

Success Story: Community Crisis Center

Moser Designs New Logo for Center Dedicated to Non-Violence

ELGIN, IL – Community Crisis Center is dedicated to helping those in crisis due to domestic violence, sexual assault, or difficult economic circumstance. Serving the Elgin, Illinois area since 1975, their hard-working staff and volunteers are totally invested in the day-to-day challenges of continuing to serve those in crisis, during an economic crisis. As a result, they do not have the time or resources to think about their marketing or branding.

Free of charge, MoserDesign has created a new logo and brochure for the organization.

“With increasing demand for our services and decreasing resources, we often don’t have the time or the energy to think and act creatively and proactively,” said Gretchen Vapnar, Director. “The result of our work with Rick Moser was a new logo, tag line and brochure, which is based on our mission, core values and vision for the future.”

“Throughout the process, Rick and his team created a welcoming and creative environment, which served to inspire and motivate our volunteers and staff members. We love our new logo!” said Vapnar.

Community Crisis Center’s mission is to advocate a healthy non-violent environment for all people by providing information, resources and support necessary to help individuals move through crisis and pursue their own goals.

For Moser, getting involved was a natural extension of his volunteer work for an affiliated homeless shelter in nearby St. Charles. “It was a pleasure to serve Community Crisis Center in this way, and to get to know their staff and volunteers during the creative meetings I facilitated,” said Moser.

To view the new Community Crisis Center logo visit the Branding & Logos portfolio at www.moserdesign.com. For more information about the project, contact Rick Moser at rickm@moserdesign.com.