



BRAND GUIDE

2022

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ABOUT THE FOUNDATION:

In early 2021, we were celebrating the news of the newest addition to our little family- a baby boy! At our 20-week check-up, we were given the news that our son, Morgan Matthew, had several anatomical anomalies such as VACTERL association with multiple congenital heart defects (SVT, VSD), esophageal atresia, and multiple hemivertebrae. As scary as the news was, we were so relieved to hear Morgan's condition was treatable but were told to prepare for a number of surgeries and several months at Children's Hospital before he could come home. While terrified, we were ready to do anything to ensure Morgan lived his best possible life.

On a sunny Saturday, Morgan was welcomed into the world prematurely and soon after his arrival, we quickly realized his condition was a bit more complex than anticipated. Morgan was brave as he was hooked up to blinking machines and tangled in wires shortly after his welcome into the world. Just eight weeks after he was born- through ventilators, CPAP machines, and recovering from surgeries- we were told Morgan was in severe heart failure. He was placed on the heart transplant list, and we had hoped to keep him stable until his perfect heart became available, but on September 4th, Morgan coded and was without a heartbeat for over 40 minutes. While his team at Children's Hospital Wisconsin was able to put him on life support, we learned that Morgan suffered a devastating brain injury from the event. After 82 days with our brave baby boy, we launched him into heaven on September 15th, 2021.



ABOUT THE FOUNDATION:

Navigating life without Morgan has become a balancing act of conflicting emotions. We are beyond grateful we had 82 days with our perfect son earthside but feel intense sadness and grief that he is no longer with us in the way we had planned. But, if there is one thing we know for sure, it is that this world - our world - is better because Morgan was in it. He is our north star - guiding us towards all that is good in this world. He showed us, and continues to guide us towards, the best in humanity. He taught us how to be brave, even when the obstacles seem impossible to overcome. He taught us how to love, how to love so hard, even in the darkest moments. He reminded us how lucky we are to have the most incredible friends and family. And he introduced us to so many new friends at Children's Hospital Wisconsin - nurses, doctors, surgeons, coordinators, social workers, psychiatrists, therapists of all kinds - who showed us what it means to live a life of service to others.

Grieving Morgan is emotional, we feel it to our core every day. But there is also a physical aspect to grief. Our hands miss him - placing our fingers in his palm as we read to him, tracing the curve of his face, changing his diaper, holding him, driving to the hospital to be at his bedside. We miss it all. We found that we feel closest to Morgan when we are giving back in honor of him. Starting the Morgan Matthew Foundation in honor of him is a tangible way we can parent Morgan - a way we can use our hands to honor him and ensure his beautiful, bright spirit shines forever.

While Morgan's story is unique in so many ways, we know all too well that infants with complex medical conditions are born every day, and in honor of Morgan, we want to support the research and quality care initiatives at Children's Hospital Wisconsin that will improve the outcomes for those infants and the families that love them.

With Gratitude,

Matthew & Melissa Theisen

LEADERSHIP:

FOUNDERS & PARENTS:

Matthew & Melissa Theisen

BOARD OF DIRECTORS:

TBD!

IMPORTANT DEFINITIONS:

VACTERL (ASSOCIATION)

VACTERL association is considered a congenital (present from birth) defect, which affects multiple organ structures. The abbreviation, VACTERL, stands for:

‘V’ stands for vertebral abnormalities

‘A’ stands for anal atresia

‘C’ stands for cardiac defects

‘TE’ stands for tracheal-esophageal anomaly (stenosis, atresia, and fistula)

‘R’ stands for radial and renal abnormalities

‘L’ stands for limb abnormalities

‘S’ stands for single umbilical artery

ESOPHAGEAL ATRESIA

Esophageal atresia is a birth defect in which part of a baby’s esophagus does not develop properly. In a baby with esophageal atresia, the esophagus has two separate sections—the upper and lower esophagus—that do not connect. A baby with this birth defect is unable to pass food from the mouth to the stomach, and sometimes difficulty breathing.

