The Creative Pack

Case Study: Gales Creek Camp

CLIENT: Gales Creek Camp | For Kids with Type 1 Diabetes
CREATIVE DIRECTOR: Danielle Kidney
DESIGNER: Corey Czer, Paola Ip
REGION: USA
SCOPE: Brand Identity, Printed Collateral
AWARDS: AGDA 30 Winner

The Brief

Gales Creek Camp is a non-profit camp for children with Type 1 diabetes located in Glenwood, Oregon. The summer program helps transition children towards independence by integrating the management of diabetes with social and life skills during a week long camp experience, one of the only diabetic camps that runs all summer in Oregon. Campers can start as young as 5 years old and can continue on until high school.

GCC was looking to re-brand their organization - they craved a fresh new look. The goal was to create an iconic identity that captures a rustic, camp vibe while maintaining the heritage of GCC. The challenge was creating a branding system that allows them to keep production costs low and flexible without sacrificing the standard of design.
The Response

GCC’s new brand aesthetic has received positive feedback from parents, campers, and staff. The new branding system now reflects an organization with 50+ years of dedication and credibility. Switching to 1-color print t-shirts and ordering in bulk helped GCC save over $5,000. This summer is the launch of the new identity, followed by a full brand roll out to their website and other collateral towards the end of 2015. It is expected to help raise funds for the GCC non-profit organization for years to come. Stay tuned for the full Gales Creek success story.