

# The Period Purse

**Phase 1** Redesign Research Report

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For The Period Purse

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# The Period Purse

**The organization** The Period Purse is a charity organization striving for menstrual equity and the de-stigmatization of period cycles. They provide marginalized menstruators (mainly the homeless) with free menstrual products and other hygiene necessities. They accomplish this through organizing fundraisers and volunteer drives in which people donate materials (from lingerie and clothing to chocolates and menstrual pads) and they are distributed in donated purses/bags to women in shelters. The Period Purse also aims to educate middle and high school girls on maintaining healthy menstrual cycles and conversing about periods in order to eliminate the stigma.

The Period Purse mainly operate online; receiving monetary donations online, marketing initiatives and events on Twitter or Facebook, releasing monthly newsletters and communicating with interested parties by e-mail or forms. The collection of material donations occur during 'Blitz season', held in the spring and fall, wherein donors are directed to a center accepting them. Since they are a 100% volunteer run, they can only accept physical donations during blitzes. They liaison with shelters to coordinate package distribution. The organization also hosts Menstrual Hygiene Day to rally, raise funds and bring awareness to the issues faced by the marginalized menstruators.

**The mission** The Period Purse strives to achieve menstrual equity by providing marginalized menstruators with access to free menstrual products, and to reduce the stigma surrounding periods through public education and advocacy.

Today, The Period Purse is an official volunteer-run non-profit organization that supports hundreds of local menstruators living in Toronto shelters. They aim to spread their chapters all across Canada, having multiple smaller groups working towards organizing their own drives.

**The vision** For all menstruators to experience healthy periods with dignity.

**Tagline** Dignity. Education. Menstrual Health for All.  
Kindness, giving, love, community, dignity, educate

## The backstory

In 2017, Jana Girdauskas launched The Period Purse after encountering a person experiencing homelessness while driving. Without any items to give, Jana began questioning what this individual would do during menstruation. Jana was compelled to fill one purse with menstrual products and other wellness items. She planned to keep the pack in her car for a person in need. With everything to fill the purse at home, Jana was just missing the physical bag. So, she asked a local Facebook group if anyone had a spare “period purse” to share. Within a month, Jana received 350 purses filled with donated product.

## The market

The Period Purse is a non-profit organization and aims to stay that way. Thus, what they are ‘competing’ for with other similar non-profit organizations are donations and support. Additionally, they are attempting to inspire support for their cause so they are fighting against social perception. They are relatively new in the market, having been established only in 2017 and recently registered. At the moment, they are in the process of getting a charitable status and therefore, cannot provide tax receipts for cash donations. They have 13 chapters at the moment across Ontario. They are ‘competing’ with other similar non-profit organizations for donations. Compared to other organizations in this stream, The Period Purse is composed of local initiatives that primarily aims to distribute to those in shelters in Canada. They organize drives and distribute to centers within their chapter communities. Other organizations may aim globally, targeting third world countries.



### THE PERIOD PURSE DONATIONS 2019

#### What we accept:

- tampons & pads
- menstrual cups
- cloth pads
- washcloths
- large purses, bags, totes, backpacks
- new underwear
- new socks
- bar soap, wipes
- hats, scarves, gloves
- chocolate or granola bars



List of accepted materials at  
The Period Purse found on  
their website,  
[www.theperiodpurse.com](http://www.theperiodpurse.com)

# The Identity

## The logo

The Period Purse mainly uses a combination logo, using both a pictorial symbol of a purse and their name, The Period Purse, in a cursive font. There is a red dot that acts as the clasp on the purse and takes place of the letter O in the word Period on the wordmark. The dot symbolizes both the menstrual cycle and the term 'period'. The pictorial is set against a faded blue circle. The purse itself is polygonal with a rounded handle and what seems to be a reflective pattern for its closing flap. Although the style is flat, highlights are shown on the purse and the red dot. The text is slightly raised against a white background, with hints of a drop shadow.

The a secondary, mainly textual logo utilizes a slightly condensed version of the font used in the logo and the purse is seen hanging off the decorative terminal of the stem of the letter T. There is a circular shadow at the base of the purse.

## The colors

The Period Purse's main colour is a light skyblue, a colour reminiscent of the sky. It is commonly associated with the concept of openness and communication. There are different tones of this blue and other hues used as part of the shimmering purse design. A dark grey is used for the outline. The red is used as an accent and represents the color of blood.

The same colours are used in the Period Purse website with the exception of the red which was changed to a fuschia colour.



6eccba



c9e2de



596059



d12323



d41247



Official website logo



Twitter logo



Horizontal logo

## Brand critique

Technically, the pictorial logo is not consistent in terms of stroke width and colour. The faded blue circle backdrop is too similar in hue to the purse itself; the shape is lost when zoomed out. There are breaks between the cursive letters due to the curved path and poor kerning of the text. Although the cursive adds a feminine tone, it is nearly illegible in smaller applications. The detailing of the purse is lost and the flap is indistinguishable. What makes their organization unique is the purse aspect, thus it is important to differentiate and highlight it.