HEMIVERTEBRAE

Hemivertebra is a congenital anomaly of the spine in which only one half of the vertebral body develops. It occurs in about 3 in 10,000 births. It is a common cause of congenital scoliosis where the spine is curved sideways.

IMPORTANT DEFINITIONS:

SUPRAVENTRICULAR TACHYCARDIA (SVT)

SVT is as an abnormally fast or erratic heartbeat that affects the heart's upper chambers. A normal heart rate is 60 to 100 beats per minute. During an episode of SVT, your heart beats about 150 to 220 times per minute, but it can occasionally beat faster or slower. Most people with SVT live healthy lives without restrictions or treatment. For others, lifestyle changes, medication and heart procedures may be needed to control or eliminate the rapid heartbeats and related symptoms.

VENTRICULAR SEPTAL DEFECT (VSD)

A VSD, a hole in the heart, is a common heart defect that's present at birth. The hole occurs in the wall that separates the heart's lower chambers and allows blood to pass from the left to the right side of the heart. The oxygen-rich blood then gets pumped back to the lungs instead of out to the body, causing the heart to work harder.

LEFT ANTERIOR DESCENDING ARTERY (LAD)

LAD is a coronary artery, which is the name given to arteries that supply the heart muscle with blood. The LAD is considered the most important of the three main coronary arteries and is almost always the largest. The LAD typically supplies over half of the heart muscle with blood- twice as much as the other coronary arteries.

MISSION STATEMENT:

THE FOUNDATION'S PURPOSE, OBJECTIVES & HOW WE PLAN TO SERVE

In honor of our son, Morgan, the Morgan Matthew Foundation raises critical funds that are used to advance the research, care, and quality improvement initiatives supporting infants with complex medical conditions.

Ultimately, Morgan's heart complications are what led to his death - however, we wanted to focus on all his anomalies as a medically complex infant, because they expanded so far beyond his heart and were a part of who he was. Half of Morgan's life was spent in the NICU where they cared for these anomalies. Therefore, the term "medically complex" gives us the opportunity to honor that part of his story and support those infants and families as well. We will be working closely with the medical teams who treated Morgan to determine where we will be distributing funds raised, whether that be specific areas of research, supporting the around-the-clock care many medically complex infants need, or other special projects and organizations such as the Herma Heart Institute

VISION STATEMENT:

A DESCRIPTION OF THE BRAND'S ASPIRATIONS
& THE WIDER IMPACT IT AIMS TO CREATE.

At the Morgan Matthew Foundation, we envision a world where technology and research provide the highest level of care and treatment for medically complex infants, so much so that any diagnosis is no longer a fear for families. We aim to spread Morgan's love, light, and support to families, infants, and care teams across the country.

TAGLINE:

SUPPORT. SHARE. SHINE

BRAND VALUES:

WHAT WE VALUE MOST AS A BRAND & WHAT OUR BRAND STANDS FOR

BRAVERY COMPASSION HOPE RESILIENCE

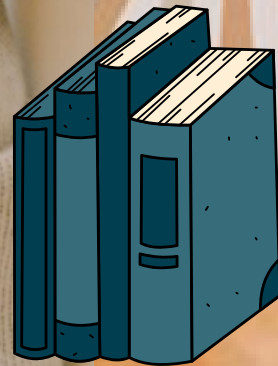
Morgan taught us a lot about each one of these values. He taught us how to be brave and resilient, even when the obstacles seem impossible to overcome. (Not to mention how brave Morgan was through lots of wires, loud machines and complicated surgeries!) He taught us how to never lose hope and to walk through life with compassion for ourselves and others. Hope is the one thing we, and all the other families with medically complex infants, can't lose.

Through this journey, we were shown the goodness and strength of the human spirit, even in the darkest moments. All our new friends at Children's Hospital - nurses, doctors, surgeons, coordinators, social workers, psychiatrists, therapists of all kinds - were brave, compassionate, and resilient each day and showed us what it means to live a life of compassionate service to others.

