



News Release

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Northumberland and Hastings Children's Aid Societies Announce New Visual Identity for Highland Shores Children's Aid

The Children's Aid Society of Northumberland and Hastings Children's Aid Society are excited to announce the new visual identity for Highland Shores Children's Aid.

As previously announced, Highland Shores Children's Aid will be the new name of the amalgamated Society, effective April 1, 2012. This name reflects the geographies of the two Societies within the Hastings highlands and hills of Northumberland and along the shores of the Bay of Quinte and Lake Ontario.

Protect, Care, Empower are the words that will embody the philosophy and goals of the new organization. First and foremost, it will protect and care for children and youth in need while at the same time empowering children, youth and families to be all they can be through various means of educational support.

The two Societies are very pleased to unveil their new logo for Highland Shores Children's Aid:



The logo incorporates colours from the existing logos of the two Societies and incorporates the key words for the new organization, Protect, Care, Empower. The three leaf motif further emphasizes the three key words, as well as signifying the growth and development of the new Society that will now serve children, youth and their families in the counties of Hastings and Northumberland.

The new name, tagline and logo were developed with the assistance of Floating-Point Multimedia. Clair Kimmett, Marketing Director for Floating Point commented, "It was truly a pleasure to have the opportunity to work with both agencies in a collaborative fashion to create the new agency name and visual identity. Floating-Point is an avid

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supporter of not-for-profit organizations that make a real impact on the lives of the people they serve and in the communities that we live in.”

A new website, created by SNAP Design, for Highland Shores Children's Aid will be launched on April 1, 2012 under the domain name, www.highlandshorescas.com. They indicated their appreciation for the work of the CAS in caring for and helping community youth build their lives and futures.

"Together with the staff of Highland Shores Children's Aid we have tried to develop a website that is both interactive and community-oriented. We know the website will be used as a resource as we all work together to protect and care for children, youth and families in our communities", said Ken Dickson, owner of SNAP Design.

The two Societies look forward to the finalization of their amalgamation process and the opportunities that it will bring to provide comparable and consistent services to children and families in the communities and regions within the counties of Hastings and Northumberland.

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