

Before:



After:



Wellspring hired us to articulate their brand message and update their logo. We also helped them with their messaging and frame their guest stories with new printed materials and icons. While the new logo is in keeping with the original one, the new one introduces vitality and represents a symbiotic relationship. The tree provides shelter (which pays homage to the origins of Wellspring) while the bird represents opportunity for growth and change. Together with the fruit, there is a thriving environment in which each element is vital to the overall success of the community. One cannot exist without the other. The colors are natural, optimistic and positive while the fonts provide a unique look and feel to the brand.

The logo mark was then introduced at their Annual luncheon with an invitation, table cards and stage banners. Communications, Ink then designed stationery, Annual Fund mailing with custom icons, newsletter, business cards and name badges, and a refreshed design for their website. We also helped them introduce the new branding and messaging to their internal audience with a brand launch event.

TITLE OF ENTRY: WELLSPRING REBRANDING

ENTRY CATEGORY: Print Media | Integrated Marketing

CLIENT: Wellspring

TEAM: Cara Hutchins, Strategy/Branding/Copy • Leigh Mantoni, Art Direction/Design • Cazzy Smith, Account Management/Social Media



WELLSPRING COLORS

Color is a powerful and memorable component of the Wellspring brand. The specific palette was created to work together and reinforce the brand. It's natural and organic but also optimistic and positive.



HEARTWOOD BLUE

PMS 295

CMYK:
C100 M57 Y0 K40

RGB:
R0 G40 B86

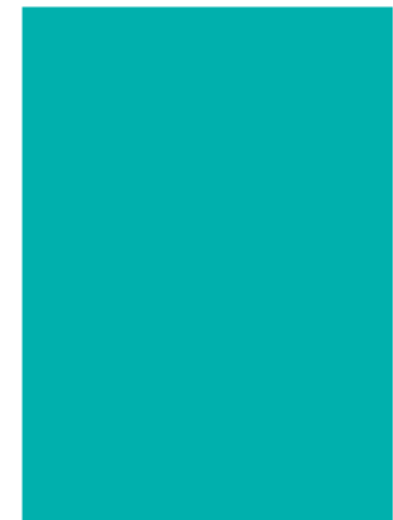


LEAF GREEN

PMS 362

CMYK:
C70 M0 Y100 K9

RGB:
R78 G157 B45



BLUE BERRY

PMS 3262

CMYK:
C71 M0 Y33 K0

RGB:
R0 G188 B180

Wellspring

302 Essex Avenue
Gloucester, MA 01930

It Starts Here.

Wellspring's 20th Annual Luncheon

Host a table, buy a ticket, honor a friend
Don't miss the celebration!

SPONSORSHIP LEVELS

Emerald Anniversary Host \$2,000

- (Limited Availability) One table of up to twelve*
- Special recognition in program book and website
- Preferred seating

Beacon Host \$1,000

- One table of up to ten*
- Special recognition in program book

Individual Tickets # ticket(s) @ \$100

Honor a friend # @ \$50 a name

Sponsor a program participant # @ \$100

Make a donation \$

TOTAL AMOUNT:

*Guest lists show



It Starts Here...
with each of us.

\$100

Supplies professional outfits for
three parents starting new jobs

\$250

Covers a month of transportation
for an adult to attend college

\$500

Purchases books for 20 newly
arrived immigrants and refugees
to study English

\$1,000

Provides four months of Homelessness
Prevention services for one family

\$1,500

Pays first or last month's rent for
a family moving into a new home

WAYS TO GIVE



IN PERSON

Have your credit card
processed in the lobby



ONLINE

Visit wellspringhouse.org/luncheon



BY MAIL

Send checks made payable to
Wellspring House
302 Essex Avenue
Gloucester MA 01930



PHONE

Scan this
code with
camera



It Starts...
Here.



Endless
Possibilities

Wellspring Education and Job Training Programs

Pathways to College

*Start earning college credit
before completing your GED or HiSet!*
In partnership with North Shore
Community College!

First Year Experience, Speech, Business
Communications, Computers!

Monday through Thursday
5:30pm-9:00pm

Starts in February

302 Essex Ave., Gloucester

Inquire about free transportation options

FREE

ESOL Program

English Language Program

Tailored language instruction
to meet the needs of all learners.
Open Enrollment. Year Round.

Tuesday & Thursdays
Day and Evening Options Available

Start anytime!

Sawyer Free Library

2 Dale Ave., Gloucester, MA.

FREE

College Readiness

Better prepare for college **Math** and
Writing by taking North Shore
Community College and Salem State
University credit classes, right here on
Cape Ann!

Tuesday & Thursdays

5:30pm-8:30pm

Starts in February

302 Essex Ave., Gloucester

Inquire about free transportation options

FREE

Mentoring

*WERC-Wellspring Educational
Resource Collaborative*

FREE mentoring program.

Support for school & job search.

Set & achieve your goals!

Enroll at any time.

Meeting times times are flexible.

Computers for
School and Careers

*Earn North Shore
Community College Credits*

Advance your computer skills; start
with the basics and work your way
through EXCEL and Presentations.

302 Essex Ave., Gloucester

Inquire about free transportation options

FREE

Job Training

Prepare for entry-level administrative
positions in healthcare.
15-week sessions include
6 job shadows & a 2-week internship.
Earn NSCC credits.

MediClerk Training Program

Monday — Friday

8:30 am to 3:30 pm

Tuition assistance available

North Shore Medical Center

Salem Campus

Start dates vary, please call or email for more information:
(978) 381-3887 | education@wellspringhouse.org | *Hablamos Espanol!*

WELLSPRINGHOUSE.ORG

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www.wellspringhouse.org

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*Endless
Possibilities*


Wellspring
It Starts... Here.