

FOR IMMEDIATE RELEASE



Catholic Charities Unveils New Brand Identity

CircleTriangleSquare Develops New Look and Materials for the Social Service Agency

Portland, Ore. – (March 26, 2009) – Unveiling a visual statement that reflects its depth and crossover of services, Catholic Charities in Oregon presented today its new brand identity, created by CircleTriangleSquare, a marketing-driven graphic design firm based in Portland’s Pearl District. A grant from Regence BlueCross BlueShield of Oregon helped cover costs associated with the development and execution of Catholic Charities’ new identity.

“One of the key challenges Catholic Charities faces in serving the community is simply communicating, both to donors and clients, the vast array of services it offers,” said Mark Ganz, CEO of The Regence Group. “This grant is part of Regence’s commitment to helping Catholic Charities, one of our company’s community partner organizations, better serve all members of the community.”

"Our objective was to create a visually compelling look for Catholic Charities that illustrates the interconnectedness of the agency's programs and services," said Heather Barta, partner of CircleTriangleSquare. "The new logo is composed of four Celtic Triquetras and provides an important way to visually unify the multitude of programs and services that Catholic Charities provides in our community. Catholic Charities’ new identity marks a significant commitment to communicating so many of the positive things happening within the organization."

Effective immediately, the new brand identity is reflected in materials for all 15 of the social service agency’s programs, as well as the organization’s website.

“We frequently serve clients whose needs must be addressed by several of our programs,” said Dennis Keenan, executive director of Catholic Charities. “We believe our new brand illustrates the vital and comprehensive nature of the work we do.”

About CircleTriangleSquare

CircleTriangleSquare is a graphic design and marketing firm that has been helping businesses attract more clients since 1992. Through branding, strategic development and innovative solutions, CircleTriangleSquare has assisted both non-profits and other businesses in getting better visibility in a crowded marketplace. For more information call (503) 220-0005, or go to www.circletrianglesquare.com.

About Catholic Charities

Since 1933, Catholic Charities in Oregon has been bringing hope, resources and advocacy to the poorest and most vulnerable throughout the state, regardless of faith, race or condition in life. The organization serves as the professional social service arm of the Archdiocese of Portland, yet is funded completely through grants and donations. Headquartered in Portland at 231 SE 12th Avenue, the organization will move into its new Clark Family Center upon completion in Spring 2010. For more information call (503) 231-4866, or go to www.catholiccharitiesoregon.org.

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