



Kids Count

Branding

- needs an easy-to-recognize visual identity
- the logo must express diversity and inclusiveness

Sales Aids

- marketing brochure focusses on fund-raising
- flexible poster to use for upcoming events
- fund-raising merchandise
- templates for event announcements

Kids Count is a group of active community members dedicated to providing activities for children. They need a visual identity that captures the fun and wonder of childhood. Electra brings print and marketing expertise, imagination and cost-friendly production knowledge. Add in the deep satisfaction from contributing to a worthwhile project and Kids Count receives a bright logo, a brochure that doubles as an adaptable poster, t-shirts for families, aprons for the community kitchen and money left over for kids programming.

