

Cause Effective

Identity and website design

For Cause Effective, a 25-year-old nonprofit management consulting firm, the challenge was two-fold: reposition the brand and redesign the website. The all-caps logotype, exclamation point and red color communicate the urgency of advocacy, while a new tagline serves as a call to action. The new website allows Cause Effective to tell its own story through the success of its clients, inviting visitors to learn how Cause Effective helps “make a good cause great.”