Through this foundation, we will financially support care teams, research, and special projects that will provide families with the hope they need to get through a challenging time. With more research, technology, and care comes more families that get to return home together.



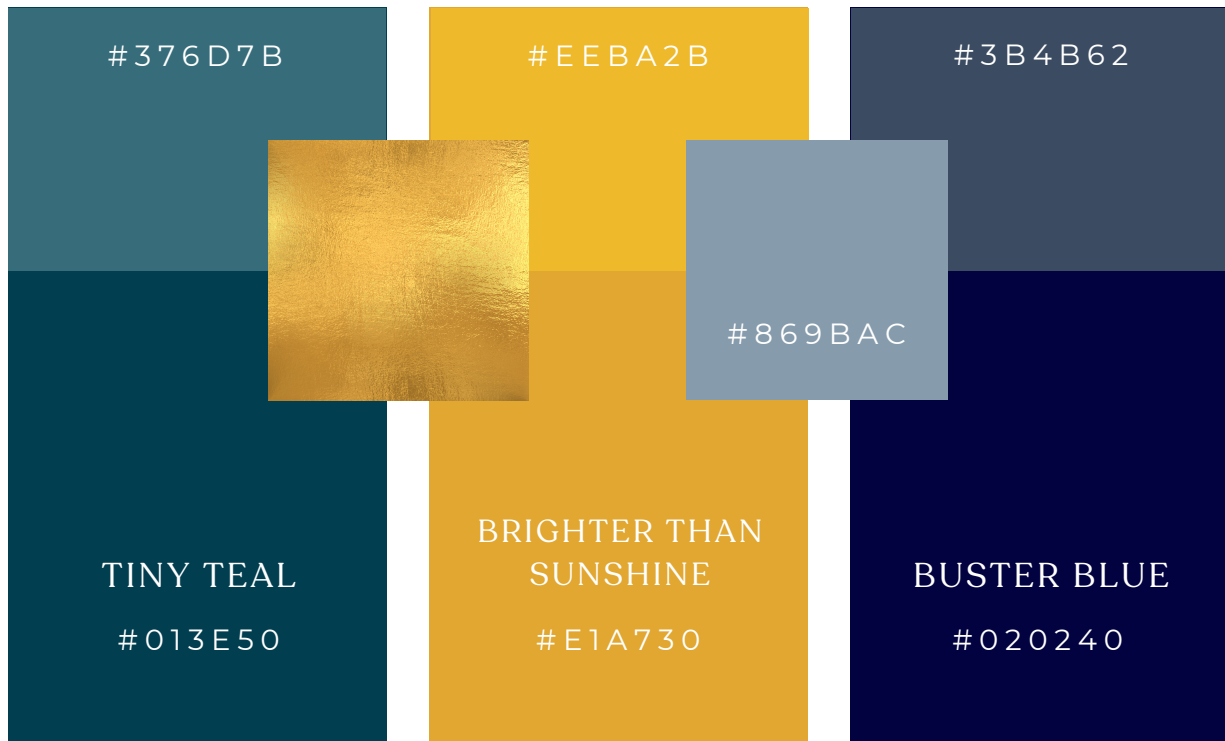
BRAND AESTHETICS: MOOD BOARD



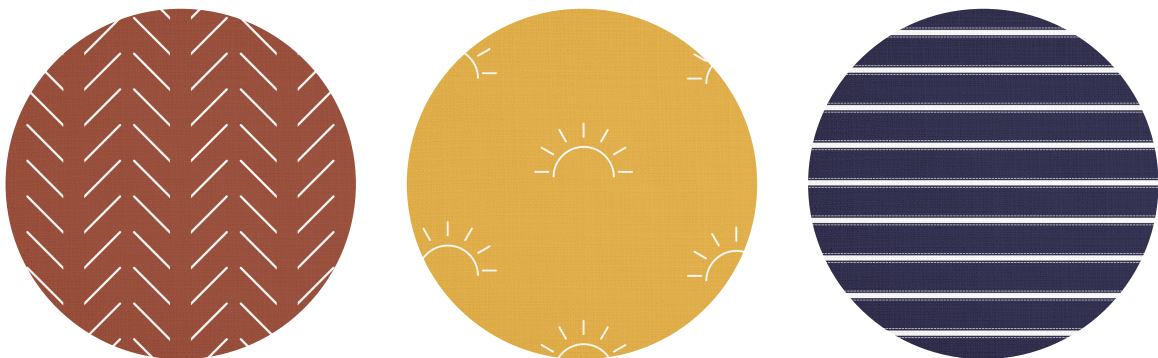
*You outshine
the morning sun
my son*

BRAND AESTHETICS:

BRAND COLORS



BRAND PATTERNS



BRAND AESTHETICS:

BRAND FONTS

HEADING

Recoleta 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

SUBHEADING

JULIUS SANS ONE

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

ACCENT

Spanish Signature

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

BODY

Montserrat

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

LOGO DESIGN:

MAIN LOGO



ALTERNATE LOGO



SUBMARK LOGO



UNICOLOR LOGO



BRAND EXTENSIONS:

EVENT NAMES:

