



WYOMING INSTITUTE FOR DISABILITIES

Reflecting on State Impact

Wyoming Institute for Disabilities 20th Anniversary Campaign

To celebrate our 20th anniversary, Wyoming Institute for Disabilities (WIND) launched a marketing campaign to reflect upon past work and look forward to the future of impacting continual change and betterment for people with disabilities in Wyoming. The campaign spans throughout 2014 with four major contemporary elements: the launch of a new logo, a postcard campaign, an

infographic program report, and a 20th anniversary video. Through these approaches WIND illustrates broad UCEDD themes, grounded in the Developmental Disabilities Act: people, access, systems change, enhancing lives, distance, and leadership.

New Logo



WIND's previous logo symbolized our mission to continually to assist individuals with developmental and other disabilities and their families by promoting and supporting full community inclusion, community membership, independence, productivity and social participation.

For our new logo, we wanted to update our look, match the university color palette, and create an inclusive symbol of all the projects and people WIND represents.



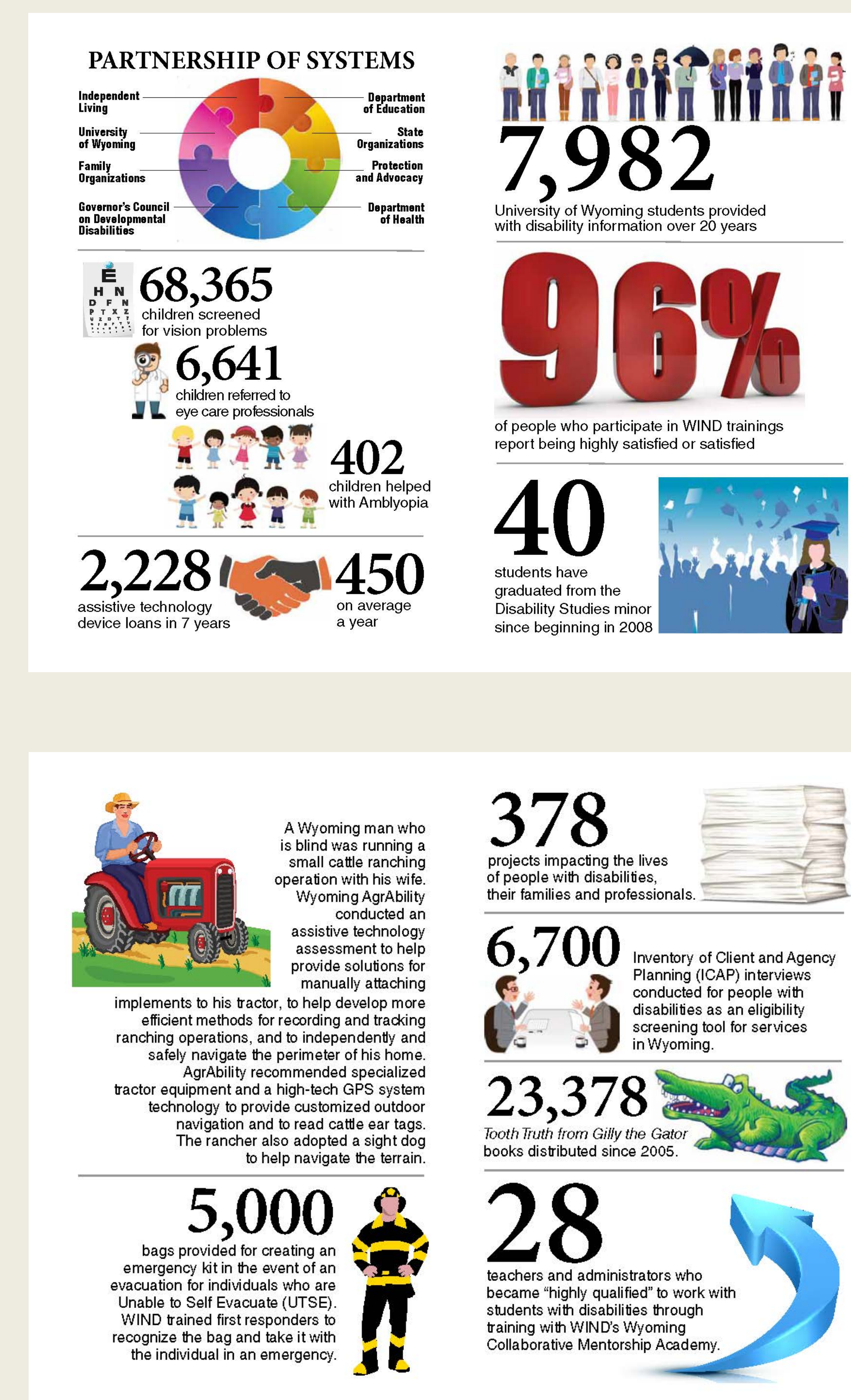
Postcard Campaign



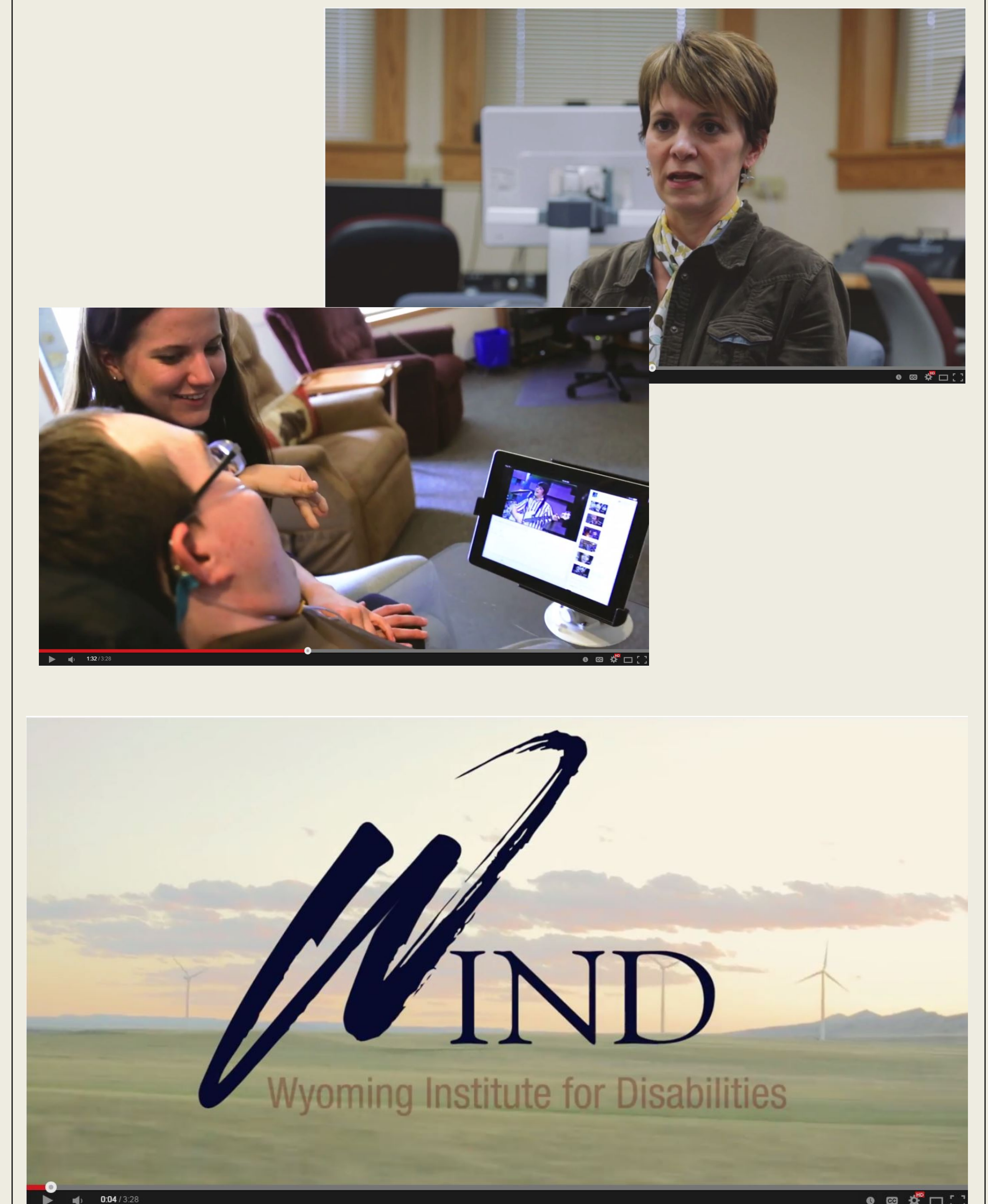
The postcard campaign began by introducing the new WIND logo and went on to highlight WIND initiatives from the past 20 years. The postcards were driven by our themes: people, access, systems change, enhancing lives, distance, and leadership. The postcard campaign will also feature the anniversary video, concluding with a look to the future.

Infographic Report

The infographic report highlighted WIND's partnerships, successes, and impact over the past 20 years. We chose an infographic report as a quick way to present a large range of numbers and projects with little text. This style of report captures WIND's impact succinctly but with big impact.



20th Anniversary Video



WIND's 20th Anniversary video looks back on the people touched by our organization and the direct impact on individuals' lives through education, research, community training, and information. The video communicates the many ways WIND's mission is carried out in Wyoming.