

PSA COMMERCIAL



Best Buddies Logo, created by
Keith Haring (1989)

CONCEPT

This PSA concept demonstrates and highlights the importance of Best Buddies creating friendships using the colors of their organization, and their branding, imagery that integrates with their events and what they do.

Typography plays an essential role in conveying the mission of Best Buddies. By using typography that foretells its mission, the concept effectively communicates the organization's dedication to fostering friendships and inclusivity.

The choice of music further enhances the emotional impact of the PSA. Starting with a soothing melody sets a calm and introspective tone, capturing the importance of meaningful connections. As the concept transitions into a happy tune, it conveys a sense of joy, celebration, and the positive impact that Best Buddies have on people's lives.

RESEARCH

Best Buddies is an internationally recognized non-profit organization with a mission to enhance the lives of individuals with intellectual and developmental disabilities (IDD) by fostering inclusive friendships, promoting employment opportunities, and providing leadership development. The organization was founded by Anthony Kennedy Shriver at Georgetown University in 1987 and evolved into Best Buddies International in January 1989.

The primary goal of Best Buddies is to combat social isolation and promote inclusion for individuals with IDD. Through their various programs, Best Buddies creates opportunities for people with and without disabilities to form meaningful friendships and develop a sense of belonging within their communities.

One of the core programs offered by Best Buddies is the one-to-one friendship program. This initiative pairs individuals with IDD (referred to as "Buddies") with volunteers without disabilities (referred to as "Peer Buddies"). These friendships provide a platform for mutual support, socialization, and personal growth. Best Buddies also offers programs focused on employment, leadership development, and inclusive living.

By promoting understanding, acceptance, and inclusivity, Best Buddies aims to break down barriers and eliminate the stigmas associated with intellectual and developmental disabilities. The organization's efforts have had a significant impact globally, positively impacting the lives of individuals with IDD and fostering a more inclusive society. Overall, Best Buddies plays a crucial role in promoting friendship, confidence, and community engagement for people with disabilities, championing their rights and empowering them to reach their full potential.

Organization Website: <https://www.bestbuddies.org>

SCRIPT

People around world who have mental and physical disabilities will face life alone, scared not knowing what the future holds for them.

Best Buddies organization help create bond of friendship with others that is strongest in the entire galaxy and give the confidence to confront any challenge their face with.

The program has assisted people and changed their lives, give them one of the most fantastic gift in life
FRIENDSHIP.

Help each other in times of need as they stand side by side, introducing new experiences.

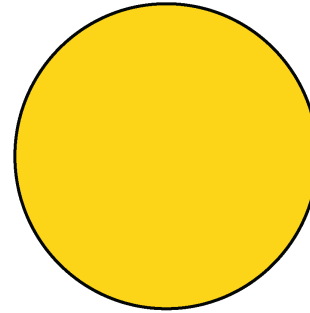
Everybody need a friend!

Please join Best Buddies to spread hope and friendship.