Morgan Matthew Foundation Annual Golf Outing

COMMUNITY NAME:

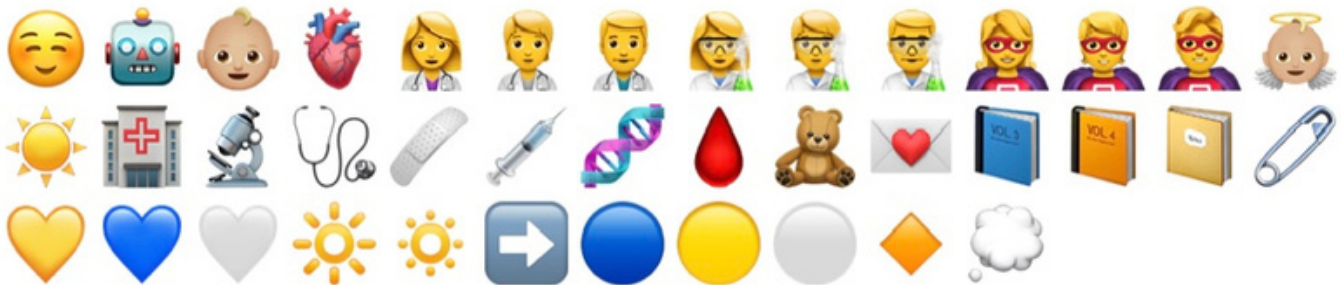
TBD!

SHOP NAME:

TBD!

BRAND ELEMENTS:

ELEMENTS THAT ARE COHESIVE FROM DESIGNS, EMOJIS, WEBSITE, AND MORE



Suns, books, mobiles, Milwaukee Sports, fabric patterns, gold,

PHOTOGRAPHY GUIDELINES:

- Modern, Warm Colors for editing & styling (refer to color palette)
- Little to no retouching with warm filters/edits
- Capture Positivity, Resilience, Compassion, Joy, and Bravery whenever possible. ie: Group shots, hugs, emotions, etc.
- Inspiring Photos ie: Working behind the scenes, progress photos for projects, other members of the community, etc.
- Capture brightness rather than darkness

SOCIAL MEDIA HOLIDAYS

ALL DATES ARE FOR 2022. SOURCE: WWW.NATIONALTODAY.COM

JANUARY:

National "Thank You" Month, Blood Donor Month, Celebration of Life Month,
1/1-1/7: Celebration of Life Week
1/12: National Youth Day
1/22: Celebration of Life Day

FEBRUARY:

