Case Study

ATHENA COMMUNICATIONS

Project Overview

Athena Communications partnered with BDC Strategy Group to elevate its digital outreach through visual storytelling. The primary deliverables for this engagement were customized visual design assets for Athena Communications' newsletters and social media communications. All intended to enhance the professionalism and visual consistency of Athena's Communications while providing flexibility for ongoing internal updates.

Services Provided

- Newsletter Design
- Social Media Graphic Design
- Project Management

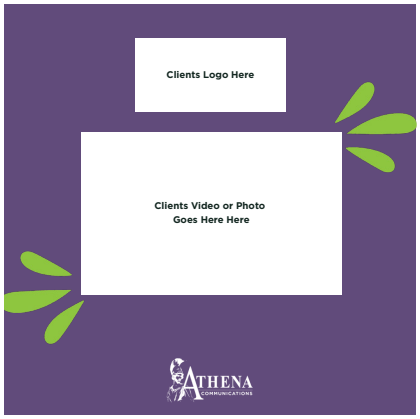
Our Approach

Our design philosophy for Athena Communications centered around accessibility, adaptability, and alignment. Recognizing that the Athena team needed assets they could update and deploy quickly, we built all visuals in Canva with a clean, modern aesthetic and organized template system. BDC Strategy Group worked closely with Athena Communications to define content priorities (headers, section tags, CTAs), assess layout constraints within Mailchimp, and explore creative design directions rooted in Athena Communications' brand tone: confident, progressive, and community-centered.

Examples







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Project Goals & Objectives

- **Elevate Visual Identity**: Refresh Athena Communications digital presentation through refined design, aligned with the organization's values and mission
- **Streamline Communication Tools**: Provide re-usable, editable templates in Canva that reduce design lift for internal teams
- **Drive Engagement**: Create compelling visual assets that increase newsletter open and click-through rates, and resonate across social media platforms
- **Maintain Technical Accuracy**: Ensure designs conformed to Mailchimp specs (headers, image sizing, button placement) for seamless campaign deployment
- **Support Messaging Consistency**: Reflect campaign themes such as "Transforming Communities" with visuals that reinforce and amplify messaging
- **Layered Usability**: Designs delivered with and without clickable icons, accommodating both aesthetic preference and platform functionality
- **Social Shareability**: Creation of square-format images that can be posted on Instagram, LinkedIn, and Facebook for campaign amplification

Assets Delivered

- Mailchimp Header and Footed Graphics
- Mailchimp Section Headers (2)
- Newsletter Call-to-Action Buttons (with and without social icons)
- Social Media Templates with Canva compatibility (10)

Examples





