

Clinton Human Services Logo

Trademark / Logo / Identity

Three departments united for one cause: supporting the needs of a shoreline community and its residents facing life challenges. The new logo for Clinton Human Services represents the service-orientated aspects of the organization's approach as employees work together to protect, inform, and encourage families and individuals as they navigate difficult circumstances.

Accessible and recognizable, this logo needed to honor a tradition of municipal crest design while also referencing the physical environment of this unique blue-collar, New England beach town.