

Original Client Name: COPS | Central Oregon Partnership

Original Client Tagline: Breaking Cycles of Poverty

New Client Name: Partnership to End Poverty

New Client Tagline: Growing Lives, Together.

BEFORE



AFTER



**Challenge:** COP had history of a dysfunctional Board, a business plan that didn't work and negative PR that necessitated immediate attention. The new self-appointed Board and new staff team presented a great opportunity to re-brand. With just six employees, they need to leverage and create partnerships. Need succinct explanation here of what PEP does, as an organization.

*Target audience:* Aligning with organizations and businesses providing means for economic development, housing, education and other services for the less fortunate.

*Threefold focus:* Economic engines, housing preservation, and health care (VIM, etc). Basically marketing themselves to Agencies, both in the private and business sectors.

*Three targets:* Business, non-profit, government.

If they can improve a client's earning capacity, they can help make them more self-sufficient.

**Solution:** Part of the amazing USP of the Partnership is its model to leverage dollars to maximize the end result and support other non-profits, therefore initiating far-reaching programs. The logo for Partnership to End Poverty (PEP) utilizes a cluster of three ripples to symbolize the unique, ever-expanding nature of the organization's benefit to non-profits and end-recipients. PEP, represented by the smallest ripple, joins with a larger second ripple, representing the actual non-profit, which in turn enjoins the third and largest, outwardly-expanding ripple, which represents the recipients of the aide—those actually suffering from poverty. Both typography and color choices were influenced by the desire to communicate strength, legitimacy, and trustworthiness.

**Reference Contact:**

JIM SCHELL

Executive Director

phone: 541 504-1389

email: jim@partnershiptoendpoverty.org

WENDY SCHECHTER

Regional Systems Coordinator

phone: 541 504-1389

email: wendy@partnershiptoendpoverty.org

521 SW 6th Street, Suite #101  
Redmond, Oregon 97756

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