

Client Name: Opportunity Foundation of Central Oregon

Client Tagline: Supporting Possibilities, not Disabilities.

BEFORE



AFTER



Challenge: The Opportunity Foundation of Central Oregon has been a critical non-profit in the area for over 40 years, yet, very few Central Oregon residents know what they are, what they do and why they are here. Their previous brand had no roots or meaning to anyone in the organization and did not resonate with the public. The Foundation was not on the radar screen of potential donors, volunteers or supporters and had very little presence in Bend.

Solution: We became passionate about this client for many reasons. They offer amazing services to adults with disabilities and to their families. We began with a discovery phase where we learned the facets of this “gem” of an organization. We then developed the project summary document which is our “filter” for all branding and positioning questions, and ultimately for the new brand management. We selected the “richest, emotionally charged” adjectives that fit the goals of the organization and begin the creative process.

The symbol that was decided upon utilizes repeating crescent arcs to represent outward growth and strength. The nested, interlocking relationship between each of the arcs suggest nurturing, protection, and cooperation, while the shift from blue to green symbolized transition. Blue was chosen for its serenity as well as its positive, hopeful association. The typeface was chosen for its rounded, friendly forms as well as its easy readability.

A lesson learned from the re-branding of the Opportunity Foundation was to make sure all of the relevant stakeholders are present from the beginning. We had a challenge half-way into the project where the Foundation brought a second board into the process, which meant that we had to revisit a lot of the first steps with them.

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