

Godiesssance

MEDIA PACK

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DECLARATION

All mock-ups were free to use from freepick.com and edited by Anna Skorcikova. Images and graphic elements are created by Anna Skorcikova if said differently. Bodiessance website is coded using HTML, CSS and JAVASCRIPT all done by Anna Skorcikova.

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BRAND STRATEGY

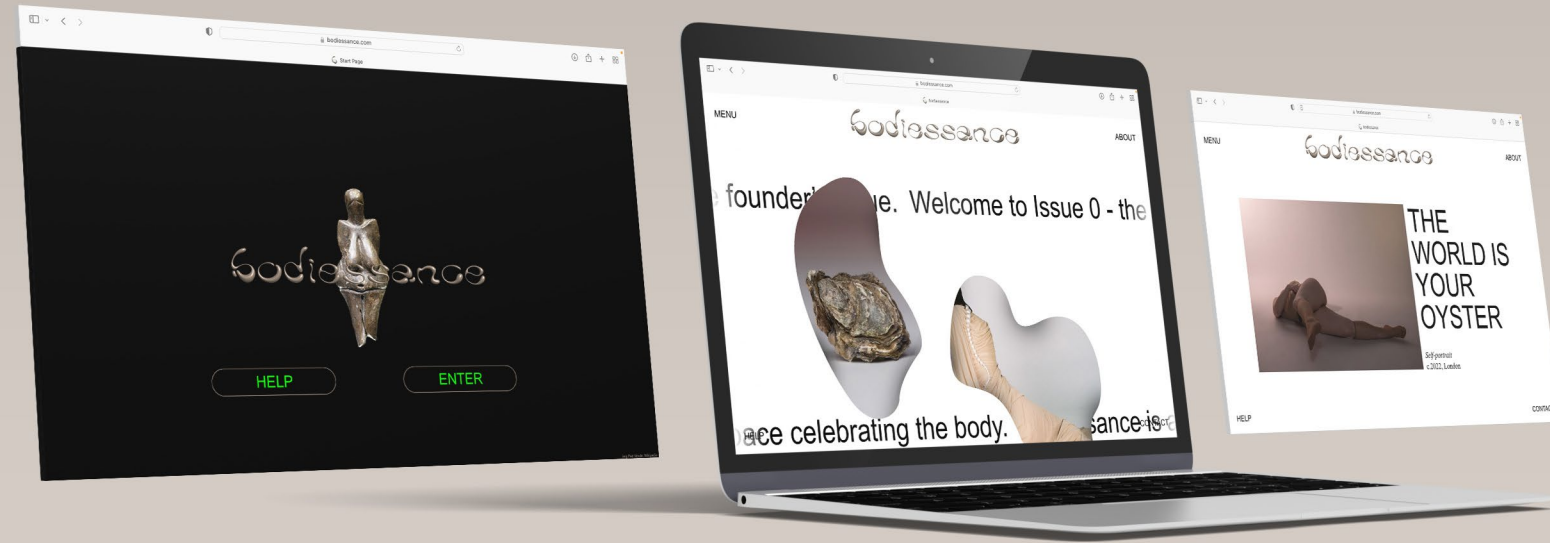
06	Introduction
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The logo for Bodiessance is a stylized, three-dimensional wordmark. The letters are formed from a dark brown, glossy material that resembles liquid or chocolate, with visible highlights and shadows that give it a tactile, sculptural quality. The letters are closely spaced and have a fluid, organic feel.

/'bɒdiz səns/

INTERSECTIONAL DIGITAL SAFE SPACE CELEBRATING THE BODY

Bodiessance is an online platform dedicated to the celebration of the body. It is an intersectional safe space for artists to share their perceptions and relationship with the body; and at the same time tries to challenge stereotypes and prejudices regarding body image. Bodiessance universe is a blend of an online magazine, a website and an online gallery, structured quarterly on different topics regarding the body.



MISSION

Bodiessance's mission is to interrupt and undermine the body image stereotypes and prejudices by creating a safe intersectional space dedicated to the celebration of the body through shared artists' perceptions and relationships with the body.

