

# DONORWALL DESIGN GROUP

## GET RECOGNIZED™

### ASPCA

Page Address: [www.donorwall.com/aspca.html](http://www.donorwall.com/aspca.html)

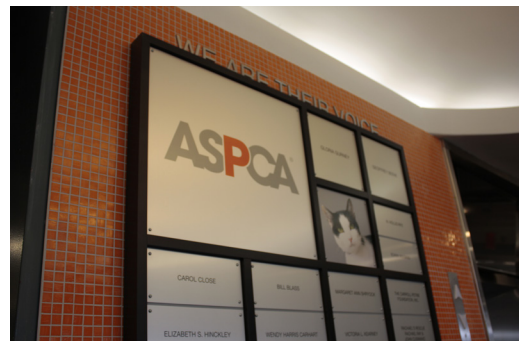
**Project:** To replace an aging cumulative giving donor recognition wall with a unique and strongly branded design for their newly refurbished main lobby. Additionally to provide a recognition system for their annual donors that would allow them to self update.

**Solution:** We took a two prong approach to this task.

For the cumulative giving we turned to one of our DonorMurals. Here we incorporated many images from the ASPCA archives, making it very clear who they serve. Their brand proposition is clear and strong and it appears every where you turn. This lobby now can only be the ASPCA lobby.

For the annual campaign a digital screen was the solution. We incorporated it right between the two large DonorMural panels, giving a central focus to the entire installation. The annual recognition is a series of digital screens containing donor names and more images from the ASPCA archives. Again we made it a point to show off and reinforce the ASPCA brand.

This beautiful mix of static and moving images makes for a very compelling recognition system.



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