BLOOM  
EGGS HATCH

BABIES BORN  
SPRING  
RENEWAL  
REBIRTH  
RAINBOW  
STORM PASSES  
BIRDS FLYING  
WARMTH  
HOLDING ON  
PERSISTENCE  
RESILIENCE

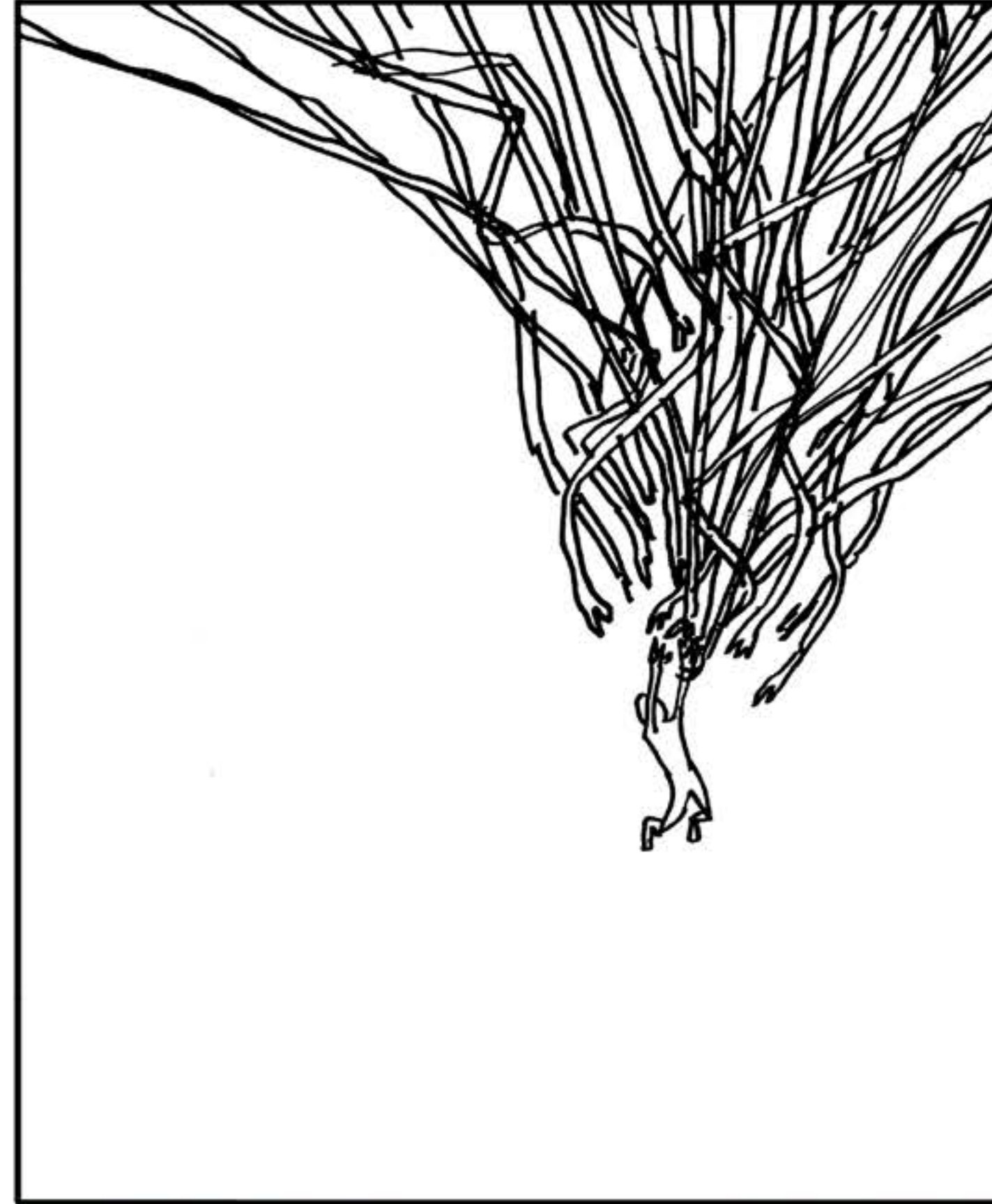
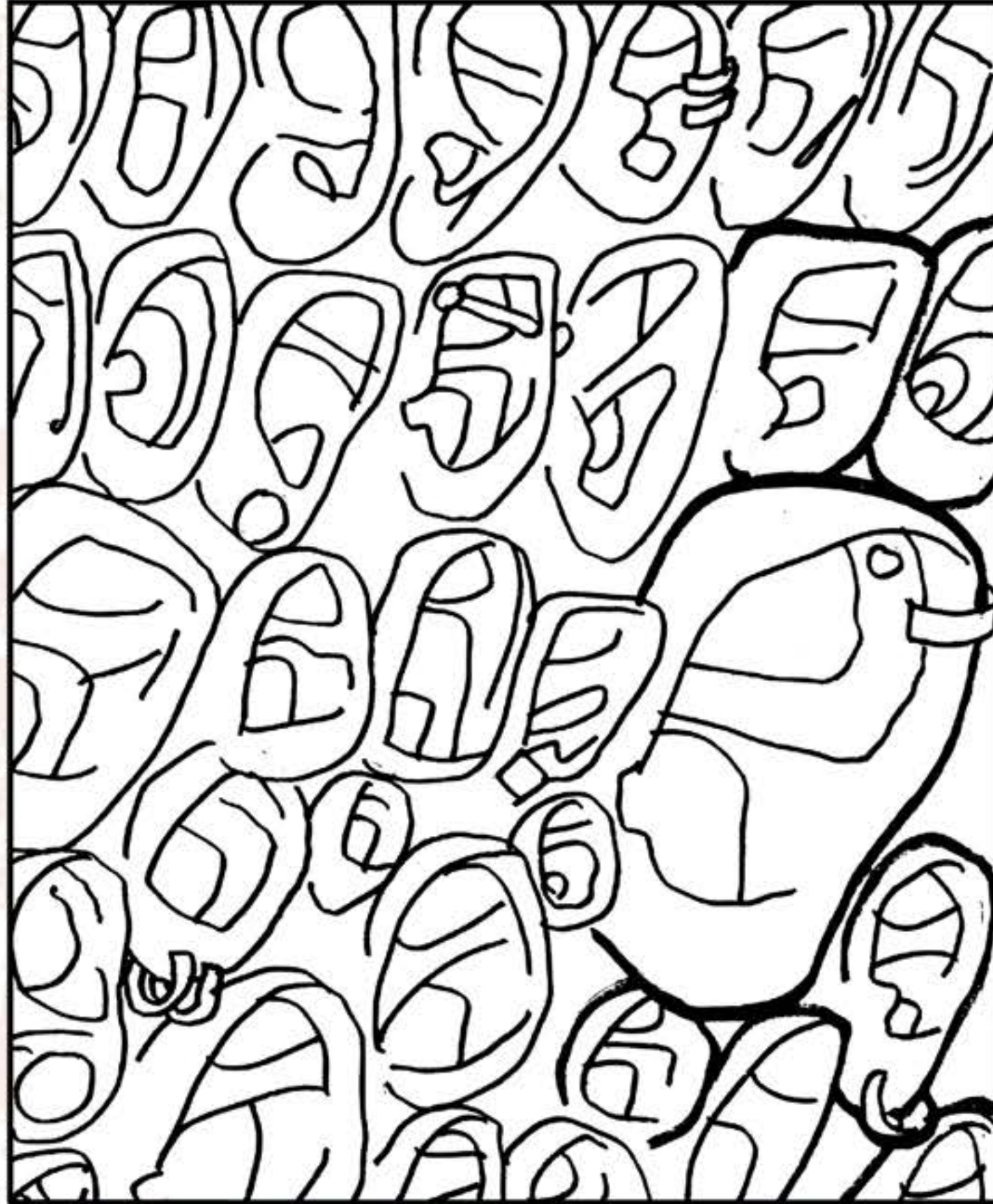