VISION

Our vision is to create a platform where each body is celebrated and everyone feels appreciated.



CHANGEMAKERS

International gen-z audience forming a global community. They stress the importance of being digitally active and tech-savvy.



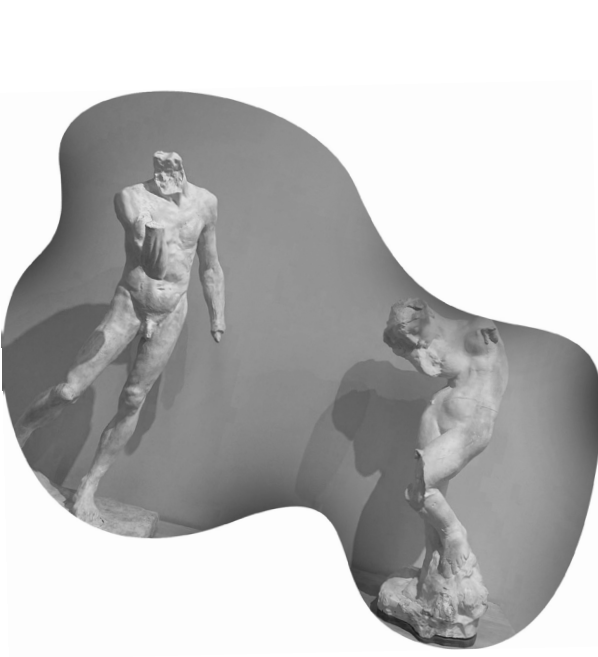
CONSCIOUS

Unique creatives constantly exploring their own identity and striving to be socially conscious and ethical.



PROGRESSIVE

A culturally aware and informed audience with the need to freely express what they believe in. They are conscious activists with body affirmative interests.



ENTHUSIASTIC

Curious aesthetes with a taste for art, body, fashion, politics and tech in both visual and written form.

Dazed Beauty

- ~ online platform
- ~ diverse global beauty community
- ~ targeting Gen-Z
- ~ special body focused category

It’s Nice That

- ~ an editorial platform spotlighting creative practitioners and projects from around the world
- ~ highlighting emerging and established creatives

Dove Self-Esteem Project

- ~ self-esteem building programmes and body confidence education to young people globally
- ~ resources includes activity guides, website articles, confidence building workshops and educational activities

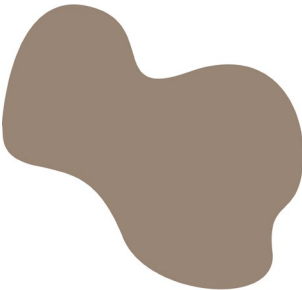
Hub of Hope

- ~ free online gateway and app for anyone struggling with any mental health concern
- ~ mental health support signposting tool
- ~ run by Chasing the Stigma, UK national mental health charity

BRAND IDENTITY

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Godiesance



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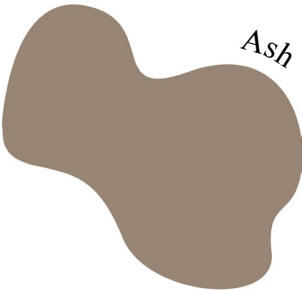
favicon

The logo was designed to be unique and distinguish itself from the rest of the platform's typography. It developed from the initial Ladi-Gross font designed Milena Leimig and 3D developed by Anna Skorcikova. The logo is mirroring the fluidity and the form of the body using neutral ash colour to reflect the platform's intersectionality.

Bodiessance’s mission was to select simple and clear fonts to be digitally inclusive and create an accessible reading experience. A contrasting combination of Arial (Sans Serif) and Times New Roman (Serif) was chosen for their web safe feature appearing the same across different browsers and devices.

