

Corporate Branding
Service Corps of Retired Executives:
Scoring Big Brand Awareness

Background

Service Corps of Retired Executives (SCORE), a premier nonprofit organization, has helped more than 4 million small businesses flourish since 1964. As “Counselors to America’s Small Business” SCORE provides free and confidential advice for entrepreneurs. With a network of over 10,000 volunteers, SCORE offers free counseling services both online and in key locations across the United States. SCORE is dedicated to feeding entrepreneurial spirit with information that enables growth and success.

SCORE’s continuous development as an organization requires them to frequently revise and reinvent their marketing materials. For the past 11 years JDG has been SCORE’s agency of choice for all such marketing and branding efforts.

JDG’s Solution

JDG has created coordinated marketing campaigns for SCORE, including media kits, postcards, posters, banners, brochures, conference marketing materials, custom invitations, annual reports, and direct mailers.

As part of JDG’s decade-long relationship with SCORE, we are constantly updating and refreshing SCORE’s entire catalogue of corporate communications materials. With every redesign, we maintain a consistency to the core brand that connects the materials. At the same time, we evolve and refine SCORE’s identity by altering our approach to design elements and other creative components.

Using sophisticated graphic elements, bold typography, and a lively color palette, we established a distinctive identity that began with a four-color membership brochure.

SCORE’s marketing material is also set apart through its use of photography, specifically images of small business owners in real-life situations. These images portray an authentic environment and atmosphere to which the entrepreneur can relate. Through this photographic approach, SCORE’s is opening its doors to a community of genuine people sharing the same challenges of owning and operating small businesses.

In the process of developing SCORE’s visual identity, we helped the organization communicate its attributes and strengths: a professional, dynamic, nonprofit organization where volunteer members are active, involved, and integral to the success of the businesses that they advise.

Contact Information

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“We have a great relationship with JDG. I’m thrilled with the quality of their design and follow through. They’ve done a terrific job managing our projects.”

Public Information Director
SCORE