# 4: Initial Sketches



# 5: Narrowing Sketches

1 A diverse mosaic of EARS signifies how many different kinds of people care about the welfare of LGBTQ youth. All sorts of skintones, piercings, genders, etc.



2 Long arms form a web that prevents a figure from falling into an abyss. All the arms are different colors from LGBTQ pride flags and contrast sharply against the dark, gloomy background.

# 5: Narrowing Sketches

3 Pride flags are knotted and stretched tight to form a solar shape, signifying hope and life.



4 As two people hold hands and form a connection, nature sprouts in between, signifying how vital it is in life to be connected, understood, and loved.



# 5: Narrowing Sketches

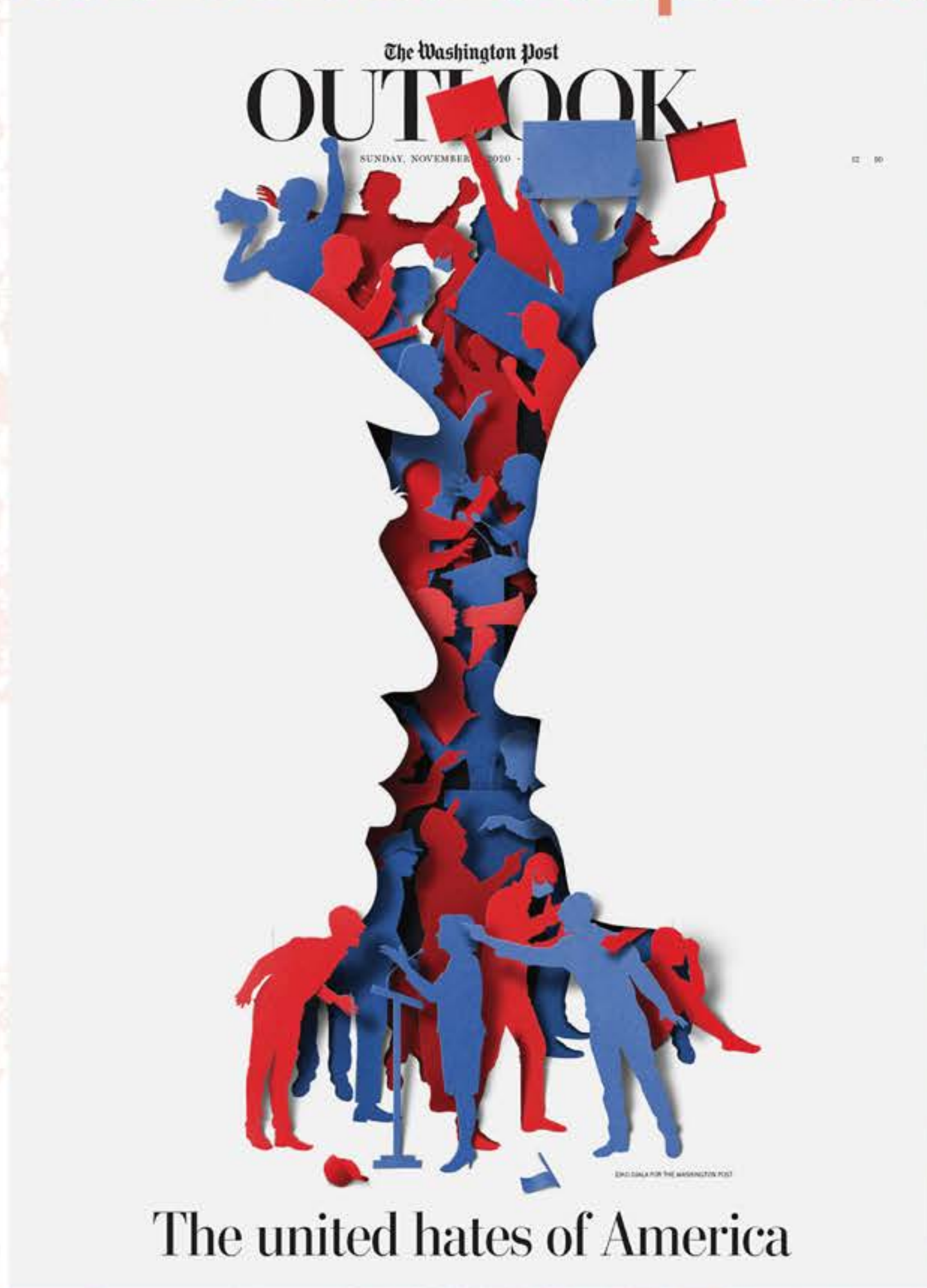
5 A figure holds a lantern to light up the impenetrable darkness. The light rays are tinged with colors of different pride flags.



6 Many figures connect together to evoke the massive strength and resilience of a redwood tree. The heart of each figure is transposed over the next figure's brain.



