



LOGO DESIGN

NOVEMBER 2020

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# OBJECTIVE

Develop a new logo for [CRI-Help](#) on the eve of its 50th anniversary.

The new logo and look/feel will be unveiled through a targeted TV ad campaign, launching in the Los Angeles area in December 2020.

The premise of the campaign is that when life knocks you down, you get back up and you fight.

The new look/feel should be bold and daring to reflect the tone of the campaign.

It should also convey the 50 year message.

On the following slides you will find a brand overview, inspiration from other brands and historical logos.

# BRAND POSITIONING

CRI-Help pioneered the 12-step based recovery model back in 1971. It inspired an entire industry of treatment centers.

For 50 years, CRI-Help has maintained its strong identity and stellar reputation for helping anyone who seeks recovery to transform their lives. As a non-profit, no one is turned away for lack of funds but the organization needs to attract private pay clients to offset fluctuations in government funding.

CRI-Help is well respected within the recovery community because of the following qualities: supportive, loving environment; caring, family-like staff; safe, effective, no-nonsense.

To be sure, CRI-Help is no fancy Malibu rehab. Rather, it's a place known for structure, rules and discipline and an experienced and dedicated staff who give recovering addicts a fighting chance at saving their own lives. This is CRI-Help's strength and key differentiator.

In short, CRI-Help is a place *where miracles happen*. At 50 years, it's legacy worthy of celebration.

# TAGLINE

Please consider incorporating this tagline into the logo design:

**Miracles happen here.**

# TYPOGRAPHY CONSIDERATIONS

## CAPITALIZATION

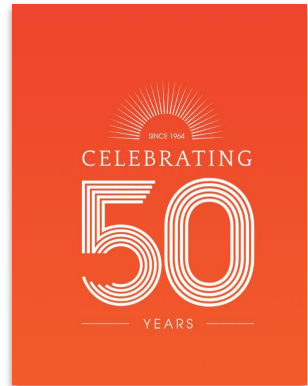
- If all caps: CRI-HELP
  
- If upper / lower case: CRI-Help

(CRI is always capitalized and the hyphen is compulsory.)

## FONT SELECTION

Preference is for clean and modern.

# LOGO REFERENCES (50TH)



# HISTORICAL LOGO



The origin story of the crescent moon is unknown.

# CURRENT LOGO



A modern update to the previous logo. We are looking to take things in a new direction.



# LOGO CONCEPT



This concept was inspired by a sculpture in the CRI-Help lobby featuring caring hands holding a rock taken from the foundation of the first facility in 1971. One potential approach would be to iterate on the design of the hands. While the butterfly was meant to signify the transformative aspect, it's not a preferred direction.