

OLD LOGO	NEW NAME, LOGO & TAGLINE
	

  <p>Strengthening Families</p> <p>FAMILIES WITH CHILDREN UNDER AGE 5 BRONX</p> 	  <p>Targeted Support to Meet Special Needs</p> <p>CHILDREN AGES 3 TO 5 YEARS BRONX, MANHATTAN & YORKS</p> 	  <p>Options for Independence</p> <p>ADULTS BRONX</p> 	  <p>Helping Families Overcome Challenges</p> <p>AGES 5 & UP BRONX</p> 
 <p>CHILDREN & FAMILY SERVICES</p>	 <p>EDUCATION & EARLY CHILDHOOD SERVICES</p>	 <p>INTELLECTUAL / DEVELOPMENTAL DISABILITIES</p>	 <p>HEALTH & WELLNESS</p>



The screenshot shows the Rising Ground website with a navigation bar, a hero section featuring a child on a bicycle, and several content blocks including 'Step Up to a Vibrant Future', 'Play in a Smart Way', 'Our Impact' (100% of graduates, 99% of children, 40% of families), and 'Our Reach' (12,000 families, 47 programs, 25 programs).

Revitalized Brand Wakes Up Old Nonprofit

Rising Ground

For almost two centuries, Leake & Watts had provided an ever-expanding array of social services in New York City. However, the name failed to communicate their story and appeal. Red Rooster Group guided the agency through a rigorous process of conducting research to explore its essence, which resulted in developing a new name, mission, vision, and organizational messages, visual identity, as well as brochure system, website, and Brand Style Guide. We then crafted materials for the brand launch, including announcement letters, FAQs, and a video. The organization is now in a stronger position for growth.

RisingGround.org



SERVICES

- Discovery
- Naming
- Messaging
- Visual Identity
- Brand Architecture & Iconography
- Website
- Collateral
- Brand Implementation
- Brand Launch