

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

OUR PARTNERSHIP WITH UCP OF CENTRAL OHIO

SUMMERFIELD

Brand
Strategy
Design



We're here to help.

Summerfield Advertising is dedicated to helping nonprofit organizations clearly communicate their missions in compelling ways. We provide brand design and advertising services for a variety of organizations, including United Cerebral Palsy of Central Ohio.

Summerfield Advertising empowers nonprofit organizations by providing them with the tools to build a stronger local community presence and serve larger communities and interests.

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summerfieldadvertising.com



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

Working as collaborators with UCP, we crafted an evolved brand strategy and launched a multi-faceted marketing campaign to help build awareness, gain program participants, and acquire funding from current donors and new sources.

Starting with the brand identity and developing multiple touchpoints including annual reports, program brochures, direct mail, traditional advertising, and a donor microsite, Summerfield Advertising has helped UCP communicate its mission in a clear, consistent, and differentiating way.





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, call Andrew Summerfield at 614.221.4504 or email asummerfield@summerfieldadvertising.com.

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

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How can we help you?