

Case Study



Canadian Network of Women's
Shelters & Transition Houses
Réseau canadien des maisons
d'hébergement pour femmes

Client: Canadian Network of Women's Shelters and Transition Houses (CNWSTH)

Services: Creative Services: design, production

Languages: English and French

Duration: May 2011 to November 2011

Website: www.endvaw.ca

Challenge

The Canadian Network of Women's Shelters and Transition Houses (CNWSTH) represents its member provincial associations as the national voice from coast to coast for violence against women's issues. This newly formed national network in 2011 required a brand identity and communication support.

Project

CNWSTH hired Delta Media Inc. to develop a visual brand identity and marketing collateral: media canvas backdrop, logo, website, brochure, newsletter, stationary and a PowerPoint template.

The Delta Media team managed the project from initial planning through to design and production until the project close when all materials were delivered to them and final art files delivered on a packaged final source file CD.

Results

Through careful planning and designing phases, DMI was able to deliver to CNWSTH a visual identity that truly represents their "raison d'être" and one which readily translates into a multitude of marketing tools (e.g. media canvas backdrop, website etc.).

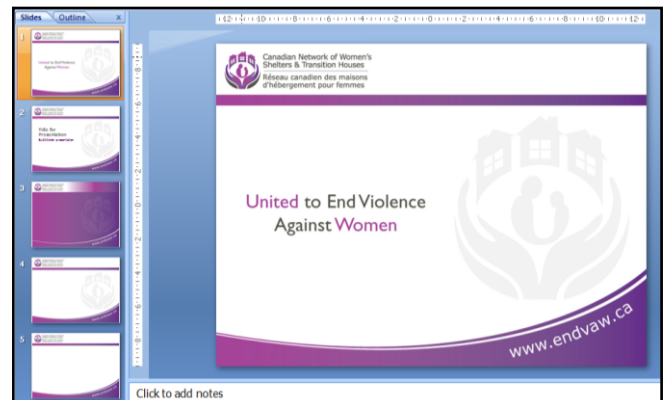
Testimonial

"Karen Bennett was able to keep the project on time and on budget. Her advice along the way about design choices and printing options was a definite asset to our projects." Tracy Gierman, Executive Director, CNWSTH

Newsletter



PowerPoint



Media Canvas Back Drop