

Clinton Human Services Branding

Integrated Branding Program

“Human Services is all of us.” After three municipal departments in Clinton, CT merged into one entity residents of the town were still unsure where to turn and what services they had access to in times of need. When the newly united staff embraced a shared vision and a singular brand identity townspeople began to see and understand the breadth of resources for mental health, social services, financial assistance, and drug & alcohol prevention. Brand awareness tools helped to bring more visibility to the work, increasing community engagement, participation, and volunteerism.