The typeface is inconsistent; the one employed on the logo, wordmark and website are all different. The wordmark text is condensed and stretched. The circular shadow used is also useless; it doesn't cover the entire wordmark nor is it accurately shadowing the purse. Perusing some of the Facebook posts on their official account, it seems a transparent version is not available making for an obviously amateur image.

## The application

The brand is not extensively used outside of digital environments. The pictorial logo is employed on their website, Twitter, and Facebook. Additionally, it is seen on digital posters of events that they're hosting which are posted and shared through their social media platforms. Recently, they've delved into small table signage.

## The culture

Impact, Empowerment, Dignity, Education, Kindness, Enthusiasm, Community.

The company wants to bring forth a very warm and accepting image, reflecting its goal of acceptance. Their strong use of blue is a sign of communication and the bubbly cursive font gives a more approachable look. All of their imagery use rounded corners. It's tone is 'home-grown, family oriented and feminine'. This encourages people to empathize with the cause. They express their open-mindedness by using multiple icons of different female hygiene products, representing different preferences. The Period Purse uses a friendlier approach, emphasizing community and empathy. Their identity is cupcake-like, targeted more to girls than women. Thumbnails used on their Facebook event pages feature women calmly posed, happy and clutching purses.

As a non-profit organization, they need to come across as trustworthy and worthwhile. Since people are donating for utility, they need to know or be reassured that their donations or contributions are used, meaningful and treated properly.



Dignity. Education.  
Menstrual Health for All.



**18,981**  
Healthy  
Periods Given



**7**  
Schools  
Educated

The Period Purse strives to achieve menstrual equity and reduce the stigma surrounding periods.



**Kindness**  
giving, love, community,  
dignity, educate

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[Get Involved](#)  
[Events](#)  
[Locations](#)  
[News](#)  
[Contact](#)



# Competitive Analysis

## Helping Hearts & Handbags

A non-profit taking a more elegant approach to the issue of women homelessness and female hygiene. The overall tone of the website is softer and very feminine, but not the fun and friendly tone utilized by The Period Purse. The website is laid out like a written letter with quotes from Mother Teresa and sparse pictures. Everything is in serif, giving a very classic impression; this might be expected from an initiative that had its sprouts as a book club. One might not realize the site is meant for donations to a non-profit organization. Their physical donation bin is similarly simple with only their logo displayed. The logo is a flat pink purse with hearts on it, floating between cupped hands. This organization is much smaller in terms of range and success, however, this means that they can be much more personalized with their donations. They do not reveal how much they've donated or the scope of their work.

## I Support the Girls

Through an international network of Affiliates, I Support the Girls collects and distributes essential items, including bras, underwear, and menstrual hygiene products, allowing women experiencing homelessness, impoverishment, or distress to stand tall with dignity. ISTG's rapid growth, especially internationally, was a result of the rapid number of affiliates established worldwide and corporate partners; Founder Dana had a job that put her in touch with Fortune 500 companies. Taking from their start-up story, their logo is an abstraction of a bra in two colours that is also an S and a backwards G. They have a more corporate style website, reflecting the support from corporate companies. They hold much more text in comparison to the others.

## The Pad Project

The Pad Project is a more aggressive, take-action approach to the problem of period poverty. Netflix documentary titled "Period. End of Sentence." follows girls witnessing the installation of a machine that produces affordable, biodegradable pads and their eventual decision to work on the machine. The goal of The Pad Project is to build more of these machines in more third world neighbourhoods, providing pads for girls and kickstarting microeconomies. Their approach focuses on highlighting that girls may not ever return to school due to their periods. The logo isn't seen in many instances; their website utilizes a condensed sans-serif, all capitalized, in white with the word pad in red. The Pad Project branch in California uses a grunge variation.



Helping Hearts & Handbags  
Source: [www.helpingheartsandhandbags.com](http://www.helpingheartsandhandbags.com)



### THE STORY OF HELPING HEARTS & HANDBAGS, INC.

As a frequent visitor to large cities, I often felt terribly saddened and overwhelmed by the number of homeless women I would see on the crowded, dirty, and busy city streets. I would think to myself "What happened to you? What is your story?" But like many of us, my life was hectic and busy working full-time and raising a family, so the best I did was hand over a few dollars or buy a meal. It just never felt like enough though, especially since there seemed to be so much suffering on the streets.

And then one day I read a simple quote by one of the most compassionate women to ever walk this earth...



I Support the Girls  
[isupportthegirls.org](http://isupportthegirls.org)



#### About ISTG



Ira Fairy // 60 Second Docs  
Posted by 60 Second Docs  
1,940,370 Views

Our Mission: Through an international network of Affiliates, I Support the Girls collects and distributes essential items, including bras, underwear, and menstrual hygiene products, allowing women experiencing homelessness, impoverishment, or distress to stand tall with dignity.

