

# Canadian Breast Cancer Foundation

## Innovative identity, website and collateral help to transform breast cancer care.

“Akendi worked closely with our team to understand the values and vision that we wanted to communicate, and our target audiences. Akendi was committed to creating something innovative and responsive to the communities that we were trying to engage. The materials that Akendi created are still a favourite piece of work, eliciting a visceral response that none of our past communications have achieved.”

- BETH EASTON, VICE PRESIDENT ALLOCATIONS AND HEALTH PROMOTION, CANADIAN BREAST CANCER FOUNDATION

### Challenge

To educate the public about a new research initiative that would help to improve breast cancer care in Ontario, the Canadian Breast Cancer Foundation wanted to create a project identity to anchor the initiative, as well as a website and report. The goal was a hopeful, light style and tone that would represent a wide range of women's experiences with breast cancer. Both timelines and budget had to be managed carefully.

### The Akendi Solution

Akendi worked closely with the CBCF team to understand the goals of the organization and the project. Through a series of conversations, the stakeholders and Akendi articulated what the Foundation wanted to achieve and why, as well as profiling the various audiences that the Foundation was targeting. Identity and design concepts were developed, iterated and approved using the same open and collaborative process.

The final creative identity was anchored by unique illustrations drawn in a light and loose style. This approach helped to reveal the wide range of experiences with breast cancer and spoke to individuals of all ages and backgrounds as well as to the government. Clear, simple design provided a refreshing tone for the discussion of breast cancer care and successfully avoided common clichés.

### Results

The report and presentation materials were well received and attracted media attention that helped to facilitate conversations between the Canadian Breast Cancer Foundation and the public on how to best optimize the experience of breast cancer care. The Foundation continues to work with Akendi on various design projects.

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NEW PERSPECTIVES  
ON BREAST CANCER



### About Akendi

Akendi combines insights and analysis about user behaviour with award-winning creative design, scientifically architecting the user's experience to meet organizational goals: increasing sales, engaging users, and improving customer experiences.

Please call us to learn more: 1.866.585.1660  
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