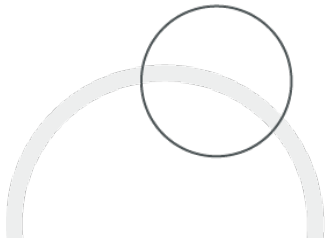


radiantbrands

Shaping customer experience.



STRATEGY CREATIVE PRINT WEB



10/5/13

The Felton Institute



creating a new
brand

Why the brand change?

- Limitations of Family Service Agency name
- Confusion on what FSA really is
- Expansion of services to new areas

Who are we speaking to?

- Government policymakers
- Funders and grant makers
- Other agencies and partner organizations
- Existing clients and service recipients



Who are you?



What's the essence of the organization?

How do you stand apart?

What do your programs do?



From our interviews...



“...these are evidence based programs and treatments excellently delivered, that bring real results to these people. That’s why we have all these programs under one roof...we are radicals in delivering results.”



From our interviews...



“...I just believe we’re supposed to have an impact with our work, our lives, our communities. I believe it’s about accomplishing things within the organization. I believe in the goals and getting there. We need to see how and get to that end...”



Brand Positioning



We develop highly effective social services that engage people in their own recovery, empowering them to lead the life they want.



Choosing the name



Felton Institute

Building on a powerful history...

The message: From its track record of innovation and a “science-to-service” evidence-based approach, the Felton Institute carries forward the commitment to real results of founder Kitty Felton. This name has equity in the profession, a track record of results and builds on a unique and “ownable” story.

The Unique Story

In 1906 Kitty Felton

provided social service efforts after the S.F. Earthquake...

...started the first employment agency in the U.S., first mental health counseling for the traumatized, an advocate for foster care, enabled widowed and single mothers to remain at home with their children, was responsible for finding placements for the S.F. Earthquake dispossessed, all of which she accomplished within one year. These

8 innovations became known as the "San Francisco Model"



Tagline and Descriptor

Lives transformed – *the unique essence of what the Felton Institute does for individual's lives*

Innovation in Social Services – *defines the area that Felton operates within to change lives.*

Introducing



With tagline



Lives transformed



Color Meaning



Purple combines the stability of blue and the energy of red and is considered the most balanced of colors...Purple is associated with wisdom, dignity, independence...

— **Color Wheel Pro - Color Theory in Action**

Application to FSA brand

For the Family Service Agency of San Francisco, a transition use will include the Felton brand and FSA name.

Outside San Francisco only Felton Institute will be used.



FSA

Family Service Agency of San Francisco

Applications to sub brands

The brand system includes applications to products and services that are recognized by their name and are also part of the Felton brand.



PREP

Prevention and Recovery in Early Psychosis



MCM

Motivational Care Management



BEAM

Bipolar Early Adult Management



Moving forward...



1. Development of design applications
2. Preparation of brand standards guide
3. Finalize messaging platform
4. Move forward with website design
5. Ready for brand launch in January

Communications system



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Website concept



Felton
institute

lives transformed

HOME WHO WE ARE PROGRAMS PRESSROOM RESEARCH RESULTS CONTACT

Innovation in Social Services

Founded in 1889 our mission has always been to respond to human needs with cutting edge social services and treatment that combine the best social science research with cultural sensitivity.

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Applications to services

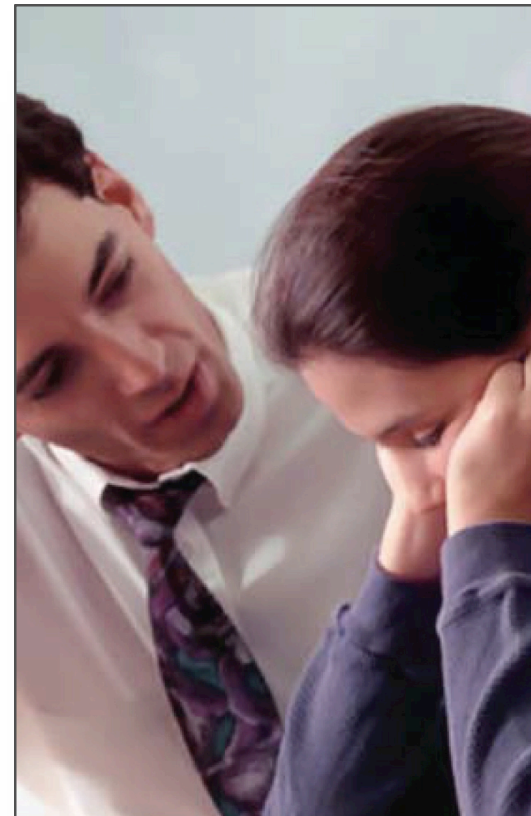


Senior Full Service Wellness Program

Offering client-focused and integrated mental health services



This is a program of the



"Is this just a teenage phase... or could it be something more?"





PREP: A New Day for Youth and Young Adults with Developing Schizophrenia

What is PREP?

Prevention & Recovery in Early Psychosis (PREP) is an early psychosis program that targets teenagers and young adults ages 15 through 24 who exhibit high risk for psychosis or who have recently started exhibited psychotic tendencies. Once clients are identified, PREP offers them a suite of cutting-edge promising and research-based best practice therapeutic modalities that work together to put the disease into remission. Until recently, schizophrenia has been regarded as the most untreatable of mental illnesses. Now, building on research and practice in Australia, Britain, and the state of Maine, a new day is dawning for the early identification and treatment of schizophrenia. A number of new treatments have been shown to dramatically improve outcomes for schizophrenia sufferers. Moreover, new diagnostic approaches make it possible to assess psychosis risk up to two years before full psychosis develops. Over the past four years, a collaboration between Family Service Agency of San Francisco and the University of California, San Francisco has brought to California a comprehensive package of evidence-based early diagnosis, treatment, and cognitive rehabilitation services for schizophrenia. Unlike older treatments—which aim primarily at palliative care—PREP aims to prevent the onset of full psychosis, and, in cases in which full psychosis has already occurred, seeks to fully remit the disease and to rehabilitate the cognitive functions damaged by the disease.



Why is PREP important?

Schizophrenia is an illness that devastates not only the life of its sufferer, but also family, friends, and the larger community. Ten percent of schizophrenics commit suicide within ten years of their first break. Overall, due to the ravages of the disease itself—homelessness, substance abuse, lack of health care, and the side effects of medication, the average lifespan of people with schizophrenia is shortened by 25 years. This makes it one of our nation’s most lethal diseases.

“Our son is off to college now. Two years ago he heard voices and was hospitalized. PREP saved his life”
Parent of PREP Graduate

Only one in five people with schizophrenia is able to hold a job. About 25% of the chronically homeless and 30% of mentally ill criminal offenders suffer from schizophrenia. Because schizophrenia is a disease that begins early and lasts a lifetime, about 7% of our nation’s hospital costs are incurred for care for people with schizophrenia.

Once a person with psychosis enters treatment, treatment received is characteristically far below even minimum standards of care. The Patient Outcomes Research Project, in a study of actual schizophrenia treatment led by Drs. Anthony Lehman of the University of Maryland and Donald Steinwachs from Johns Hopkins, found that only 29% of people with schizophrenia receive the appropriate dose of antipsychotic medication over the long-term, that overmedication is prevalent and more likely among African American consumers, and that fewer than one in 10 families receive even education and support.



Brochure concepts



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Teen Services



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social services



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