**A woman shouldn't have to choose between feeding herself and her personal health. Every woman should have the ability to maintain her dignity.**

Around the globe we're helping girls and women experiencing homelessness, victims of domestic violence, victims of sex trafficking, refugees and evacuees affected by natural disasters. [Here's how we're restoring dignity to hundreds of thousands of women](#)

#### The Stats



The Pad Project,  
California Facebook Picture

## THE PAD PROJECT



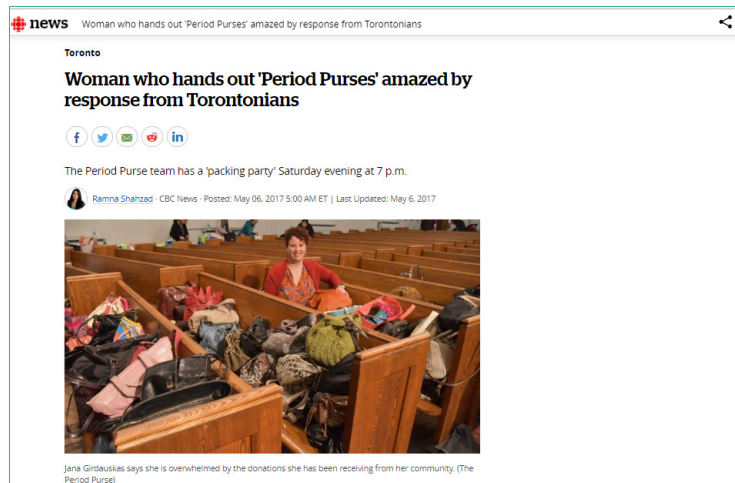
A PERIOD SHOULD END A SENTENCE,  
NOT A GIRL'S EDUCATION.

For press inquiries about viewing the documentary, "PERIOD. END OF SENTENCE," please contact: [AshleyM@dishcommunications.com](mailto:AshleyM@dishcommunications.com)



The Pad Project  
[thepadproject.org](http://thepadproject.org)





CBC News article,  
<https://www.cbc.ca/news/canada/toronto/period-purses-1.4101642>

## Audience

### The intended

The Period Purse deals with two types of clients: the donator and the receiver. The goal for the Period Purse is to receive support (monetary, voluntary or otherwise) in providing female hygiene products and other items to the 'marginalized menstruators' (the receiver). Thus, it needs to reach out to the people who will provide the funds and the ones who will receive the products. This demographic can range from young adult to older women. According to the Homeless Hub, females take up 50% of the under 16 homeless population and 36% of the age-group 16-24. Those interested in this organization would be those who have spare purses to spare as well. Therefore, the target market (for donators) is majorly females who can empathize with the difficulties of lacking materials for periods or who want to change the stigma and who have access to the donated materials. This can also mean transgender women and men. Although this does not mean that males should not be targeted, it is more likely aimed for women (those around 14 years old, which is when girls get their periods, and up). A secondary point of contact are the girls in schools from their education program who would be taught about healthy periods, the reproductive cycle, etc. This is met through organizing talks and providing materials to engage with students.

### The reception

Generally, there is positive reviews from the public with lots of support for The Period Purse. Despite this support, there is still much struggle regarding the negative public reception about periods themselves (though this has slowly been shifting). Also, there are sentiments wondering why donations for such products is taking priority over donations for food etc.

## Brand Challenges

1. Consistency in branding (between logo, wordmark, and website)
2. Visual identity requires polishing and upgrade; looks amateur
3. Clashing typography within the website
4. Giving the impression of friendly and trustworthy yet responsible and organized
5. Lack of volunteers and monetary funding
6. Little presence outside of the digital environment to spur donation interest
7. Support from corporations, institutions etc

### Potential expansion

As mentioned, the branding is mainly done digitally. However, there are many instances in which the organization comes into physical contact with their intended audience. I propose that a focus on physical branding is required, mainly because the recipients of the packages will more likely than not have digital access. By exposing the Period Purse identity in more tangible ways, marginalized menstruators will be able to recognize helpful services better. According to their website, The Period Purse enclose a small card of encouragement within their packages. I believe these should also have some semblance of the organization's identity as well as information on how their services will continually be accessible to the recipients.

The Period Purse are unable to handle donations outside of their acceptance period, which is an unfortunate circumstance. To bolster the reception during this 'blitz' period, there should be printed flyers containing donation instructions and accepted materials. Alternative are having sealed drop-off boxes stationed at malls or large retailers such as Wal-Mart. Then, once a month or during distribution, volunteers can pick up any donations. A physical reminder of somewhere to donate would be effective in encouraging action from donators; they would know where to go should the thought cross their minds to contribute. Signage and donation boxes (similar to those of the SickKids foundation) placed at stores that sell female hygiene products are ideal. As customers buy their own products, they will see the suggestion of purchasing another box for donation immediately.

To even further their digital reach, they could post Google Ads around well known purse stores such as Kate Spade, Michael Kors etc. Thus, women who are browsing these stores for new purses will know what they can do with their old ones.