

Catholic Charities New Hampshire

Project: Brand Refresh

Overview

Catholic Charities of New Hampshire sought a modernized brand personality that would better represent the wide range of services it provides to the community and appeal to future generations.

EVR Advertising was chosen as their partner in this endeavor. Together, they were able to leverage EVR’s expertise to craft contemporary brand identities while retaining the local recognition that tied into the national Catholic Charities USA brand.

Challenge/Objective

Catholic Charities of New Hampshire wanted to reinvigorate its brand image, including its logo and messaging, without losing the valuable local recognition it had established over the years. The objective was to communicate Catholic Charities New Hampshire’s commitment to serving the entire community, regardless of faith, draw a more meaningful connection between the local and national brand and clarify the organization’s mission, which focuses on providing person-centered services to strengthen families and promote independence.

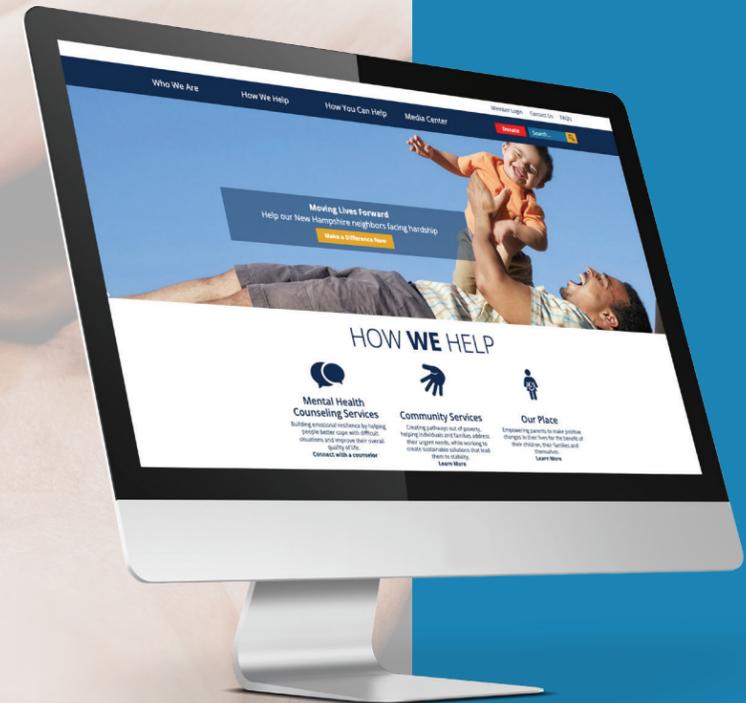
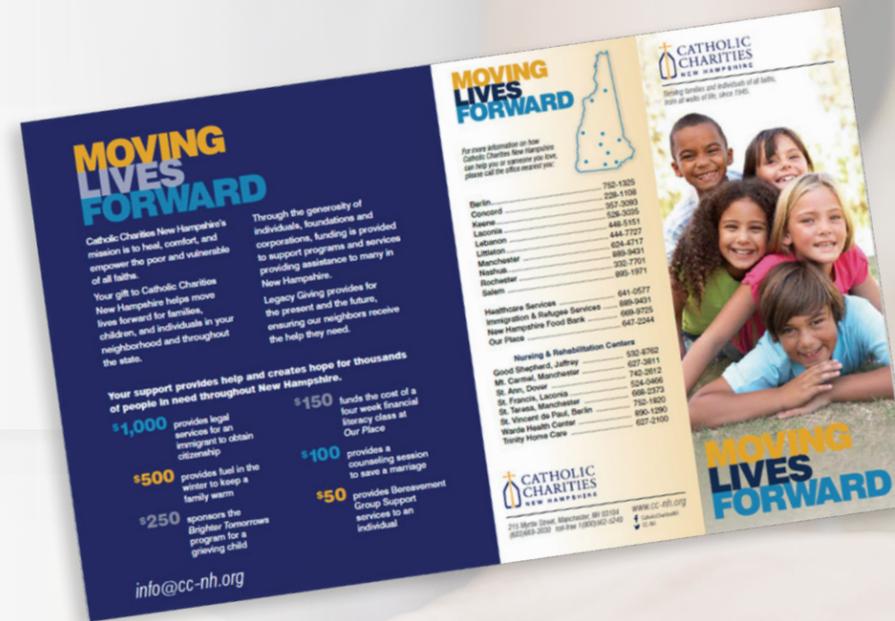
Strategic Approach

EVR, working closely with the Catholic Charities team, initiated the project with market research, including interviews and surveys, to understand the target audience’s expectations and the brand’s standing in the community. To address the need for a logo refresh, EVR aimed to maintain the core identity while giving it a contemporary twist. The focus was on attracting future generations while retaining current donors, supporters and volunteers.

Tactics

A new name was established—changing from “New Hampshire Catholic Charities” to “Catholic Charities of New Hampshire”—in an effort to better borrow from the nationally recognized brand and create a more powerful lead. This was complemented by a new tagline, “Moving Lives Forward,” that emphasized the organization’s inclusive approach and vision. Messaging was revitalized with a conversational and energetic tone to address the lack of awareness about Catholic Charities of New Hampshire’s community contributions. The messaging also adopted a broader Christian perspective for greater transparency.

For the website redesign, EVR conducted a comprehensive audit to identify desired features. The website was transformed into a user-friendly platform, enabling the organization to make updates on their own. A member portal with unique logins for staff and board members was created for internal communications and document access.



Results

The redesigned website provided better functionality and accessibility for staff and board members. Overall, these efforts strengthened the organization’s brand, increased public awareness and positioned Catholic Charities of New Hampshire for continued success in serving the community.

