Head Start Design Strategy

History:
Head Start began with a task force recommendation in 1964 for the development of a federally sponsored preschool program to meet the needs of disadvantaged children. Head Start has grown to serve children from birth to age five and their families. They are child-focused programs and have the overall goal of increasing the school readiness of young children in low-income families.

Current Identity:
Obvious, American, Child-like, Steadfast

Why ReDesign:
With budget cuts occurring in our economy and a higher need for public assistance, Head Start needs a new identity. This new identity would provide a stronger voice for its participation in such diverse communities. The new identity would give it a stronger mark in the community and possible for its sponsors and business partners. Head Start needs to distinguish its history as a long time caretaker in the lives of children and their families for almost fifty years.

Brand Voice:
Healthy, Service, Education, Community

ReDesign Goals:
Head Start is designed to foster healthy development in low-income
children. Program grantees and delegate agencies deliver a range of services, responsive and appropriate to each child's and each family's heritage and experience, that encompass all aspects of a child's development and learning. The current brand equity contains a strong sense of American children seeking strength through Head Start educational programs.

This new statement of brand voice provides the essential elements that are truly carried out in their educational programming. Head Start has five main program service areas: disabilities, education, family and community partnerships, health, and program management and operation. Each area caters to different aspects of a community and the needs of the people in it.

I propose an identity that expresses the concepts of community education, health and welfare.

**Head Start Brand Voice:**

**Healthy:**
food, shelter, clothing, wellness, thrive, nutrition, doctors, safety, hygiene, immunizations, welfare

**Service:**
programs, grants, objectives, accomplishments, volunteers, assistants, time, dedication, concern, agencies, partners, donations

**Education:**
teachers, subjects, reading, math, future, funding, sponsors, students, books, quality, readiness,

**Community:**
children, parents, activities, love, partnerships, helping, functioning, improving, growing, thriving, home, diversity, strength

**Head Start Customer Profiles:**
(Toddler, Infant): “Early Head Start Program”
Two year old whose caretaker is a teenage mother. Mother cannot work full time because she is also pregnant with her second child and is taking care of her two year old daughter.

Head Start provides childcare for two-year-old daughter while the mother works her full time job to provide for her family. The caretaker from Head Start provides a safe and nurturing environment for the infant, which improves her cognitive learning skills.

(Immigrant): “Migrant and Seasonal Program”
Thirty year old male who recently immigrated from Mexico with his wife and seven year old son now live in Los Angeles, CA. His son is ill and has symptoms of asthma.

At the local church one of the congregation notices his son’s conditions and refers the father to the local Head Start Bureau. Head Start provides medical care and treatment for the child.

(Native-American Girl): “American Indian-Alaska Native Program”
Six year old and lives in a reservation in New Mexico with her family. She is an intelligent child but has difficulties reading because of her learning disability. Her family does not know how to help her but luckily they were given the phone number for Head Start.

Head Start provides an educational classroom environment in the reservation where she can learn ways of improving her reading skills.

(Teenage Boy): “Head Start”
Thirteen-year-old boy who lives with his father. His parents were recently divorced and he feels responsible for this separation. His father is a blue-collar worker and doesn’t have as much time as he would like to spend with his son. As a result his son becomes distant and depressed. His father notices this and talks to his friend who refers him to Head Start.

Head Start offers a family and community partnership program. Within this partnership program the son is referred to a local after school program where he meets new friends. The director updates the father
on his son’s progress and newfound self-esteem.