

# CCA

## Case study

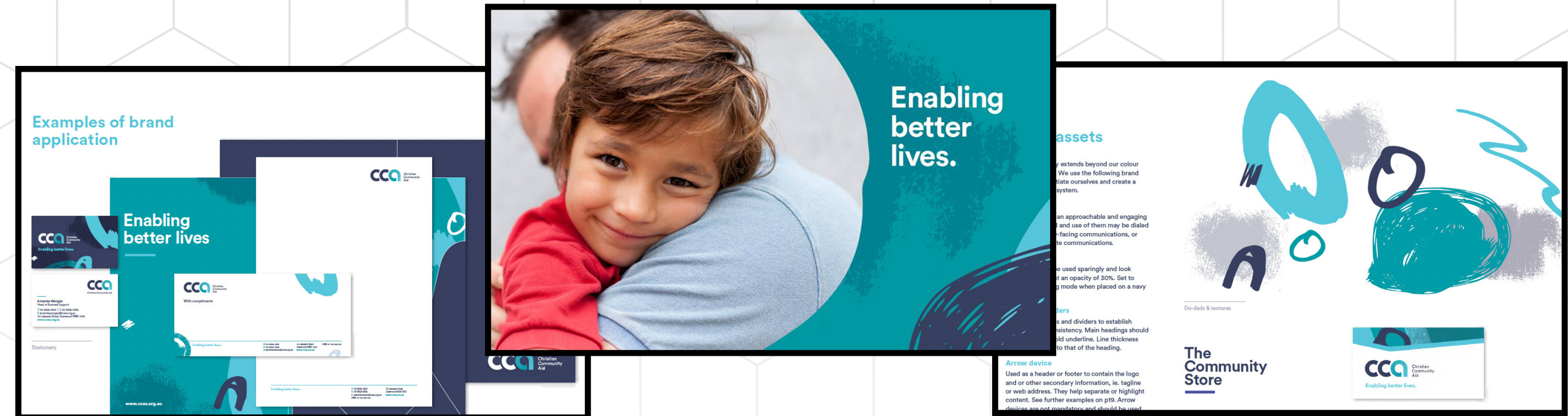
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**Client:** CCA

**Industry:** NFP

**Target audience:** Service users, Funders, and Supporters

**Services:** Brand development, Brand design, Brand roll out



### Overview

CCA has provided support services to individuals in Ryde, Parramatta, and Hornsby LGAs. However, their branding had become outdated and failed to resonate with its audience. CCA needed a rebrand to better connect with service users, funders, and supporters, while representing their diverse service offerings, including aged care, disability support, youth programs, and more. Their goal was to promote their values of inclusivity, empowerment, and community-building with good brand recognition for each services area.

### Scope

CCA required a full rebranding solution to modernise its identity and align with its audience. This included designing a new primary logo, developing a suite of sub-brand logos for individual services, and creating comprehensive brand guidelines. The challenge was to craft a brand that was flexible yet cohesive, allowing each service—such as aged care, family day care, and youth services—to stand out while remaining unified under the overarching CCA brand. The rebrand had to emphasise CCA's mission of “Enabling Better Lives.”

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### Objectives

CCA aimed to create a refreshed brand identity that would encapsulate their mission of “Enabling Better Lives” while connecting the pillars of their diverse areas of service. This involved developing a new logo suite that included individual logos for each key service—such as aged care, family day care, and youth support—ensuring delineation of each. A comprehensive brand guidelines document and file suite was created to ensure consistency across all communications. Additionally, the rollout of branded collateral was necessary to boost recognition and engagement across sectors, reinforcing CCA’s core values and services.

### Solutions

We collaborated with CCA to design a modern logo suite, using bold fonts and soft edges for approachability. A blue gradient represented the diverse life paths of CCA’s service users. Each sub-brand—aged care, youth, family day care—featured unique, relevant imagery, like a tree symbol for growth and development. Comprehensive brand guidelines ensured consistent use across all mediums. The design emphasised inclusivity, empowerment, and CCA’s message of enabling better lives, while being visually distinct to appeal to varied audiences.

### Outcome

The rebrand revitalised CCA’s image, making their services more recognisable and engaging. The community and stakeholders warmly embraced the updated brand, which reinforced CCA’s role as a leader in local support services. The new logos, colours, and messaging effectively communicated CCA’s core mission of inclusivity and empowerment. The rebrand provided a fresh, identity, helping CCA promote their services more effectively to clients and stakeholders while reinforcing their commitment to advancing strong, connected communities across their target regions.

### What they said:

*“Thanks so much for sharing the new brand concept! We really appreciate all the work put into it and your support in developing this new brand and the set of sub brands.”*

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*We pay respect to the Traditional Custodians and First Peoples of Australia and acknowledge their continued connection to their country and culture.*

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