

Success Story: Friends of the Fox River

Moser Designs New Logo for Group Dedicated to Improving Water Quality

ST. CHARLES, IL – There are many things that the Friends of the Fox River do, including advocating the adoption of best practices by individuals and governments to protect the quality of the watershed, educating citizens about water quality issues, and training community members to monitor the health of the river and its tributaries. One thing they don't do – logos.

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

"As a relatively small, not-for-profit organization with a wide-reaching mission, Friends of the Fox River appreciates the assistance that Rick and his team have provided us free of charge to revamp the group's logo," said Tom Schrader, Board President for the group. Friends of the Fox River, he added, is a membership-based organization, and as such, constantly works to grow its roster to help spread the word about the goals of the organization.

"As we embark on an initiative to expand our ranks, a new logo will help us to better market ourselves and bring more concerned citizens into the organization to help protect our wonderful Fox River. We're very happy with the logo!" said Schrader.

For Moser, getting involved in the project started at home. Rick Moser spends much free-time cycling along the Fox River Bike Trail and kayaking in the river. "Living in one of the 'river towns' along the Fox, you come to understand how important the Fox River is to everyone – from those who enjoy the views and recreational opportunities, to bird watchers who come to study the egrets and herons who make the river their home. It was a pleasure to serve "Friends" and get to know their staff and volunteers during the creative meetings I facilitated," said Moser.

To view the new Friends of the Fox River logo visit the Branding & Logos portfolio at www.moserdesign.com. For more information about the project, contact Rick Moser at rickm@moserdesign.com.