



CASE STUDY/2021

Family Focus

REBRANDING CAMPAIGN

The merging of two strong and impactful nonprofit agencies, Family Focus and Chicago Child Care Society, warranted a sensitive and strategic communications and rebranding campaign. To accomplish this, we initiated a multitiered, collaborative approach to include a thoughtful rebranding strategy and communications plan to target key audiences.

OVERVIEW

APPROACH

HOW WE GOT STARTED

Surveying | Our team sent a survey to key stakeholders to gauge how they see the new brand, how they want others to see it, and what makes them proud to be a part of the Family Focus team.

Ideation | We then conducted a visioning session with decision makers to outline the strengths, challenges, and impacts of the merger.

CREATING A NEW LOOK

1 Concepts

Once the new brand was defined, our creative team developed colors, typography, and shapes for client review. We created a number of concepts and, during three rounds of reviews, worked with Family Focus to hone the concepts until we reached the one that matched the team’s vision.



FAMILY FOCUS

FAMILY  FOCUS

ACTIVATING THE REBRANDING

Kickoff & Onboarding

We gathered key client contacts to determine the processes and details needed to ensure smooth and successful collaboration.

Collateral Review

We reviewed the existing collateral to evaluate brand usage and confirm which assets needed to be updated.

Research

We analyzed data relative to the foundation to understand the current nonprofit trends and landscape.



2 Production

With the logo concept approved, we prepared all assets for production.

3 Delivery

The creative team then provided various file types (.eps, .jpg, .png) and an electronic brand guide to the client.