

would you?

— THE CAMPAIGN TO SAVE LIVES —



— would you? —

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In November 2014, freshman Nolan Burch attended a non-sanctioned fraternity event where he was made to drink a bottle of whisky. The hazing incident ended with Nolan becoming unresponsive. After waiting more than an hour, someone finally called 911.

But it was too late. Nolan died the next day.

At West Virginia University, we never want such a senseless act to happen again. That's why we have created the campaign, ***Would You?*** This campaign is designed to educate and empower everyone to create a safe campus community.

———— would you? ————

LOGO AND WORDMARK

**Doing the right thing isn't always easy.
But it's the right thing to do.**

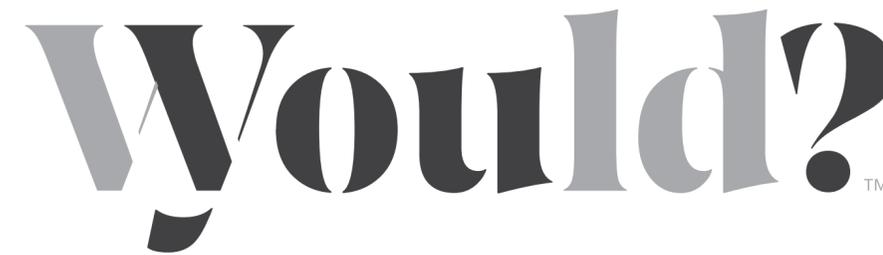
"Would You?" is the question we need to ask right now. To prevent tragedy in the future, we must take responsibility for the culture we create. We need to look within, question our assumptions and inform ourselves about our options. And we need to do the right thing. This logo turns the idea of the question into a mirror of the audience itself. By drawing "you" into "would," we are asking the campus community to go deep, to question, to reflect and to act.

Would + You = Would?

co-branding wordmark:



wordmark:



color variations:



icon:



co-branding icons:



— would you? —

GRAPHIC ELEMENTS

primary color palette:



245, 245, 245

236, 86, 60

90% BLACK

typography:

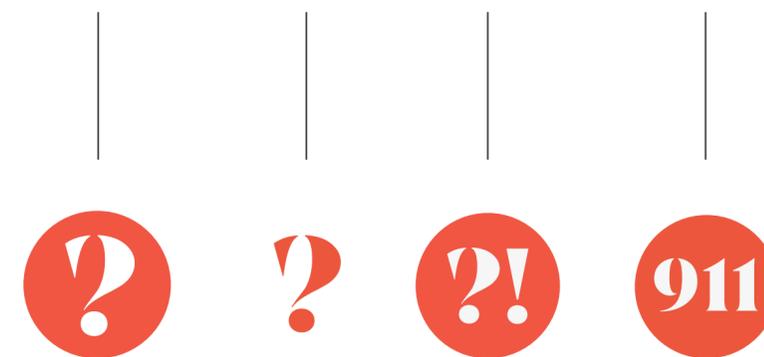
**WOULD
YOU
?**

Helvetica Neue LT Std Heavy Extended

**Wouldn't it be
great if *you* and
everyone else did
the right thing?**

Joane Stencil Black

graphic elements:



Patterns



ARTIFACTS: focus on an obscure mark to draw attention. Can be used with or without supporting copy.



it isn't even a 

Would?

ASKING THE QUESTION: "would you?" used in consistent, repetitive way with adaptable subheads.

would you
DO THE RIGHT THING



W | W

would you
STANDBY AND WATCH



W | W

would you
MAKE THE RIGHT CALL



W | W

**WOULD
YOU**



“I’M SORRY”
isn’t good enough



When your friend never wakes
up, “I’m sorry” is the last thing his
parents want to hear.

— you can —
**SAVE A
LIFE.**



What is Medical Amnesty?

The Would You? campaign ties together efforts to educate and empower all members of a campus about taking care of each other – including anti-hazing efforts, the medical amnesty policy, safety programs and wellness programming.

you realize you
THAT
could have done
FEELING
something.
WHEN

Make the right call.



you realize that
THAT
drunk kid at the party
FEELING
never woke up.
WHEN

Call for help.



you remember leaving
THAT
without your bff and she never
FEELING
made it back home.
WHEN

Make the right call.



**DON'T
WAIT**



time is vital in a possible overdose

**MINUTES
MATTER.**



**In a possible overdose,
minutes matter.**

Volori te paria solupta turisit verescias repta is por aut rerum
quidellent, corepudit maiorum incim volorem. Ectis doluptat.
Gendeli quasitate nos demped etur reptatem rehenim que
exerepro omnis del idunttemporro omnis des nobistia.

DON'T WAIT



**In a possible overdose,
minutes matter.**

Volori te paria solupta turisit verescias repta is por aut rerum
quidelen, corepudit maiorum incim volorem. Ectis doluptat.
Gendeli quasitate nos demped etur reptatem rehenim que
exerepro omnis del idunttemporro omnis des nobistia.

CALL – 911 –



**if you or someone else is in
danger, do the right thing.**

Volori te paria solupta turisit verescias repta is por aut rerum
quidelen, corepudit maiorum incim volorem. Ectis doluptat.
Gendeli quasitate nos demped etur reptatem rehenim que
exerepro omnis del idunttemporro omnis des nobistia.

HAZING



**can happen in any group
setting, such as**

such as sports teams, fraternity and sorority organizations,
bands, clubs and societies. These activities may cause
physical, mental or emotional abuse – or even death.

WOULDYOU.HELP



breath **NOLAN** **he for me, buddy.**

WOULDYOU.HELP