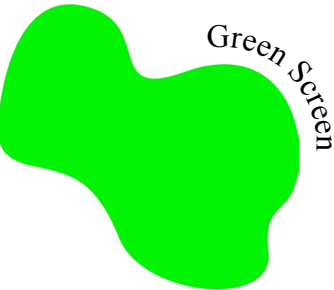
HEADLINE ARIAL
Body text Times New Roman Regular
Quote Times New Roman Italic

LOGO



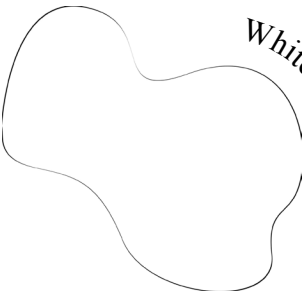
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ACCENT

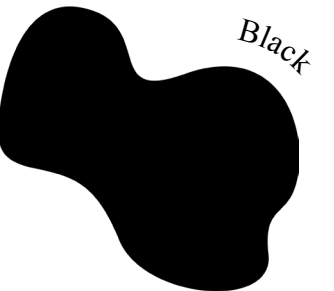


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NEUTRAL



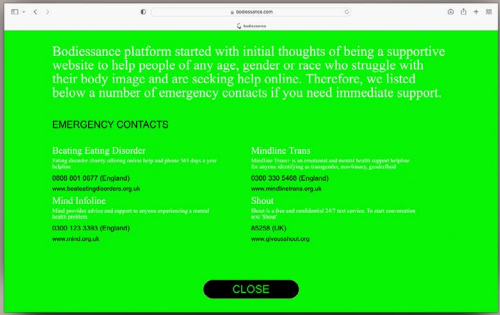
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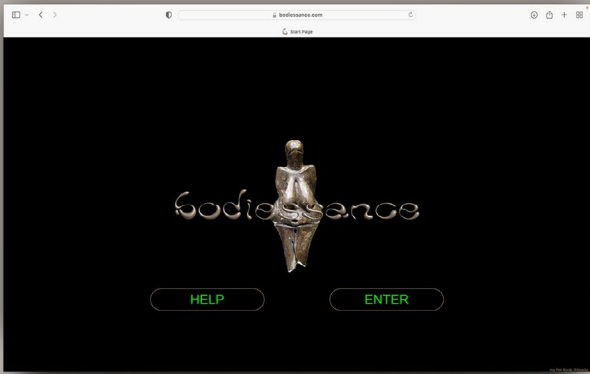
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Bodiessance wants to disturb the medical website environment by embracing a bold combination of RGB green, white and black colours. The green colour represents balance, growth and optimistic motivation for what all Bodiessance stands for. The use of the bright tone of green targets our Gen-Z audience bridging the online and offline world. As a complementary colour, the platform uses the logo’s ash neutral tone.

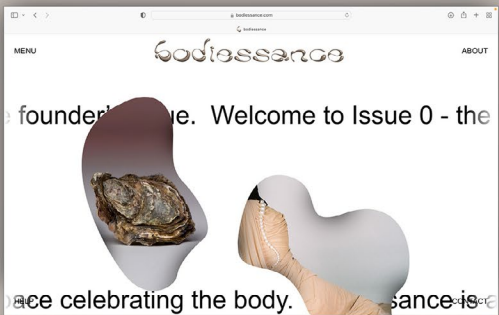
HELP



ENTRY



HOME



HELP

Bodinessance introduces a help feature accessible from every page in a form of an overlay. The aim is to offer immediate support to the users by listing a number of emergency contacts.

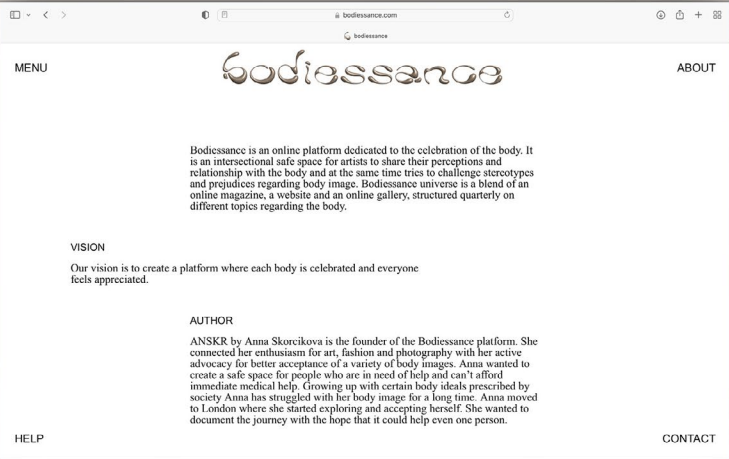
ENTRANCE

It is vital for our platform that the users feel that they are entering a Bodinessance Universe. Thus we have an entry page inspired by Y2K online games featuring a symbol of a current issue.