# 6: Poster Inspiration



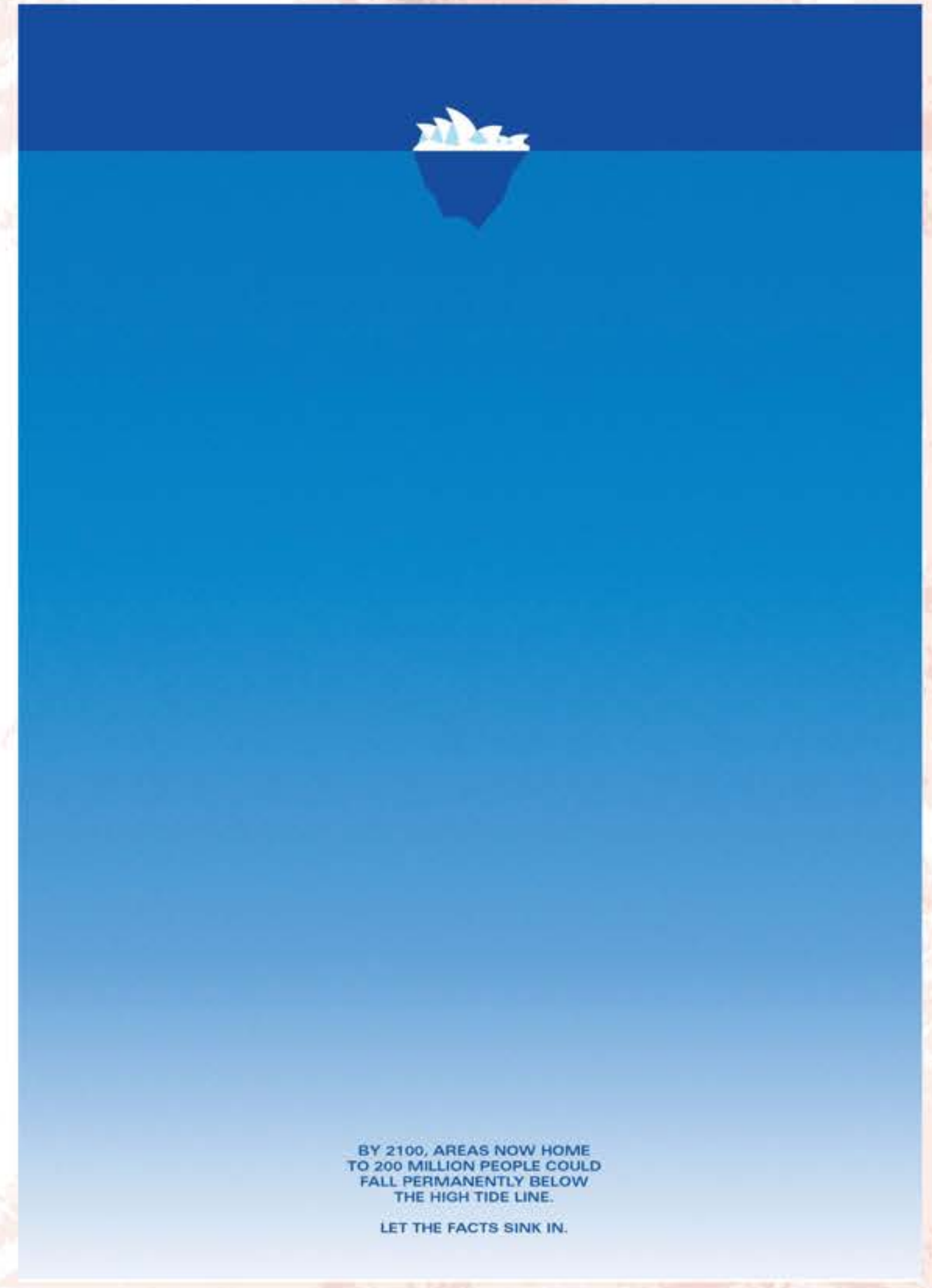
