



Cases in Clarity

Branding

Pomeroy Foundation

The William G. Pomeroy Foundation hired Cowley Associates in 2021 to modernize its branding and communications program, and while doing so, leverage the opportunity to more clearly identify and articulate the two, wholly unrelated focal points of its mission: The celebration of local history through funding of historic signs nationwide and the funding of research, treatment, and donor initiatives related to blood cancer. Commencing with an ingenious brand mark that juxtaposes a digital map icon beside a droplet of blood, Cowley proceeded to tackle other key components of the Foundation's marcom program -- including re-skinning and re-organizing its website, developing a corporate ID system, and developing a variety of graphic templates (slide-decks, social media, adverts) for use by the client's internal team.

