

001

COMD 4701

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Crime Victims Treatment Center

002

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003

Unique Value Propostions

- Established in 1977
- The first rape crisis center in New York (One of the oldest NY state programs)
- Started by an outraged Upper West Side community looking to support hospitals with survivors of sexual assault
- Over 250 volutenteeers
- Offers clincal and legal services, psychiatric evaluation, complimentary therapy, advocacy, training and prevention
- Provided life-changing services to 1,600 survivors of sexual assault, domestic violence, childhood sexual abuse, trafficking, community violence and other interpersonal violence
- This year, the Prevention Team engaged with over 10,000 people through education, training, awareness events, and campaigns to prevent sexual assault and domestic violence at the community level

004

Goals & Target Audience

- Reach a broader audience (13+)
- Looking for a logo to be "Bold", "Bright " and "Flexible"
- Must have a "Ode to NY"
- Expand the reach of CVTC by establishing a fresh and vigorous brand identity:
 - Aesthetically pleasing and complementary colors
 - Updated NY Marathon logo design
 - Establishing unique visuals with deliverables
 - Provide concepts for potential future projects

005

Concept Logos #1



005

Concept Logos #2



CVTC

CVTC



CVTC

CVTC

Marathon Design Concepts



TCS NYC MARATHON 2024



006



Marathon
Design
Concepts #2

007

Final Logo Design



Bold

Sprout

Flexible

008

Logo Lockup



Bold



Sprout



Flexible

009

Logo Options



CVTC
CRIME VICTIMS
TREATMENT CENTER



CVTC
CRIME VICTIMS
TREATMENT CENTER



CVTC
CRIME VICTIMS
TREATMENT CENTER

010

Color Scheme

#10944A

#5FB746



011

Typography

The quick brown fox jumped over the lazy dog into a shimmering pool of rainwater that had gathered since the last frost. Soft clusters of leaves fall without a plan to the ground, mirroring the unhurried chestnut thatch of the fox's dense coat. The fox looks to the west, only then realising the horizon has begun to curve towards them. Perhaps they should not have jumped so soon.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

SERENITY

Serenity

012

Final Marathon Logo Design



013

Marathon Logo Lockup



2024



2024

014

Marathon
Shirt
Design



015

Water
Bottle
Design





NEW YORK CITY MARATHON
2024

016

Stickers



016

Advertisement

**WE'RE HERE
TO HELP.**

[HTTPS://WWW.CVTCNYC.ORG](https://www.cvtcny.org)

017

Advertisement
Cont.



018

Digital Flyer

— **LEARN HOW TO** —

BECOME AN ADVOCATE



AS A VOLUNTEER RAPE CRISIS AND DOMESTIC
VIOLENCE ADVOCATE, YOU'LL PROVIDE
LIFE-CHANGING SUPPORT TO PEOPLE IN CRISIS
ACROSS NEW YORK CITY

SEE MORE INFO

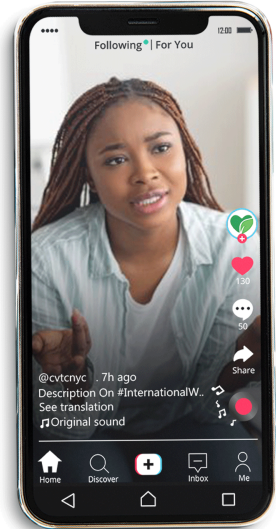


<https://www.cvcnyc.org/>

The flyer features a white background with a black border and green leaf-like graphics in the corners. The text is primarily in green and black. A QR code is centered below the descriptive text, flanked by two green leaf-like shapes.

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Application



020

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THANK YOU

