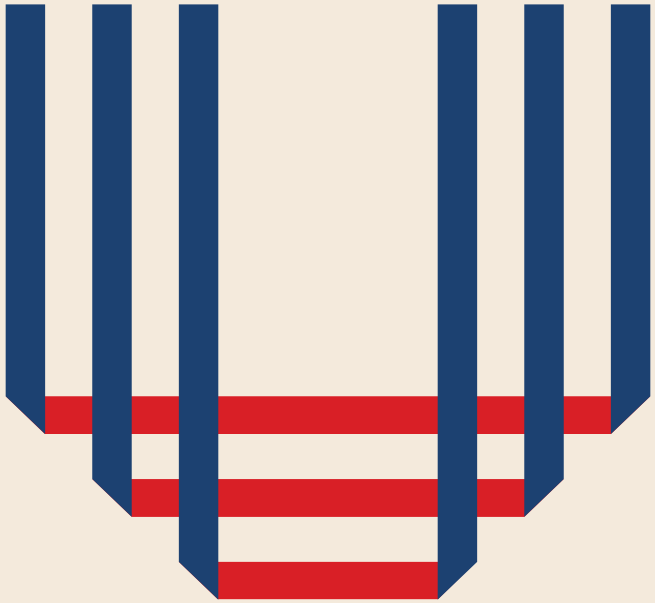


Oscar Reyes Chavez

There are roughly 700,000 undocumented immigrants who were brought here as children enrolled in DACA (Deferred Action for Childhood Arrivals). This program shields some young undocumented immigrants —who often arrived at a very young age in circumstances beyond their control— from deportation. The recipients of DACA are young people who have grown up as Americans, identify themselves as Americans, and many speak only English and have no memory of or connection with the country where they were born. Under current immigration law, most of these young people had no way to gain legal residency even though they have lived in the U.S. most of their lives.

Objective

Its time to give a voice to the voiceless and share their experience as a Dreamer in America. There has been a lot of misunderstanding. The goal is to bring awareness and inform the opposing party and encourage change and a pathway to citizenship for Dreamers.

Solution

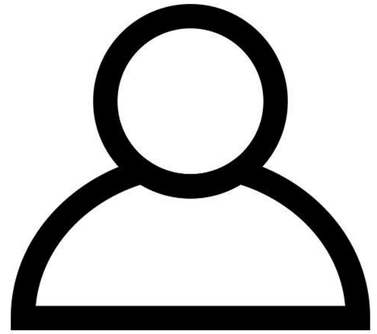
Give the opportunity for the opposing party to get to know these individuals and have a better understanding through a campaign, *United We Dream.*

TOM

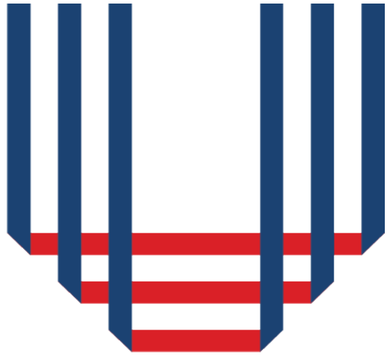
- White evangelical
- Non-college
- Working class
- 30-&above
- Rural America

Goals, Needs & Motivation

Pride, Safer border, Christian Church, Family



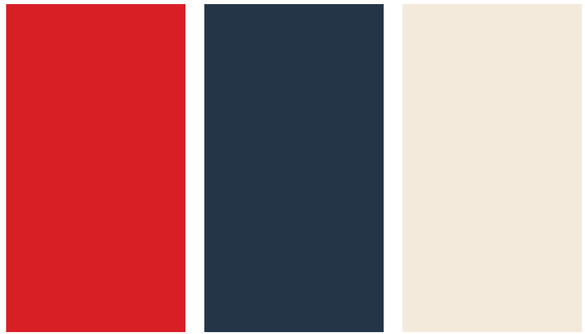
Logo



The logo represents the physical barrier between US/Mexico Border and borrows the iconic stripes from the American flag. It gives off the illusion of a border opening its doors and welcoming others. The red stripes are shadows while the blue is the fence.

The overall shape doubles as a “U” for the *United We Dream* campaign.

Color & Type



Red
#d6lf26
9% 11% 4% 89%

Blue
#273649
22% 11% 33% 89%

Tan
#000000
33% 18% 33% 90%

Colors are derived from the american flag. The blue works as the base color and is much more serious in tone while the red echoes youthful energy. The creamy tan recalls faded photographs and memories.

Meta serif was chosen to create contrast with the sans serif Meta Pro Normal. Meta Serif reflects the seriousness of the situation while Meta Pro gives a youthful modern feel.

Meta Serif ExtraBold

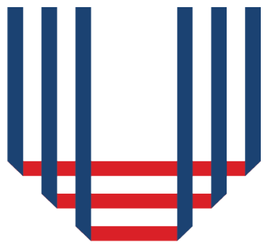
A B C D E F G H I J
K L M N O P Q R S T
U V W X Y Z
0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l
m n o p q r s t u v
w x y z
!@$%^&*()=?

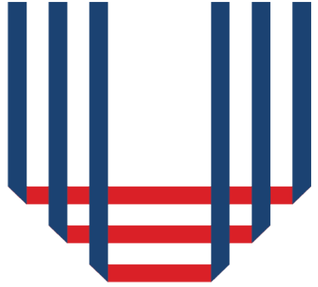
Meta Pro Normal

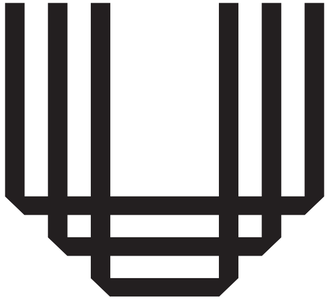
A B C D E F G H I J K L
M N O P Q R S T U V
W X Y Z

a b c d e f g h i j k l
m n o p q r s t u v w
x y z
!@$%^&*()=?



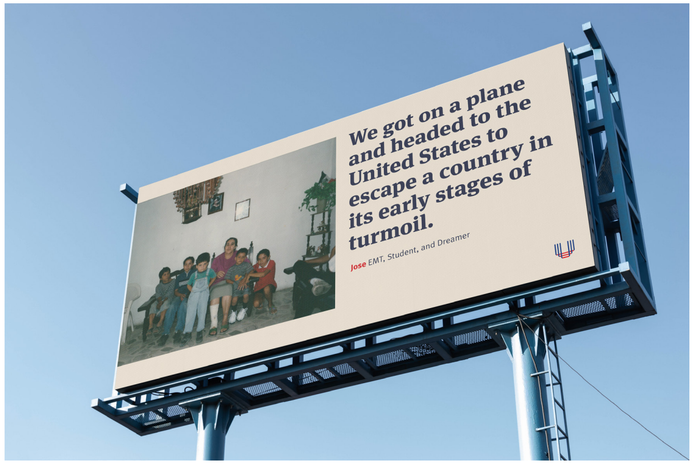
UNITED WE DREAM





Acumin Pro ExtraCondensed Semi Bold

United We Dream website



Outdoor campaign