

Background

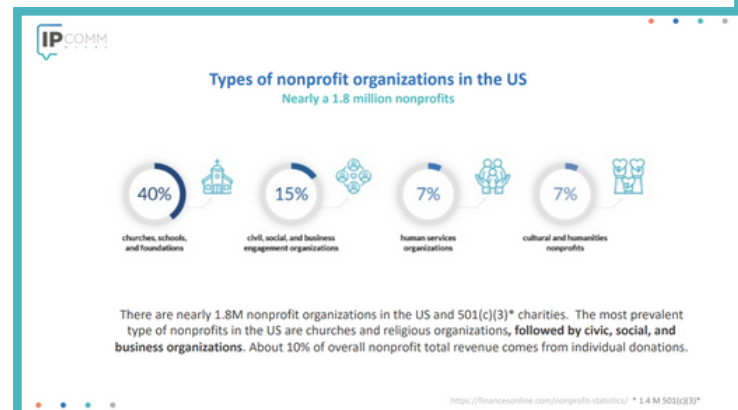
When we are born in a position of privilege, it is our duty to help those in need with what we can. No one understands this better than Heaven Has a Heart (HHH) (formerly Heartbeat of Heaven). Their mission since being founded has been to provide education and food service to impoverished communities in Zimbabwe.

HHH needed to create a brand that resembled their name and embodied their mission. When we sat down with their team to discuss their objectives, it went beyond the logo and into designing a new image in every sense of the word. Heartbeat of Heaven needed a makeover, and IPCOMM knew how to get it done.

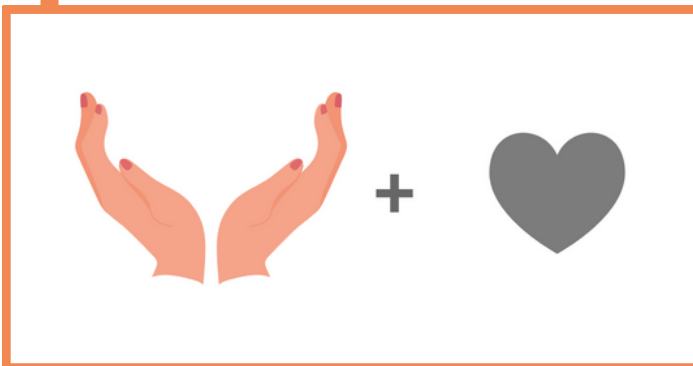
Approach

We first wanted to understand how exactly Heartbeat of Heaven was serving communities in Zimbabwe, and we found three main areas where they provide support: education, HIV/AIDS support, and international youth exchanges.

The focus of each area would be unique, and IPCOMM would design and deploy social media campaigns for each one. We conducted a market research to find out how other non-profits with similar missions were operating and what Heartbeat of Heaven could learn from them.



Solution



Any rebranding effort involves a great change in the businesses' image. For Heartbeat of Heaven, we wanted to design a modern, yet powerful logo, accompanied by messaging that resonated, captivated, and had successful Calls to Action.

From this idea, we changed the name to Heaven Has a Heart (HHH); the same idea, with a catchier name that could have a recognizable abbreviation.

Results

IHHH had a new image, a sleek logo, and a reinvention of their digital presence. This would help HHH better position itself and have a more recognizable look.

Their mission remains the same; help the underserved, empower future generations, and change the course of many lives in Africa. Now they can do it with more agility, and continue to do their good work ore efficiently.



About IPCOMM:

IPCOMM is a minority- & women-owned Communications Agency and Printing Company empowering emerging and established organizations to grow through creative, strategic, and impactful brand solutions and purpose-driven communications.