

CASE STUDY

COMMON GROUND

Youth Logo Development Program



Client Situation:

Establish and identify the successful youth education and development programs at Common Ground, the Cindy Nord Center for Renewal.

Tactics:

Input from youth program leadership at the Center, tours and review of event and activity logs served as a basis for development of logos for the special youth programs. The logo distinguishes the Common Ground programs from other youth related groups, and from other programs at the Center that are tailored for adult or professional audiences.

Results:

This consistent, award winning program logo is now used on all youth program materials.

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