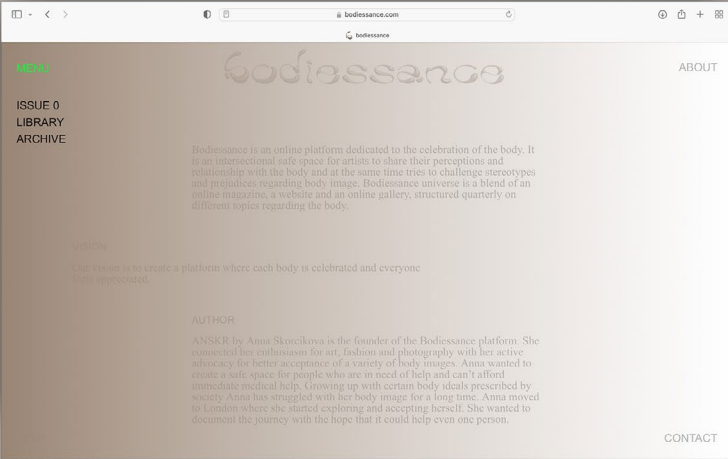
HOME

Bodinessance’s home page functions as a current issue and is quarterly updated. It features our signature blobs that lead the user to different contents of the issue. Further, it is followed by the editor-in-chief’s letter introducing the theme and content of the current issue.

NAVIGATION



MENU



NAVIGATION

Bodilessance was designed with fixed navigation consisting of Menu, Home, About, Contact and Help to be more accessible and easier to navigate. These features were evaluated as the most important for the user and the content of the website. Bodilessance’s logo was used as a responsive link to the home page for web design and branding purposes.

MENU

As the Bodilessance is a growing platform planning to have many new features in the future, the Menu is necessary for the platform to have. The menu offers links to the current Issue, Library and Archive. The design of the menu uses opacity so the users know where they currently are.

PR STRATEGY

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32	Instagram



PRESS PACK

Bodiessance needs to promote itself in order to reach more audiences and achieve the set mission to help people. We also want to establish connections and relationships with creatives, print publications and online platforms that would support our vision. With each issue, we would like to send updated press packs consisting of a press release and a current issue's press book similar to this one.

GIFTING

We value connections and supporters. Therefore, we set up our goal to send out exclusive press gifting to our keypress, VIPs and influencers to encourage them to interact with our platform and introduce them to the new issue. We are also aware of the importance of Socials visibility. Thus, we are going to try to come up with special and exciting collaborations for our gift boxes to catch the attention that will lead them to share them on their social media profiles.

ISSUE 0 x SCULPD

Our gift boxes function almost like magic boxes making the target recipient surprised. For our first-ever box introducing Issue 0, we would like to team up with Sculpd who would provide their Sculpd Clay Bag for each box. As the Issue 0's symbol is the sculpture of Venus we would like to each person create their own personal sculpture of a body from the Sculpd clay and share it on their social media. Further, their imaginative clay sculpture would be a keepsake for them to remind them of Bodilessance's Issue 0.

PRESS RELEASE

We will send out our Press Releases quarterly in advance of each issue’s launch to introduce the theme of the issue and the collaborators’ team. The only exception is our first Press Release that is sent out after the website release informing about the launch of the Bodilessance platform.

TARGET MEDIA LIST

Bodilessance has built a dedicated list of contacts and press best fitting our target audience. In the next section, we have listed vital print and digital publications, websites, charities and influencers. So far we have listed only UK based media. However, we will grow the list globally as Bodilessance is an international platform.



