

Original Client Name: COBRA | Central Oregon Battering and Rape Alliance

Original Client Tagline: None

New Client Name: Saving Grace

New Client Tagline: Imagine Life Without Violence.

BEFORE



AFTER



Challenge: COBRA has been around for just over 30 years. They are a very well-known service organization. However, brand confusion and misunderstandings about the nature of the organization were significant problems. Being associated with a venomous snake or transitional insurance coverage was not how they wanted to be referenced. Back in the 70's, awareness needed to be raised for battering and rape, but the words carry a very negative connotation. We felt with the progression of awareness over the past 30 years, we could portray a more positive message. We wanted an uplifting message and feeling when hearing/saying the name. We wanted "hope" to resonate with all audiences, whether it was the victims, grantors, community partners, health care professionals, donors, volunteers or the private citizens.

Solution: Due to the saturation of images with stylized people reaching or leaping to the stars, we realized that to be truly original, we needed to go to levels beyond the obvious toward an abstract emotive symbol to stand out and strongly position the organization. After much discussion by board and staff between two chosen favorites, a decision was reached. The chosen solution is a metaphorical, abstract symbol that gracefully communicates the idea of a clipped bird wing, newly restored. The symbol speaks to the ideas of transformation, growth, and empowerment. Uppercase originally drawn letterforms communicate strength, establishment, trustworthiness and legitimacy. The name was captured from a statement by a former victim, that COBRA had "been my saving grace." The tagline, created by Sublime, was chosen early in the process and remained the favorite option throughout.

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