

Cases in Clarity

Launch CNY

Founded in 1985, based in Onondaga County, and a frequent recipient of public/municipal funding to achieve its important mission, LAUNCH CNY is a non-profit, educational resource focused on providing affordable, meaningful, and individualized learning opportunities for clients with learning disabilities, ADHD, Autism Spectrum Disorder, various mental health and developmental challenges, and low literacy. The organization engaged Cowley to develop its landmark and identity system – which brought LAUNCH’s name to life with an evocative ‘rocket’ motif – and a Drupal-based website that’s exceedingly easy for their clientele to navigate, informationally rich for other LAUNCH stakeholders (like donors and board members), and exceptionally easy for the client to manage and update. Learn more and experience the LAUNCH CNY website at <https://www.launchcny.org/>.