Dazed Beauty

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Dazed Digital

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Be Real Campaign

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Chasing the Stigma

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AnOtherMag.com

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It's Nice That

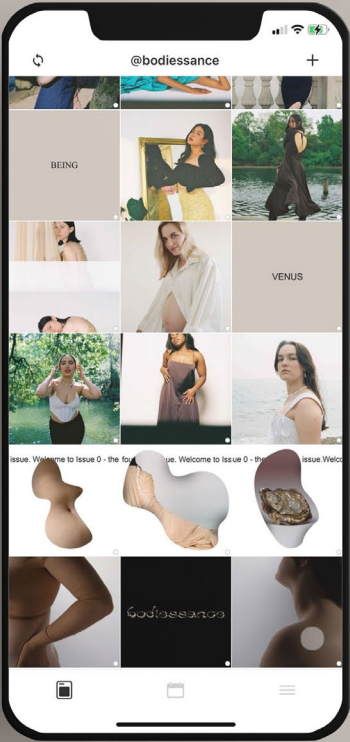
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Founder of the Fat Zine
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INSTAGRAM

We understand the power of social media and as Bodiessance Universe we want to grow our community. Not only we are using Instagram to connect with people but also we want to find new possible collaborators. Further, we want to use the social wisely and built a voice that could hopefully help.

INSTAGRAM FEED

Bodiessance’s Instagram mirrors the fluidity of the website. We don’t stick to one repeating layout but rather create a cohesive aesthetic feed following the platform’s characteristic design that allows changes throughout.

POST

We believe in simplicity and focus on being concise and informative. Our posts are compound of a maximum of two images in the carousel to easier deliver our message. As well as the captions are written in a clear authentic tone of voice with the option of using Bodiessance’s favoured emojis.

POST STRATEGY

In the beginning, we are focused to inform Instagram users about the platform and its launch. To demonstrate the tone of the platform we are also going to introduce Issue 0 the Founder’s Issue and share some of its content. In future, we want to have posts dedicated to featured artists, educational posts and posts introducing themes of the next issues.



FUTURE OPPORTUNITIES

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FUTURE ISSUES

Bodiessance is based on being structured quarterly on different topics regarding the body. Future issues are going to be mainly based on submissions. Bodiessance is also going to reach out to possible collaborations with chosen creatives with the option of creating take-over issues. Bodiessance is also open to working with brands or organisations that share Bodiessance’s mission and ethics.

SUBMISSION

Bodiessance is encouraging everyone to submit their work accepting unpublished art, still and moving images, or writing. In order to have developing an inclusive platform succeeding in its mission, we are aware of the need to showcase as many possible perceptions.

ISSUE 1

As Bodiessance originated from the founder’s enthusiasm and active advocacy for better acceptance of a variety of body images the founder is already planning the next issue. Issue 1’s theme could be one of these listed below offering the platform to grow in its set mission direction.

- ~ Hair
- ~ Nails
- ~ Legs
- ~ Dance
- ~ Breath
- ~ Nipples

ISSUE TAKEOVER

Apart from having thematic issues, we would like to create exclusive takeovers either by artists, body activists, mental health activists or charity organisations. Bodiessance’s possible dream takeover would be by the Confidence Corner, a plus-size community or by Anna Riess who is a multidisciplinary artist expressing her critiques of society through forming objects in close relationship to the human body.



