



ART + DESIGN, INC.

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REBRANDING PROJECT

Rappahannock-Rapidan Community Services Board and Area Agency on Aging

CASE STUDY

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The rebranding project for Rappahannock-Rapidan Community Services Board and Area Agency on Aging (RRCSB-AAA) had 3 objectives—the examination and reinvention of the agency’s name, logo, and tagline. K Art and Design researched the identities of community services boards and area agencies on aging statewide. We facilitated discussions with senior staff and the board of directors, as well as, conducted surveys of the entire staff.

RRCSB-AAA’s long name was cumbersome and as a result it was often abbreviated, but not in a consistent manner. The goal of the name portion of the project was to build consensus for a shorter name and explore alternatives. The final decision was to shorten the existing name to maintain a link with the agency’s long history.

RRCSB-AAA’s logo had not aged well and the double R would no longer be relevant if the agency’s name was to change. Abstract and literal imagery were presented, and in the end the people-centric mission of the agency drove the final decision. The new logo is also a nod to the original double R, if you look closely. Incorporating 3 figures of different ages shows how RRCSB-AAA serves all ages in the community. A slightly brighter blue than the existing blue was chosen for the logo, and horizontal and vertical orientation files were prepared.

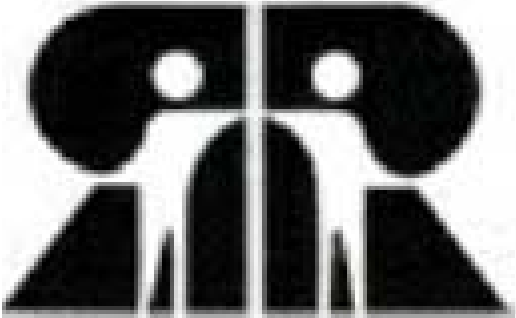
RRCSB-AAA wanted a tagline that could help describe the essence of the vast services the agency provides. While many suggestions were shared, “Programs that matter. People who care.” written by executive director, Brian Duncan, was the overwhelming favorite.

K Art and Design encouraged RRCSB-AAA to use the fleet of roughly 3 dozen passenger vans as traveling billboards for the agency. Currently the vans have the agency’s acronym and phone number on them in simple vinyl lettering.

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Original Logo



Final Redesigned Logo



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Rappahannock Rapidan
Community Services

Programs that matter. People who care.



Rappahannock Rapidan
Community Services

Programs that matter. People who care.

Color palette



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Rappahannock Rapidan <i>Community Services</i>	

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