



Branding Portfolio

DEADLY BY DESIGN

CEASEFIREPA EDUCATION FUND

CeaseFirePA Education Fund wanted to develop a new campaign featuring video interviews with victims of gun violence to connect their tragedies to the policy failures that made them possible. Using the parent organization branding guidance as a foundation determined colors and a bold style. The logo combines the official keystone motif with the faces of the citizens placed at risk, suggesting the conversation to be had.



STOP HIDING HATE

ANTI DEFAMATION LEAGUE

Stop Hiding Hate is ADL's campaign to pass legislation to require big social media companies to publish clear, understandable transparency reports. The branding for the campaign had to fall within the parent brand's identity yet demonstrate the unique direction of the campaign. The client chose the phone screen framing with a bold word mark incorporating the organization's diagonal element to show their relationship.

Social Media example



SFFI

YALE UNIVERSITY

Branding developed for a collaboration between the Yale School of the Environment, the U.S. Forest Service, and the Center for Nonprofit Strategies, aimed at gaining and disseminating comprehensive knowledge about family forest owners throughout the United States. Logo features an original graphic representation of a family immersed in a forest setting and a specific green tied to the forestry community.



Sustaining Family Forests Initiative



JOIN FOR JUSTICE

The Jewish Organizing Institute and Network for Justice (JOIN for Justice), is a national organization dedicated to training, supporting, and connecting Jewish organizers and their communities. Their rebrand marries the traditional symbol of the pomegranate with their acronym and full name. The modular logo mark allows for the full name to be dropped and the organization can easily be identified by the central graphic by itself. A sub-brand template was developed to include initiatives and events.

Social Media example



APEP

THE ASPEN INSTITUTE

The Advocacy Planning and Evaluation Program needed its own identity within the constellation of Aspen Institute initiatives to brand their expanding outreach and offerings. While the parameters were set by institutional branding rules we were able to highlight the program's innovative approach and diverse nature.

Other Program Logos



SOCIAL TRANSFORMATION PROJECT

STP co-founder and Executive Director Jodie Tonita approached us at the inception of this innovative organization in 2013 to help develop its look and voice. Their flexible brand mark served them well as the organization grew and changed. Although the organization sunsetted last year the bold, smart, and professional logo still resonates.



SOCIAL TRANSFORMATION PROJECT

42 COMMS

SHAYNA ENGLIN

42 Comms is a woman-owned boutique advisory firm led by Shayna Englin which derives its quirky name from The Hitchhiker's Guide to the Galaxy. For branding however, a more sophisticated appearance was chosen to reflect the expertise and style of its founder.



WEB FIRST LOGOS

CONFLICT TRANSFORMATION FUND

CONFLICT TRANSFORMATION FUND

This cutting edge grantmaking organization centers on its informational website. The logo created plays with the medium and the meaning of transformation with a transparent, and therefore ever changing text treatment.

[visit website ›](#)

TOOLS FOR ENGAGING LANDOWNERS EFFECTIVELY

TELE

Tools for Engaging Landowners Effectively began as an interactive online communications planning wizard interface for forestry professionals. As the program grew it was clear they needed their own brand. From the website to outreach materials the simple and versatile word mark filled the bill.

[visit website ›](#)