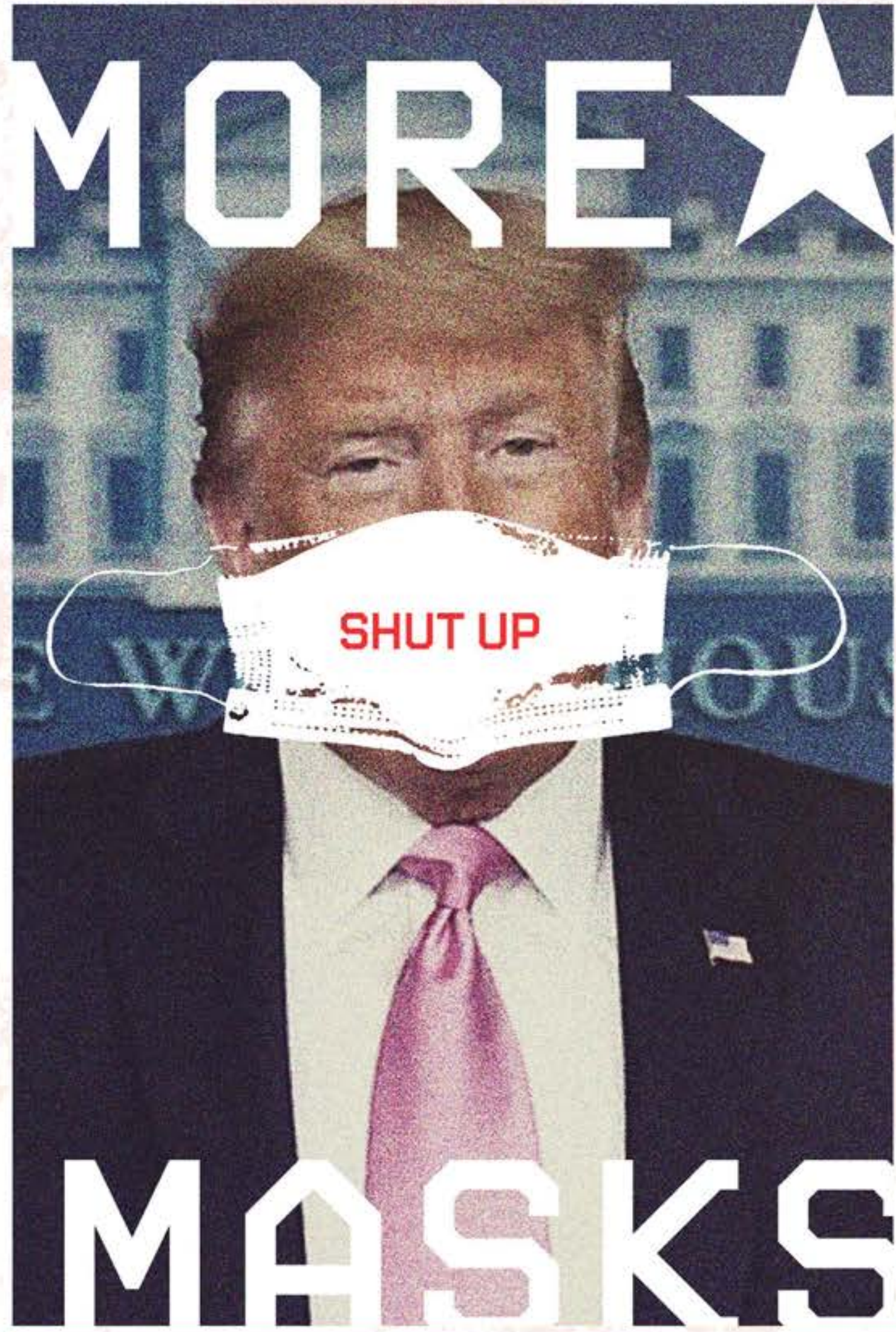
# 6: Poster Inspiration



