

Helping a local nonprofit find their voice and tell their story.

OUR PARTNERSHIP WITH UCP OF CENTRAL OHIO

advertising +
graphic design

Summerfield Advertising



We're here to help.

Dedicated to helping nonprofit organizations clearly communicate their missions in compelling ways, Summerfield Advertising has provided design services for a variety of organizations, including United Cerebral Palsy of Central Ohio.

Summerfield Advertising believes in providing nonprofit organizations with the tools to build a stronger local community presence and the ability to serve larger communities and interests.

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For over 50 years, United Cerebral Palsy of Central Ohio has been committed to change and progress for persons with disabilities. The mission of UCP is to advance independence, productivity and full citizenship of people with disabilities.

Working as collaborators with UCP, we were able to create a new multi-platform marketing plan and branding strategy helping UCP build momentum to seek program participants and funding from current donors and new sources.

Starting with the brand identity and developing multiple touchpoints including annual reports, agency collateral and communications, and interactive pieces, Summerfield Advertising helps UCP communicate its mission in a clear, consistent and differentiating way.



UCP Helped Me - Donnie Truitt

http://www.ucpofcentralohio.org/subsites_charitable.html

Getting Started Latest Headlines

EMPOWERING ABILITIES

Who UCP serves and how you can help.

UCP empowers the empowerment of individuals to exercise control over their lives in a community that treats them with dignity and respect. By giving to UCP of Central Ohio, you are changing many lives.

HELPING LOVED ONES WITH DISABILITIES

NEWS **CHARLOTTE'S STORY** **LEADS**

Charlotte's Story

I never thought I would be making art. In fact, I used to work at the art store. I was making and selling things I was doing with. I love the other artists who work with UCP. They're a great art community.

Charlotte has been attending UCP of Central Ohio since 2001.

After the event of persistent complaints from the art store, Donnie Truitt, Donnie Truitt, Charlotte Truitt decided to give a gift to UCP of Central Ohio's art community. Today, she gives to what she loves and she can give to the art store as well.

After a lot of hard work and persistence, Charlotte Truitt, UCP's Board member, Charlotte is able to make a difference. She hopes that one day, she can give to the art store as well.

Support:
 Multiple Sclerosis
 Huntington's Disease
 Parkinson's Disease
 Cerebral Palsy
 Traumatic Brain Injury
 Autism
 Mental Health
 Autism

Prepared for people with disabilities by
 The National Rehabilitation Program

UCP
 of Central Ohio

**empowering individuals
 achieving excellence**

Helped Me.
 how your gift makes all the difference.
UCPHELPEDEME.ORG

With your help
 we're opening doors
 and providing opportunities.

UCP
 of Central Ohio

PROVIDING OPPORTUNITIES FOR INDIVIDUALS WITH DISABILITIES



of Central Ohio

Life without limits for people with disabilities

*empower individuals
achieving excellence*

“Summerfield Advertising has effectively helped streamline and modernize our brand, refocused and repositioned us in the field of not-for-profits, and strengthen community awareness of our agency, positioning us for continued growth.”

Gina Ginn

Director of Development and Marketing

UCP of Central Ohio, Columbus Ohio

ADVERTISING

BRAND COMMUNICATION

IDENTITY DESIGN

ANNUAL REPORTS

CORPORATE COLLATERAL

WEB/INTERACTIVE

RETAIL VISUALIZATION

ENVIRONMENTAL

MARKETING COMMUNICATIONS

PRODUCT PACKAGING

At Summerfield Advertising, we are inspired by supporting community awareness and local nonprofit organizations. For more information on our work with nonprofits, contact Andrew Summerfield at 614.221.4504 or at asummerfield@summerfieldadvertising.com.

We journey together
in search of the perfect
solution for your needs.

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graphic design

www.summerfieldadvertising.com

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642 North High Street
Suite C
Columbus, Ohio 43215

How can we help you?