



BRAND IDENTITY

NORTHWEST COMPASS, INC.

FULL SPEED AHEAD

NORTHWEST COMPASS is one the most effective service providers in the northwest suburbs to those in crisis. They do this through a consortium of integrated community partnerships to deliver comprehensive services that help people when they need it the most. They enhance the community by providing emergency services, education and empowerment which foster personal responsibility for those who are vulnerable or in crisis

The Issue

With new leadership and strategic alliances in place, Northwest Compass, Inc. has moved from an agency providing safety-net services to a relationship-based agency, supporting those in Chicago's Northwest suburbs for whom crisis is new and unfamiliar territory.

However, the agency's brand failed to resonate with agency leaders, clients and the community at large. Northwest Compass sought to rebrand under a new identity that positions the agency to support its Mission and Vision in the community.

How We Helped

Content Creations has partnered with Northwest Compass in a multi-faceted, ongoing Rebranding and Creative Services project that includes Logo Design, Website Redesign/Build/Hosting, Stationery and Form Design, and Collateral Design.

Moving away from the agency's butterfly logo with a muted pastel color system, Content Creations recommended a straight-forward compass rose logo that visually depicts the agency's role of getting clients back on track, paired with bold colors of Navy to convey strength and trust and Red to convey crisis intervention.

The agency is confident that the rebrand provides a positive first impression—
www.NorthwestCompass.org.

BEFORE



AFTER



WHERE CRISIS BECOMES
Opportunity