MEDICAL HELP

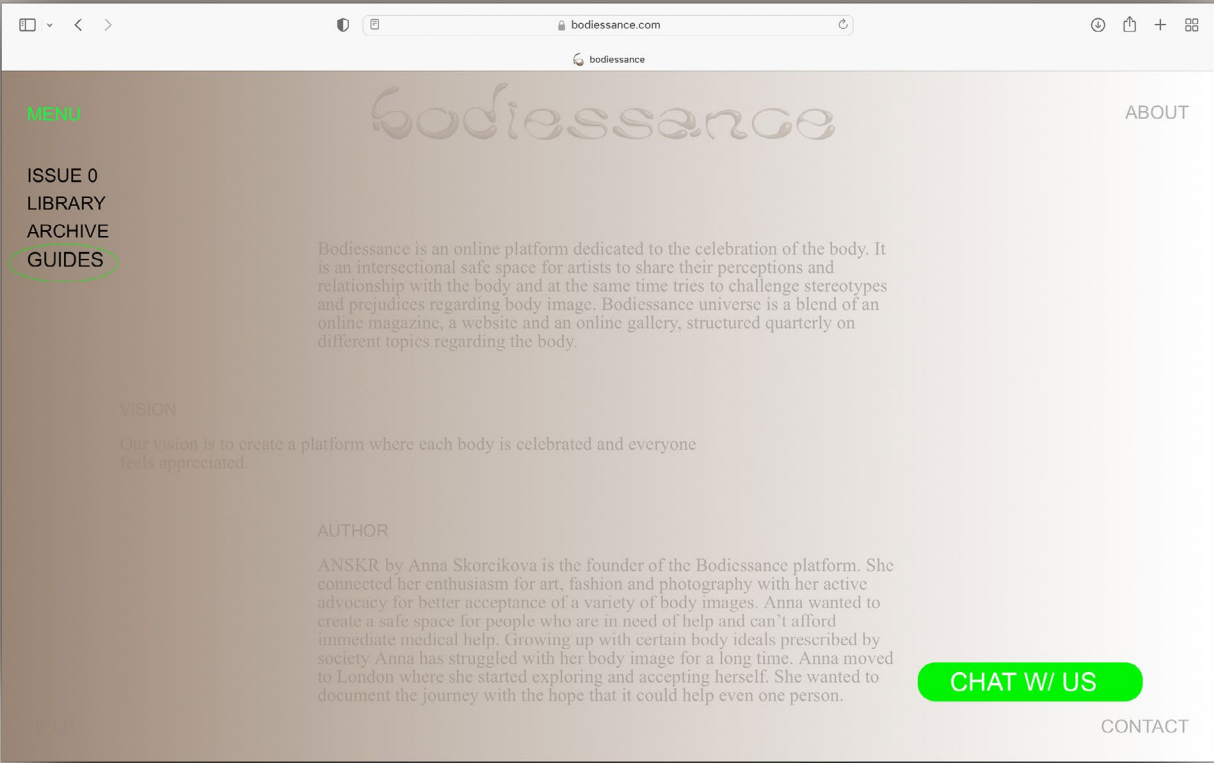
Bodiessance initially started with an aim to be also a supportive website helping people of any age, gender or race who struggle with their body image and are seeking help online. Bodiessance would like to develop its medical help features in the future. Apart from having a help button already, we would like to introduce a pop-up chat and create short helpful guides.

CHAT

Bodiessance would like to develop a chat feature on its platform that would be accessible 24 hours a day. At first, the chat would function as a gateway referring people to appropriate support websites. Later on, we would like to partner up with a non-profit organisation that could operate the answering side having a professional medical assistant working certain hours.

GUIDES

Bodiessance believes that offering a wide range of help could support at least one person. Therefore, we aspire to create short help guides featured in a Guides section in the menu that will provide helpful information for the affected users but also their close friends or family. Further, to interconnect our platform, the guides can be shared on our Instagram account through the Instagram guide feature.





COMMUNITY

Bodiessance Universe aims to be a never-ending growing community of people and creatives. Our mission is to support our users through a range of planned activities, a blog section and possible membership areas.

POP-UP EVENTS

Considering Bodiessance as a global community we would like to offer and invite our supporters to pop-up events in different cities e.g. London, Berlin, Copenhagen, Prague, New York, Toronto and many more. The events would cooperate with local businesses and non-profit organisations offering talks with health professionals, activists and artists. However, the main point of our pop-ups is for people to meet and interact.

NEWSLETTER

Bodiessance understands the potential of a newsletter that is becoming again popular among digital users. Through Bodiessance’s newsletter, we would like to inform our supporters about what is happening in the Bodiessance Universe. It could mention new website features, share useful tips from our help guides or promote each new issue and its contributors.

MEMBERSHIP

Bodiessance would like to introduce a membership area after growing a larger audience. Users could create their personal accounts and access special content but also interact with other users. The membership idea is still in the early stage and we are trying to come up with a minded conscious form of the area.

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