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Friends of the Fox River Gets Facelift from Local Marketing Firm

WideSpark to Design New Logo for the Non-Profit Group Dedicated to the Fox River

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ELGIN, IL – There are many things that the Friends of the Fox River do, including advocating the adoption of practices by individuals and governments to best protect the quality of the watershed, educating citizens about river issues and training community members to monitor the health of the river and its tributaries. One thing they don't do – logos. That's where WideSpark comes in.

Free of charge, WideSpark, a strategic marketing agency based in Elgin, will spend one day focusing its creative energies on designing an updated logo for the organization that is dedicated to protecting and maintaining the quality of the Fox River and its tributaries.

"As a relatively small, not-for-profit organization with a wide-reaching mission, Friends of the Fox River appreciates the assistance that WideSpark is providing us free of charge to revamp the group's logo," said Tom Schrader, Board Chair for the group. Friends of the Fox River, he added, is a membership-based organization, and as such, constantly works to grow its roster to help spread the word about the goals of the organization. "As we embark on an initiative to expand our ranks, an updated logo will serve to help up better market our organization, bringing more concerned citizens into the organization to help protect our wonderful Fox River." For more information, visit www.friendsofthefoxriver.org

For WideSpark, getting involved in the project started at home. President Rick Moser spends his free-time kayaking in the river and cycling along the Fox River Bike Trail. "Living in one of the 'river towns' along the Fox, you come to understand how important the river is to everyone - those who like the stunning views, its many recreational opportunities, or who come to study the egrets and herons that make the Fox their home. If there is something my firm can do to help protect this place, it just makes sense to step up to the plate," he said.

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WideSpark is a strategic design agency focused on creating integrated marketing communications for progressive businesses. Using strategy, creativity, design and multiple media to help clients differentiate their brands, engage their audiences communicate their message and convert prospects into customers, WideSpark Integrated Design helps companies empower their marketing.

For more information about the logo makeover, contact Rick Moser at rickm@widespark.com or by phone at (847) 429-9100 x202.

To learn more about WideSpark Design, view the online design portfolio or read client testimonials, visit www.widespark.com.