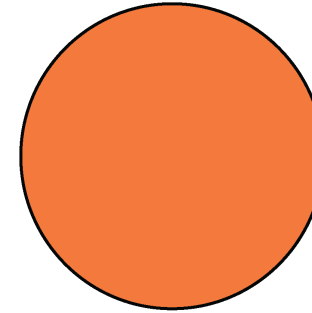
MOODBOARD



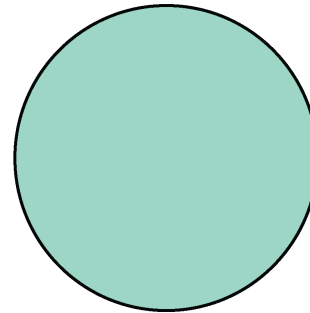
COLOR PALETTE



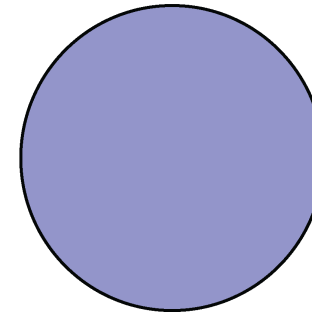
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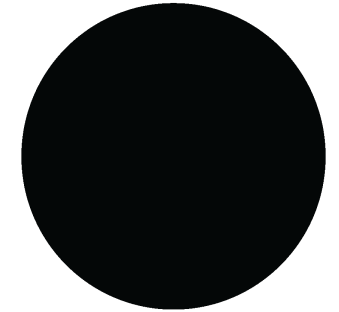
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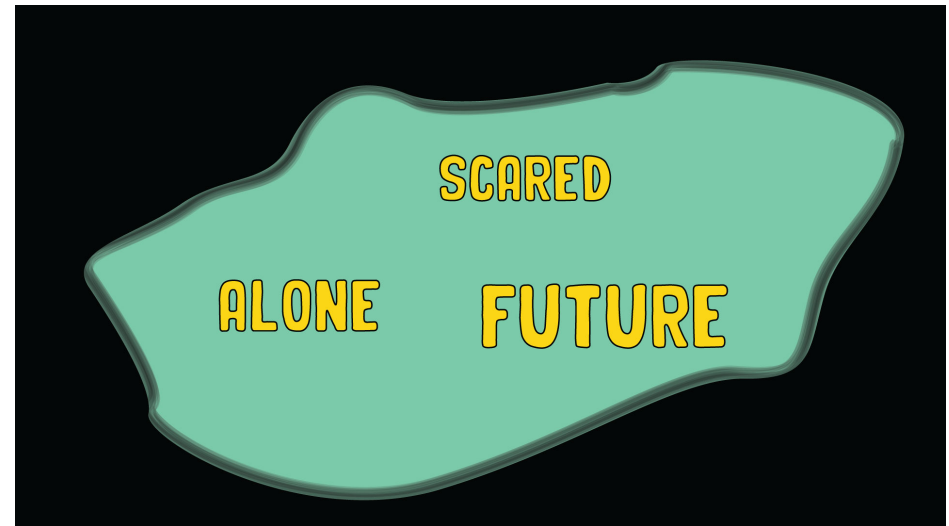
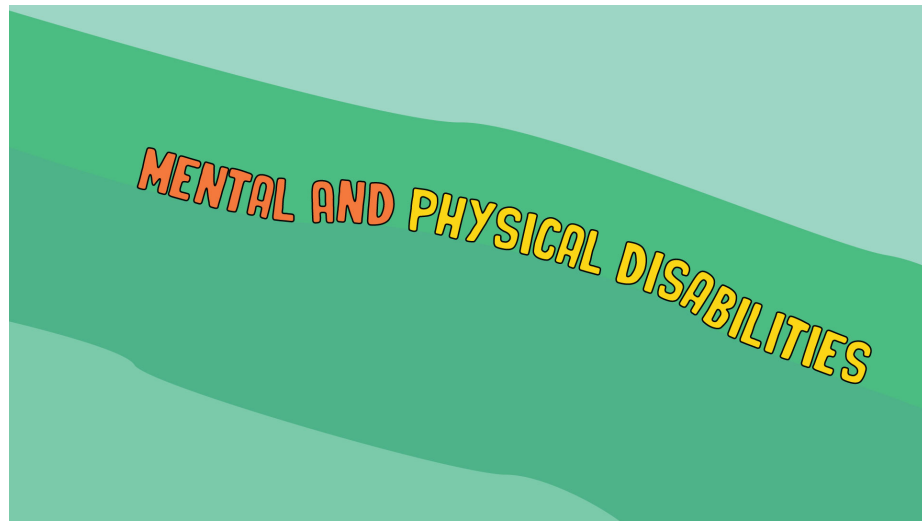
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FONT CHOICE

**FONT CHOICE:
-ORANGIC BRAND
BEST BUDDIES**

**REGULAR:
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ABDCEFGHIJKLMNOPQRSTUVWXYZ
0123456789+ -* /@#\$() []**

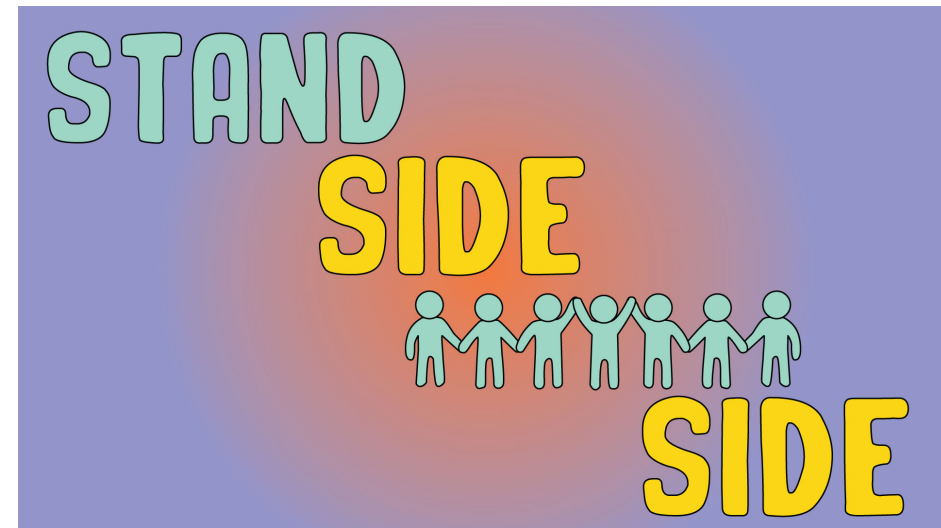
These style frames were the starting design, but I modified them as progressed through the project.



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