American Heart Month
2/4: "Give Kids A Smile" Day
2/7-2/14: CHD Awareness Week
2/14: National Donor Day
2/17: Random Act of Kindness Day
2/18: National Caregivers Day
2/21: National Family Day
2/28: Rare Disease Day

MARCH:

National Social Work Month
3/2: National Read Across America Day
3/3: National Hospitalist Day
3/4: National Sons Day
3/14: National Write Your Story Day
3/15: World Social Work Day
3/19: Certified Nurses Day
3/20: International Day of Happiness
3/30: Doctors' Day

APRIL:

National Volunteer Month, Occupational Therapy Month, National Month of Hope,
4/2: National Love Our Children Day & National Children's Picture Book Day
4/6: Day of Hope
4/7: World Health Day (Nurses & Midwives)
4/14: International Moment of Laughter Day
4/16: Husband Appreciation Day
4/23: World Book Day

MAY:

Mental Health Awareness Month,
5/6: National Nurses Day
5/6-5/12: National Nurses Week
5/8: Mother's Day
5/10-5/16: National Mental Health Awareness Week
5/15: International Day of Families

JUNE:

6/14: World Blood Donor Day
6/19: Father's Day

JULY:

National Make A Difference to Children Month
7/8: Be a Kid Again Day
7/24: National Parents' Day

SOCIAL MEDIA HOLIDAYS

ALL DATES ARE FOR 2022. SOURCE: WWW.NATIONALTODAY.COM

AUGUST:

National "Happiness Happens" Month

8/9: National Book Lovers Day

8/17: National Nonprofit Day

8/30: National Grief Awareness Day

SEPTEMBER:

9/5: International Day of Charity

9/6: National Read a Book Day

9/7: National Grateful Patient Day

9/11: Grandparents Day

9/17: International Patient Safety Day

9/18: Wife Appreciation Day

9/26: National Family Day

9/29: World Heart Day

OCTOBER:

National Pregnancy and Infant Loss
Awareness Month, National Book Month

10/10: World Mental Health Day

10/15: National Pregnancy and Infant Loss
Remembrance Day

10/22: Make a Difference Day

NOVEMBER:

National Gratitude Month

11/13: World Kindness Day

11/13-11/19: Nurse Practitioner Week

11/15: National Philanthropy Day

11/17: World Prematurity Day

11/20: Universal Children's Day

11/29: Giving Tuesday

DECEMBER:

Month of Giving

MOCKUPS: PRINT

BUSINESS CARDS, LETTERHEAD, BROCHURE, POSTCARDS, STICKERS

Morgan Matthew FOUNDATION

@MorganMatthewFnd
Morgan Matthew Foundation

Dear Amazing Donor,

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With so much gratitude,
Matthew & Melissa Thersen
Founders of The Morgan Matthew Foundation
& Parents to Morgan



