



case study: literacy coalition

client: literacy coalition

The client was a coalition of 40 adult literacy and basic training centers across Ontario. They needed a clarified brand identity and refreshed logo in order to gain increased credibility and support among their sponsors and also to have greater appeal and impact among adult learners.

We conducted internal interviews, a one-day visioning workshop, and industry research. Based on these, we presented a more compelling positioning and a new logo, along with a comprehensive marketing plan.

before

The original logo suggested literacy alone, whereas the Coalition's full range of services was much broader. Its dark blue color implied a traditional and serious tone that was not accurate to the personality of the Coalition's members.

With this logo and positioning, the Coalition was not attracting sufficient recognition, respect and support from sponsors.



Coalition ontarienne de formation des adultes

after

The new logo conveys dynamism and engagement both in its colors and design.

It allows the name to stand out and it leaves open the possibility of a broad range of services.

The symbol – three “C’s” – refers to Coalition, the Contributions that they enable, and the Community that is richer because of these contributions. It is also a subtle reference to the recycling symbol, representing the ideal in which “nothing and no one is wasted.”



Based on what we observed in interviews and a one-day workshop, we noted that their organizational identity was “passionate but humble, always friendly and helpful.”

However, francophone adult basic education in an anglophone province was not universally valued. Therefore, we recommended that the Coalition position themselves more broadly as contributors to the diversity, richness and prosperity of the whole community.

Specifically, we recommended that they establish themselves as attractive, passionate, valuable partners in a creative process of imagining and creating a better Ontario.

« La Coalition est une voix inspirante, qui appelle tous et chacun à considérer **les possibilités et le potentiel** des apprenants individuels, mais aussi de la province de l'Ontario et de chaque communauté ontarienne. »



Favorisant la contribution de chacun.
Enrichissant la communauté pour tous.

Ce que nous croyons:

- La vitalité de l'Ontario dépend de la création d'une économie dans laquelle la contribution de chaque personne est valorisée et favorisée.
- Chaque personne a une vocation particulière, un talent unique à contribuer, le partage duquel est essentiel à l'épanouissement de notre communauté.
- Plus diverses seront les contributions individuelles, plus dynamiques seront notre communauté et notre économie. Ainsi, la diversité culturelle de l'Ontario est une source de richesses à priser et à nourrir.

