

# Philanthropy Ohio

*Project: Logo re-design, tagline creation*

A regional association of grantmakers re-brands itself after planning strategically for how to adapt to the changing philanthropic landscape.

Ohio Grantmakers Forum is a group which inhabits a small niche of the nonprofit world—a regional association of grantmakers—and had been planning strategically for how to adapt to the changing philanthropic landscape.

*"One of the key results of this work is our decision to add new types of members to our statewide association, so that in addition to foundations we will now include individuals, giving circles and United Ways in our membership, expanding the opportunities to network and collaborate to improve communities across the state. We know we need to rebrand ourselves—with a new logo, tagline and website—while expanding and updating the key services that have made us successful during our 30-year history."*

*—Claudia Herrold, Vice President of Communications & Public Policy*

The first step in their re-branding process has already occurred, with a new name—Philanthropy Ohio. This change reflects the board's decision to become the leading voice and resource for all types of Ohio philanthropy. It was at this point that the group approached Stone Soup Creative with a request to design a new logo, and to develop a new tagline.

A **TAGLINE** is a short, memorable, focused phrase that is intended to provide insight into an organization and conveys the essence of its impact or value. We arrived at Philanthropy Ohio's new tagline – *Empowering Change* – through an iterative process of brainstorming and review sessions involving the client.



▲ OLD LOGO & TAGLINE



▲ NEW LOGO & TAGLINE

The word *Empowering* was chosen because of the group's history of leadership, service and networking – all characteristics that have made them successful during their 30-year history. *Change* speaks to the possibilities that are created through the act of giving.

For their new logo, an abstract icon to the upper right of the words represents the “collective fabric” of their diverse membership. Each strand is a different constituent, that when woven together indicates a strength of community and sense of interconnectedness—a coalition. The fabric swoops upward, suggesting a dynamic progression, or uplifting, of knowledge.

The blue and green color palette are common amongst visual identities in the philanthropic sector; however our logo synthesizes these shades together with turquoise and violet in an analogous palette that is clean and crisp, professional yet friendly. ☺

