

The CattleLogos[®] Method: Case Study

NON-PROFIT ORGANIZATION

Client

Circle of Life

The mission of the Circle of Life Children's Center, Inc., is to provide a comprehensive program of palliative care and hospice for children with life-limiting illnesses.



The Brand

Circle of Life needed a brand that projected an image appropriate for a sensitive subject and a branding system that addressed issues of cost and usability. The organization wanted a brand that projected a warm, life-affirming, welcoming, caring, sensitive and professional organization, open to every qualified child.

CattleLogos Solution

CattleLogos sat down with the Director and looked at numerous logos from a variety of organizations that were similar in nature — Hospitals, Charities, Hospice Care, Pharmaceuticals, etc. We agreed on a simple symbol that projected emotion, and letters that captured a child's hopeful tone or style.

CattleLogos created a set of templates to be used with Microsoft Office that included embedded brand elements — logo, colors, and graphics — in simple layouts. These were easy to use and allowed them to hold costs down in the creation of all materials. Non-experts could create professional looking documents from their desktop programs. Written instructions were included along with a training session.

Result

- ★ Easy to use templates.
- ★ Professional looking brochure and presentations.
- ★ Fund raising success and kudos from Board members.

"Cattlelogos met the challenge well, ... we could not be more pleased with the professional quality of the staff who understood our needs, embraced our cause and presented us to the world in such a quietly distinctive manner." — Norma Millison, Executive Director

"Our fund-raising is doing very well, we attribute much of this to the professional look of our materials." — Jeff Brunin, Board Member

