

A black and white photograph showing a close-up of hands. One hand holds a single white, oval-shaped pill between the thumb and index finger. Another hand holds a small, round metal bowl filled with many similar white pills. A third hand is visible at the bottom, also holding the bowl. A semi-transparent yellow circle is overlaid in the center of the image, containing the text 'ACB AMERICAN CITY BUREAU' in white, sans-serif, all-caps font. The background is blurred, showing what appears to be a window with blinds and some furniture.

ACB
AMERICAN CITY
BUREAU

ACB

DISTINGUISHING A PHILANTHROPIC BRAND FROM A SEA OF COMPETITORS

American City Bureau (ACB), a capital fundraising firm for non-profit organizations, needed to distinguish themselves from other consulting firms. Blu Sky collaborated with the management team to identify new marketing materials needed to engage potential clients. The outcome: a logo refresh, newly designed website, templated sales proposals, market specific sell sheets, tradeshow booth graphics and a dynamic infographic highlighting their proprietary feasibility study process. The updated brand strategy increased ACB's relevancy in the fundraising arena and further reinforced their consulting expertise.

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