



Case Study: Red Thinking

Client: Volunteer Fairfax

The Challenge

In terms of messaging, first, the client must speak to several diverse audiences and explain their services in a succinct way that appeals to those audiences. They must also find a way to easily let people know that they're more than a volunteer match service, although that is one component of what they do. Finally, they have the name Volunteer Fairfax, but their service and impact areas extend beyond Fairfax County. They can't change their name, but struggle with how to let people know they serve a broader area.

The Fix

First we tackled the messaging. We spoke with the client about their core mission and how they serve each of their audiences. Then we found action phrases that described the value Volunteer Fairfax offers. By doing so, we were able to craft simple sentences that describe the value of working with Volunteer Fairfax.

The Volunteer Fairfax also felt their logo was dated. The client wanted a way to refresh it that would also help with the notion of serving a larger geographic area.

The client felt their site was too difficult to use and very dated. It didn't reflect what the organization has to offer, and it was very difficult for staff to update. They need something fresh and current, visually interesting, and something that they can easily maintain.



What could you do in 24 hours?

Discover your potential, visit www.createathon.org

New Logo Design

For the logo, we refreshed the typeface to use a more modern, cleaner font and to emphasize Volunteer in the name. We kept their iconic “man” because that symbol has become identified with the organization. By putting him in a circle, though, we added a little more life and vitality to him, and provided the organization with an icon that can be used alone in branding. This logo refresh provides a versatile identity that will serve them well in many applications

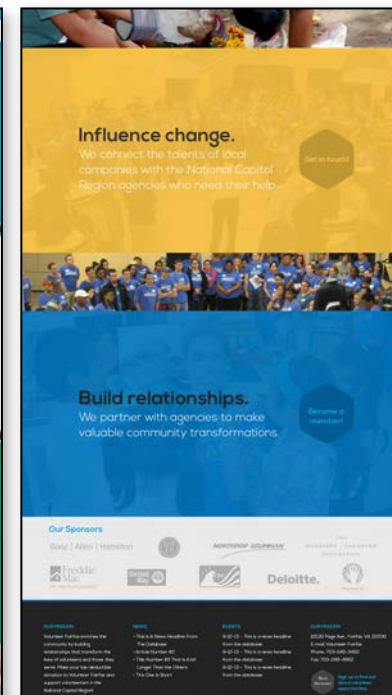




CreateAthon®

New Website Design

Then we translated the messaging and logo into an engaging website that would tell the viewer a story. First and foremost, it would be easy to navigate with the functions people are most often looking for easy to find. But it is also appealing to someone new to the organization. Very quickly, they can get a feel for what Volunteer Fairfax is all about, and can easily navigate through the site to find more information and take action. The result is messaging and a visual presence that are more modern and more reflective of the organization.



What could you do in 24 hours?

Discover your potential, visit www.createathon.org