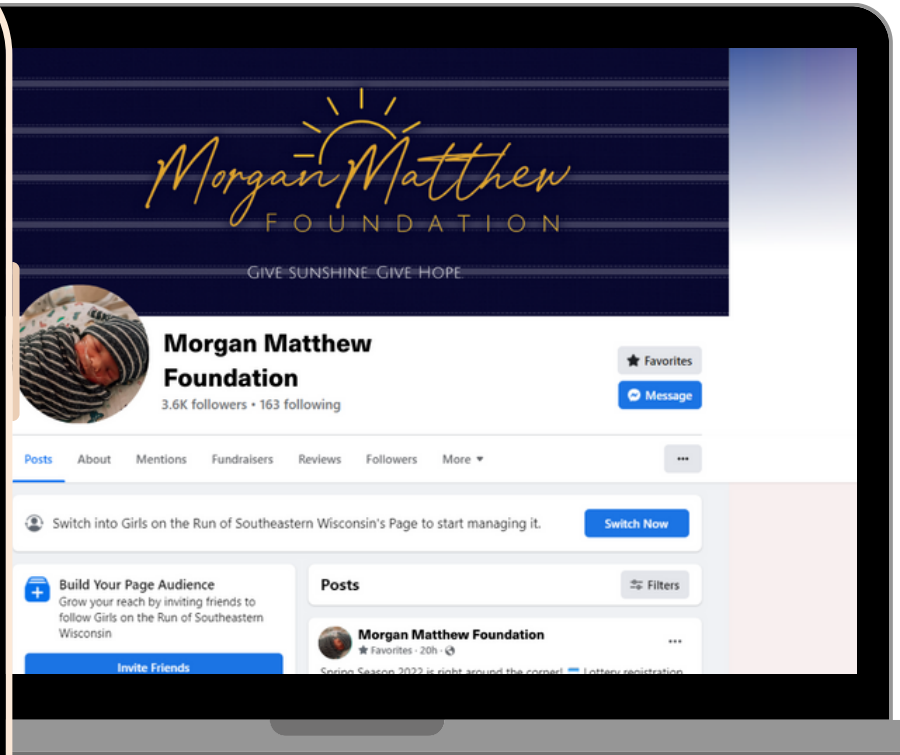
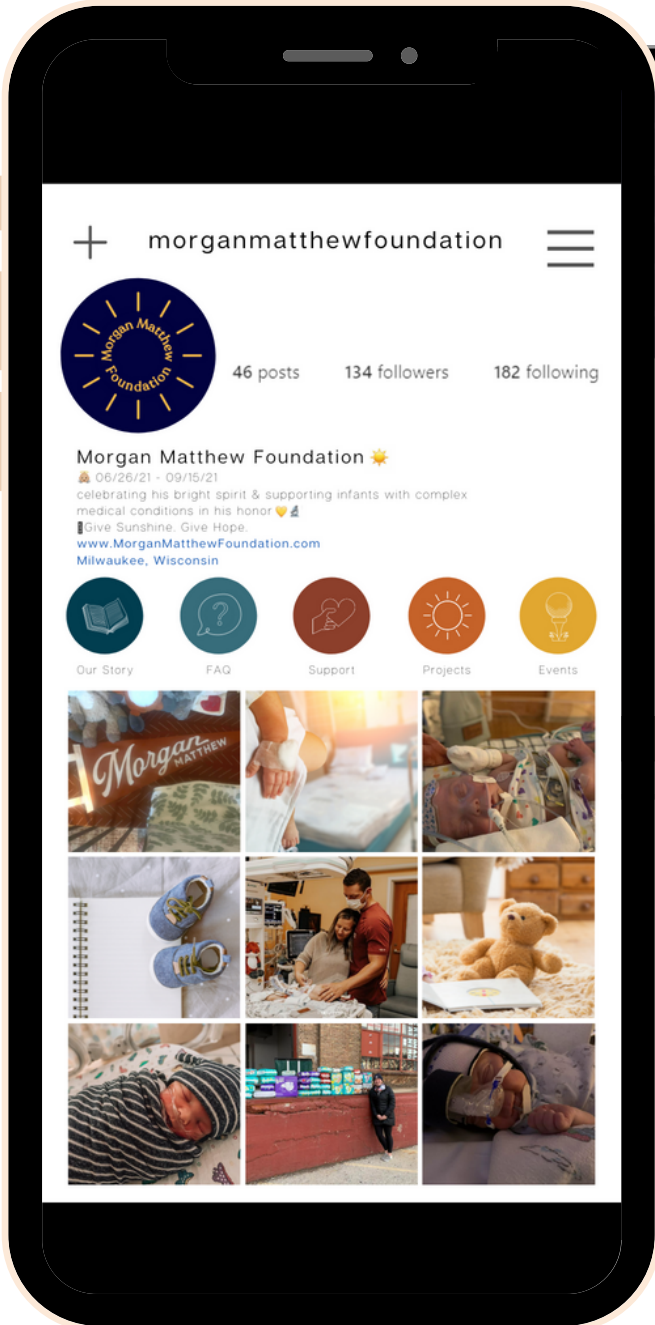
MOCKUPS: PHYSICAL

