

THE CREATIVE PACK

CLIENTS: Boxes of Joy, Gales Creek Camp

CREATIVE DIRECTOR: Danielle Kidney

DESIGNERS: Heather Varano, Corey Czer & Paola Ip

REGION: USA

CATEGORY: Branding, Pro Bono

For immediate release: June 2015

THE CREATIVE PACK WINS 2 American Graphic Design & Advertising Awards

Design Consultancy The Creative Pack has won 2 American Graphic Design & Advertising Awards for branding & pro bono work.

Winning entries:

- Boxes of Joy for Diabetics Logo & Packaging
- Gales Greek Diabetes Camp Logo & T-Shirt

"We feel strongly as a team that PRO BONO work should be a part of our business. Each year we choose non-profits that are close to our heart and provide professional design services to help them build their business and create awareness for their cause. To be awarded for the creative work is simply the icing on the cake." – Danielle Kidney, founder

Editor's notes:

For the 30th year in a row, designers across the United States submit increasingly innovative design solutions, a panel of judges award outstanding creativity with an AGDA. David E. Carter, the founder has an advertising and design background spanning over 40 years. He is a noted authority on the subjects of graphic design, logo design, and corporate branding and has produced over 100 best-selling books in those fields.

The Creative Pack is based in Los Angeles and services clients such as Fresh & Easy, La Terra Fina & Caliwater

For more information contact:

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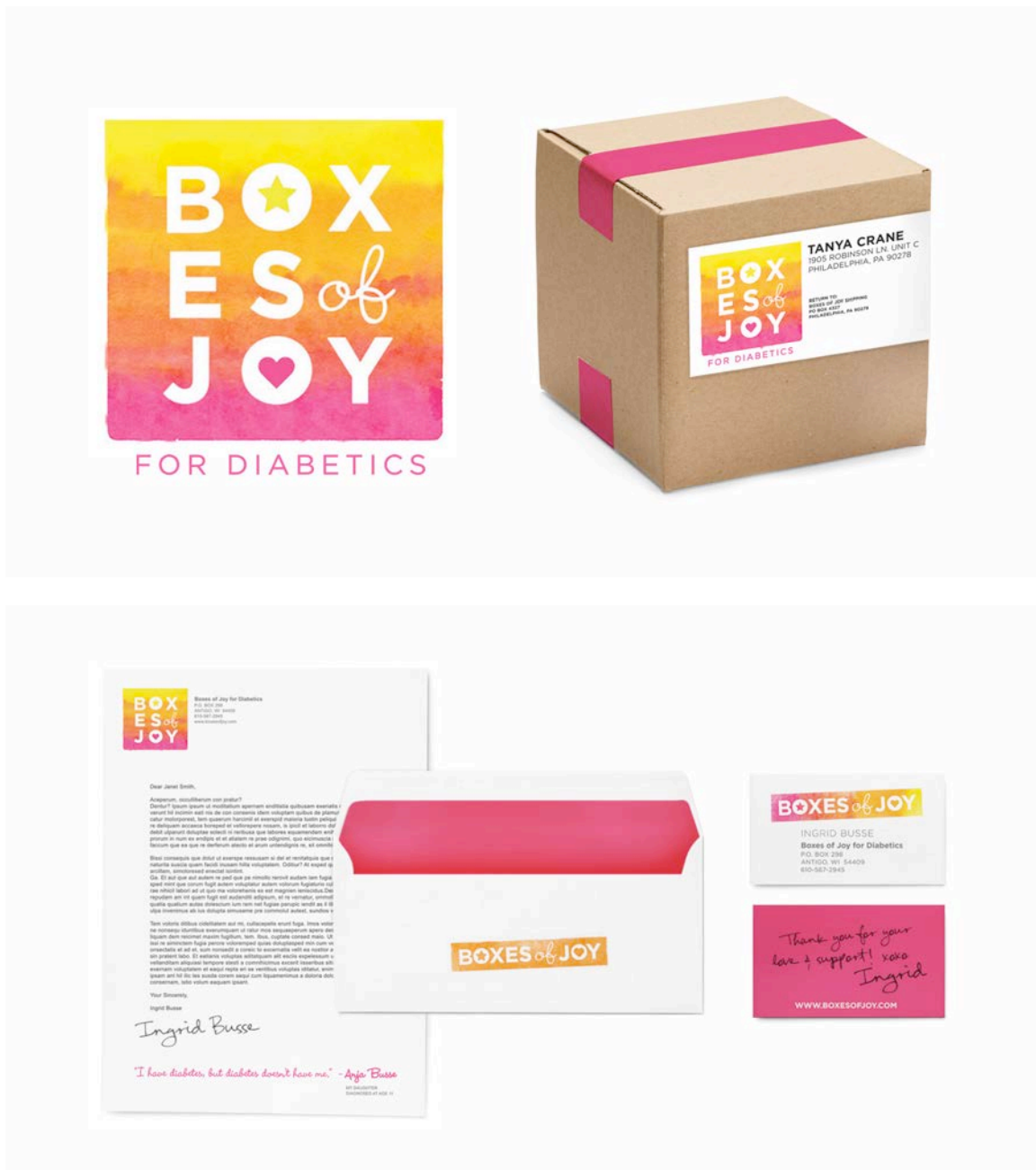
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A logo identity for Boxes of Joy for Diabetics, a non-profit organization for children with diabetes, started by an 11-year diabetic girl named Anja and her mother Ingrid. The boxes are packed with items to comfort children and their families after recently being diagnosed with Type 1 Diabetes. The identity was created in the form of a stamp to allow easy application on multiple formats. Additional illustrations were created as stickers and stamps to allow Anja the freedom to decorate each box individually.

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Gales Creek Camp, a non-profit summer camp for children with Type 1 diabetes located in Glenwood, Oregon helps children transition towards independence by integrating the management of diabetes with social and life skills. The logo is inspired by a modern camp badge with simple icons representing the unique camp and fun activities that the campers look forward to each summer. Many of the campers and staff have been a part of GCC for a majority of their life, this new identity creates a visual connection that they can be proud of to represent themselves on all camp collateral, printed materials, fundraising events, and more.