

# [Case Study]

## [Client]

Friends of Nutre Hogar (FNH)

## [Problem]

Holly Morse and Joe Fricano approached AMS design about helping them with a charity that they recently founded. With a new organization comes the need for all things marketing: a logo, brand, print material, and website. Not knowing where to start, we were contracted to work with them throughout the process.

## [Solution]

After many great brain-storming sessions (and the occasional board meeting), AMS design created a brand that would ultimately reach the objectives at hand while staying within a smaller budget. Now Friends of Nutre Hogar has a website that not only informs the audience about the charity but is also a method to collecting donations. Further, a corporate brochure, variable forms, stationary, and a newsletter were all created (and printed) to support the marketing needs of Friends of Nutre Hogar. If you would like to help the malnourished children of Panama, please visit FNH on the web at [www.friendsofnutrehogar.org](http://www.friendsofnutrehogar.org).

## [Services Provided]

- | Logo Creation
- | New Branding Motif
- | Variable Print Templates
- | Corporate Brochure Created
- | Annual Newsletter Created
- | Postcard Created
- | Website Created ([www.friendsofnutrehogar.org](http://www.friendsofnutrehogar.org))
- | Print Production Manager

## [Final Output]

