

### **Reading Health**

#### COMMUNITY BUILDING

American College of Physicians The Andrew W. Mellon Foundation Children's Aid Society GMHC Greater New York Hospital Association Hope's Place IPRO JDRF Koinonia Lutheran Social Services of New York Metro YMCAs of The Oranges New Jersey Symphony Orchestra **Reading Health System Rockefeller** Foundation Safe Water Synergos

## Impact

We use this tool all the time to communicate the core messaging to our partners and donors. It quickly conveys the theoretical concept of "collective impact" while also providing specifics of our approach in the South Bronx. It's better than a 50-page positioning paper.

#### **ABE FERNÁNDEZ**

Co-Director, South Bronx Rising Together, and Director of Collective Impact, The Children's Aid Society.

Bronx Community District 3 has a rich cultural history, yet it is in the poorest congressional district in the nation. South Bronx Rising Together is a collaborative network of program providers and community stakeholders. The infographic we created defines the core issues for the South Bronx that informs community leaders and donors of the situation at hand, while sharing the vision of the South Bronx as a vibrant and safe community.

## Lead

I wish that all of our other nonprofit organizations would communicate in such a forthright, understandable manner.

#### **READING COMMUNITY LEADER**

Reading Health System's capabilities as a leader in regional healthcare are extensive, yet they have been perceived as a small community hospital. The annual report changed this impression by underscoring leadership and inspiring community involvement. A magazine-style format showcases the Hospital's signature services, world-class care, state of art facilities and financial contributions of over \$182 million to the community. We took complex messaging and communicated it in simple terms.

THE READING HOSPITAL AND MEDICAL CENTER

eadership



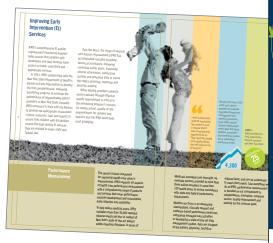
We've found remarkable support company-wide for the rebranding. The tagline has been especially well received; I think it underscores our sense of mission, and reinforces the pride employees feel about our organization.

#### SPENCER VIBBERT

Vice President, External Affairs, IPRO

IPRO, one of the nation's largest independent, not-for-profit healthcare consultants, had outgrown its roots as a small county-based organization. The company needed a cohesive brand to articulate capabilities, drive business and meet goals. We created the tagline "Improving Healthcare for the Common Good." The new logo, identity system and website made IPRO more attractive for recruiting top talent, and created a united front for the wide range of service offerings. The IPRO communications won the Apex Award for Excellence, the TM Trademark International and the American Design Award.









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## GMHC

### Koinonia

# Connect

The GMHC annual report is extremely valuable when I meet one-on-one with donors. The important work we do at GMHC can be very abstract, and the design expresses how real people are affected by the work we do.

#### JANET WEINBERG

COO, Gay Men's Health Crisis

GMHC provides services to more than 15,000 men, women and families living with, or affected by HIV/AIDS in New York City, and advocates for scientific, evidence-based public health solutions worldwide. We developed the theme of "The Web of Truth" to encapsulate the broad range of services and advocacy offered by GMHC. The GMHC report won the Communicator Award of Distinction and the Apex Award for Publication Excellence. It is featured in Designing for the Greater Good: The best in cause-related marketing and nonprofit design (HarperCollins).

# Inspire

The excellent work on our image enlivened our users and donors. Koinonia is now soaring into the future.

**REV. ROBERT G. WOLLENBURG** *Board Member, Koinonia* 

Koinonia, a spiritual and education center in upstate New York, had a strong heritage with a weak identity. Their overall strength as a place for spiritual growth, reflection and renewal was overshadowed by its reputation as just a Christian summer camp. We created a new identity and two capital campaigns. The Koinonia logo is featured in David E. Carter's *Logos 2.0 Re-Designs*. The new brochure won the American Graphic Design Award.