# 6: Poster Inspiration




# 6: Poster Inspiration



# 7: Semitight Illustrations



# 7: Semitight Illustrations



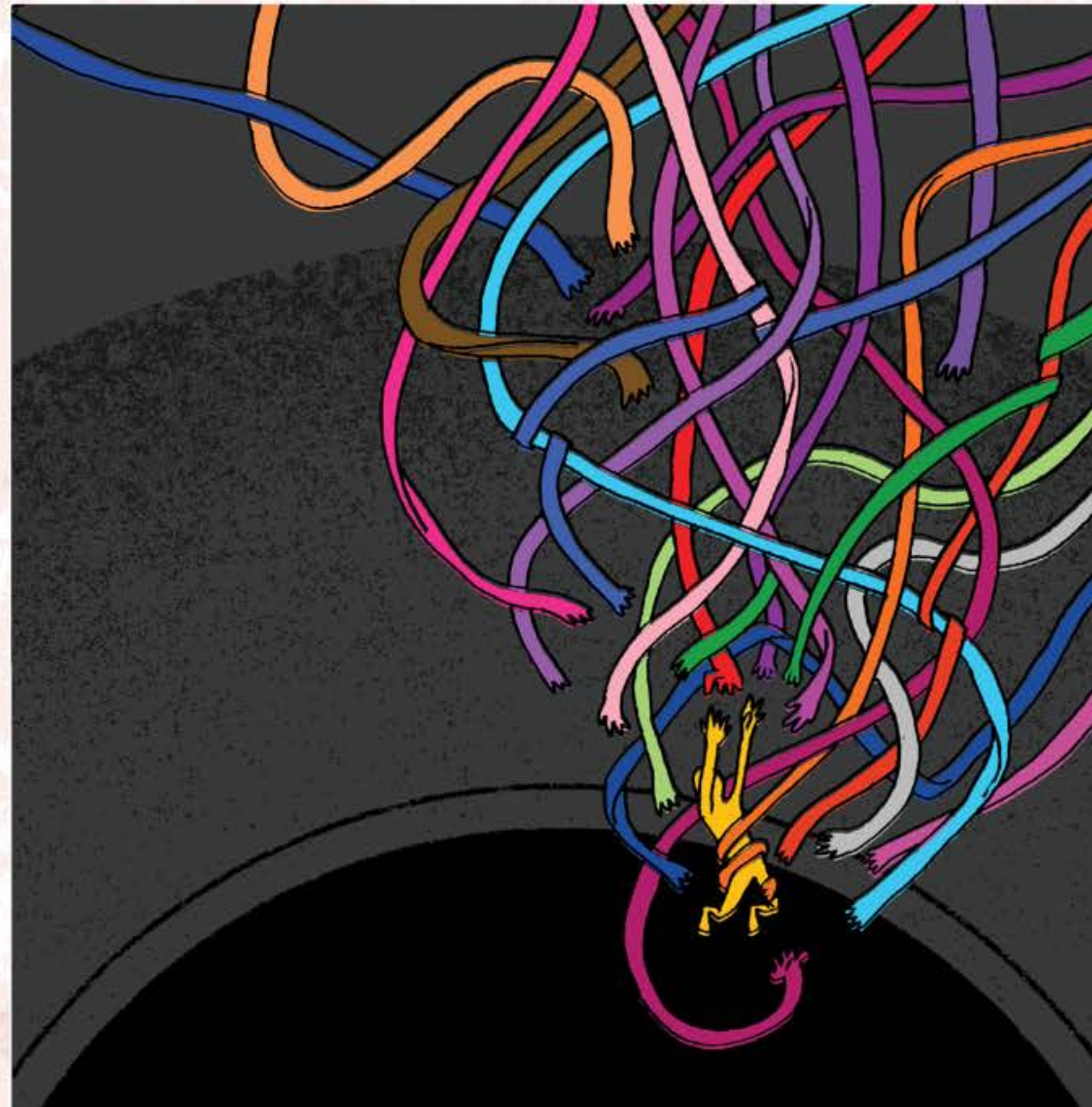
Are you or someone you know and love struggling with thoughts of suicide?

**Need someone to listen?**

Reach us at 1-866-488-7386.

**THE TREVOR PROJECT**  
For Young LGBTQ Lives

# 7: Semitight Illustrations



Did you know that LGBTQ young people face higher rates of depression, anxiety, and suicidal ideation than their heterosexual peers? Ever wondered why? You can learn more at [www.thetrevorproject.org](http://www.thetrevorproject.org).

Is someone you love struggling? Learn the signs. Reach out.

**Don't give up. The world needs you.**

**THE TREVOR PROJECT**  
For Young LGBTQ Lives

# 8: FINAL DIRECTION

The final poster is rendered at 24" wide by 36" tall, although it can be sized up or down without compromising resolution due to its nature as a vector illustration.

It provides the crisis hotline phone number and text number for the Trevor Project, and includes a QR code at the bottom that takes users directly to the Trevor Project site where they can learn more about why LGBTQ youth face higher rates of mental health challenges.

The typeface used is called *Seriguela*, available in many weights. The weights used are **SERIGUELA BLACK** and **SERIGUELA BLACK ITALIC** in the display size. The body text uses **SERIGUELA REGULAR** starting at 30 spacing.

SERIGUELA BLACK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9

SERIGUELA REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
0 1 2 3 4 5 6 7 8 9





THERE'S  
SO MUCH  
LOVE  
OUT THERE.

If you or someone you care about is struggling,  
**CONTACT THE TREVOR PROJECT.**

Call us at 1-866-488-7386. Text START to 678-678. Or chat online at [thetrevorproject.org](http://thetrevorproject.org)

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THE TREVOR PROJECT

# 9: APPLICATIONS: BUS STOP POSTER



# 9: APPLICATIONS: POSTER



# 9: APPLICATIONS: POSTER



# 9: APPLICATIONS: HOODIE



# 9: APPLICATIONS: SHIRT



# 9: APPLICATIONS: PINS



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Thank you for your time!

Any questions?