CLOTHING, KEYCHAIN, BRACELET, BABY BLANKET, BABY HAT, GOLF BALL, GOLF TOWEL



MOCKUPS: SOCIAL MEDIA

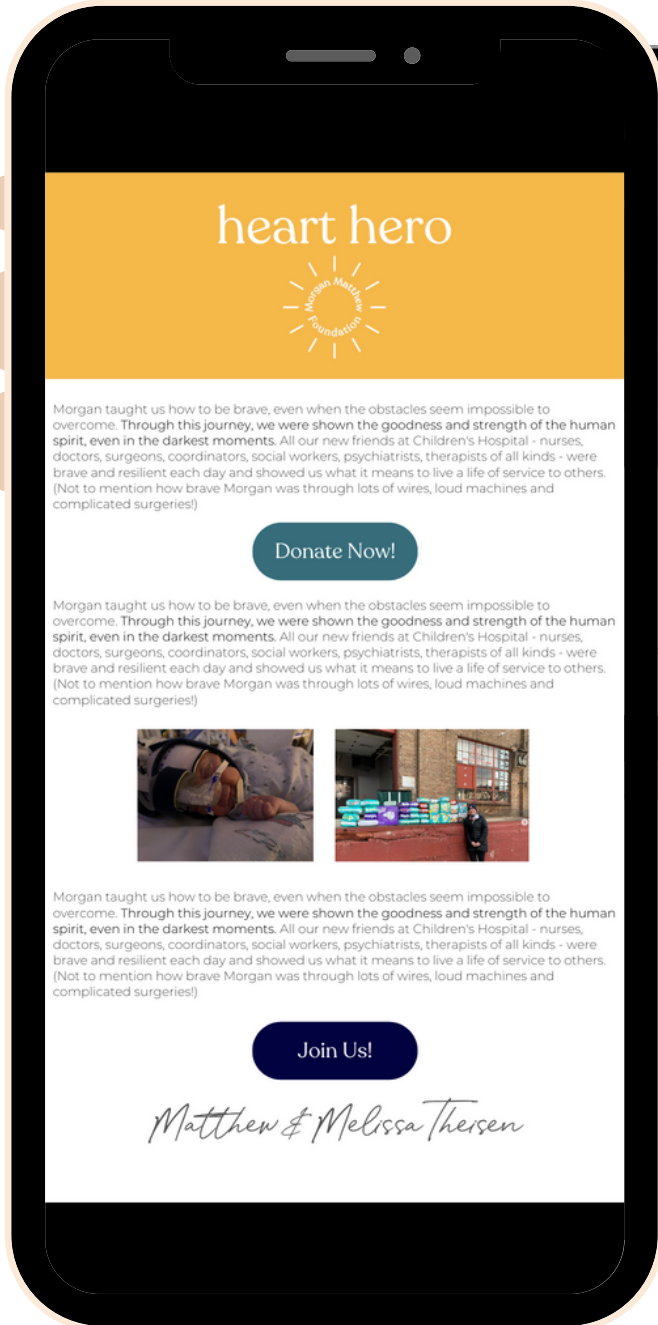
FACEBOOK & INSTAGRAM



ADD PINTEREST TO DRIVE TRAFFIC TO BLOG POSTS OR SHOP

MOCKUPS: DIGITAL

NEWSLETTER & WEBSITE



DONOR EXPERIENCE

VISUAL ASPECTS OF THE BRAND THAT WILL GET REMEMBERED, PHOTOGRAPHED, AND SHARED.



WHERE WILL MORGAN GO?
BRACELETS: GIVE TO DONORS
AND ENCOURAGE PHOTOS TO
SHOW WHERE MORGAN WILL GO!

GOLF OUTING "SWAG"



OTHER IDEAS:
STICKERS, YEARLY MAILING WRAP UP OF THE
PROJECTS SUPPORTED THROUGHOUT THE YEAR
AND THE IMPACT MADE,