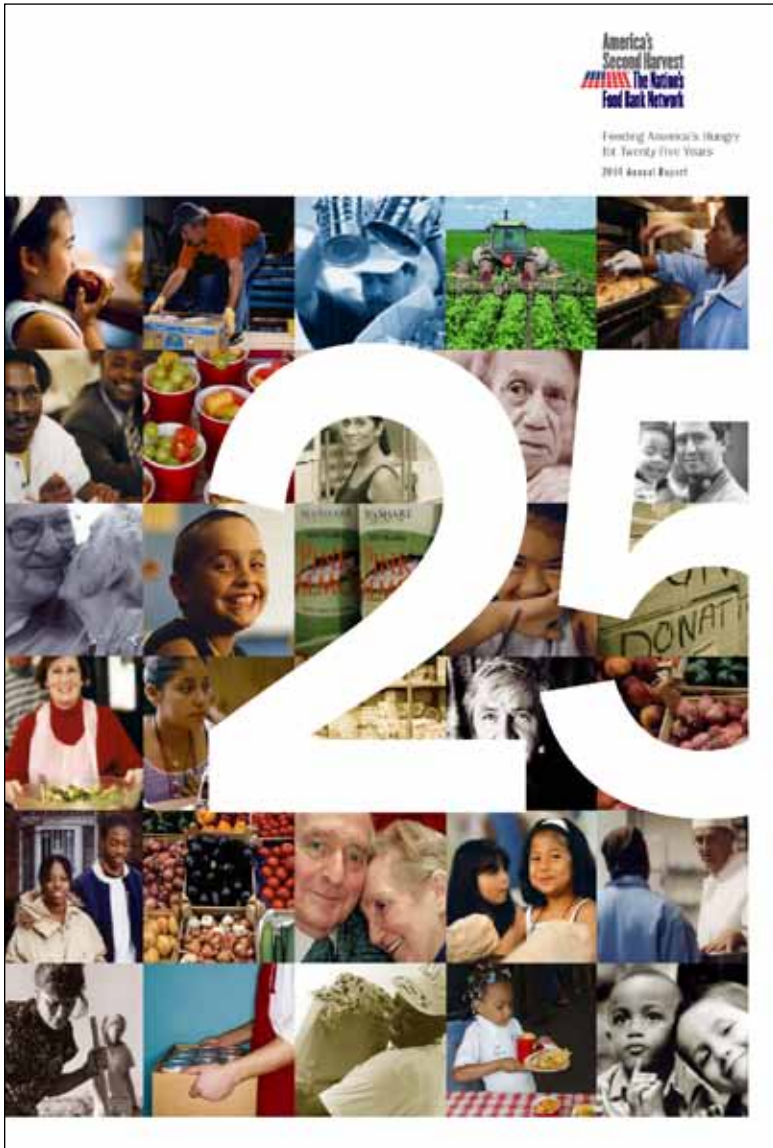


upshift

Brand strategy and award-winning design for America's largest food relief organization.



industry

- non-profit organization

deliverables

- brand strategy
- identity guidelines
- fundraising materials
- event graphics
- web site design
- annual report design

challenge

The mission of Second Harvest is to create a hunger-free America. They distribute food through a nationwide network of certified affiliates and increase public awareness about domestic hunger in America.

Because Second Harvest utilizes many outside agencies and internal teams, their communications lacked a strong, cohesive look. Some communications were even saying conflicting messages, which was confusing and wasted valuable marketing resources.

solution

UpShift's expertise with large branding programs for corporations helped us deliver real results for Second Harvest.

First, we standardized their visuals, from photo style to layouts and color usage. To better communicate what they do, we created an at-a-glance flowchart of how Second Harvest supplies nearly every food bank nationwide. Last, to kick off the new brand identity, we created key communications such as the annual report, fact sheet, web site and annual giving calendar.

results

Where there was confusion, now there is brand clarity. Where there was clutter, now there is a bold, confident look to all marketing communications, from print to web to email.

After we built identity guidelines, other communications built by internal teams and outside agencies now share one common brand image and maximize marketing expenditures.