

P A R A D Y N A M I X

## WVARF Case Study

WEST VIRGINIA ASSOCIATION OF REHABILITATION FACILITIES

### WVARF

WVARF is a proud non-profit company serving the whole of West Virginia that manages work contracts between state government agencies and Community Rehabilitation Programs (CRPs) which serve people with various disabilities.



#### BUDGET

\$10,000 - \$20,000

#### SERVICES PROVIDED

Rebranding Logo & Visuals  
Responsive Wordpress Site

#### ABOUT PARADYNAMIX

Paradynamix is a digital design agency that works with their clients to achieve tangible and measurable results. Working with growing brands from start to finish, Paradynamix will have your back with data driven marketing, responsive web design, and SEO analysis. Contact us and discover why our clients trust us to build and deliver a proven strategy to increase their presence and growth online.

#### BUSINESS CHALLENGE

WVARF was looking to expand their brand and visibility and desired an updated desktop and mobile friendly website. They wanted their website to reflect the fundamentals of the company as a local non-profit group whose primary concern was working with the unique needs of the individuals who fall under their care. Additionally, WVARF needed their logo files converted into something print friendly and wanted to see the full organization title in the logo.

#### OUR SOLUTION

In examining the desires of the client and how to implement them, it was found that some extra steps needed to be taken that would in the long run better serve them. A brand new logo was designed alongside a brand new matching website. The web experience was now fully compatible with mobile format and with the logo update, all files needed to produce digital and print advertisement were provided.



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### RESULTS

WVARF, upon seeing the logo redesign provided by Paradynamix, chose to have us entirely rebrand them with the new look. With visual language being taken into consideration, the new logo reflects their organization in a way the old did not and more effectively communicates to the new viewer what WVARF is. The website update makes the group more accessible to a broader audience of people and the branding features in all of their media representation, including television and billboards.



**Old Logo:** The blue and gray scheme with a metallic look strike as impersonal and does not properly communicate what "WVARF" is.



**New Logo:** The full title of the company has been worked in and the gray exchanged for a yellow to compliment the blue. The "V" now doubles as a person with open arms, giving a human element to the visual.



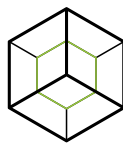
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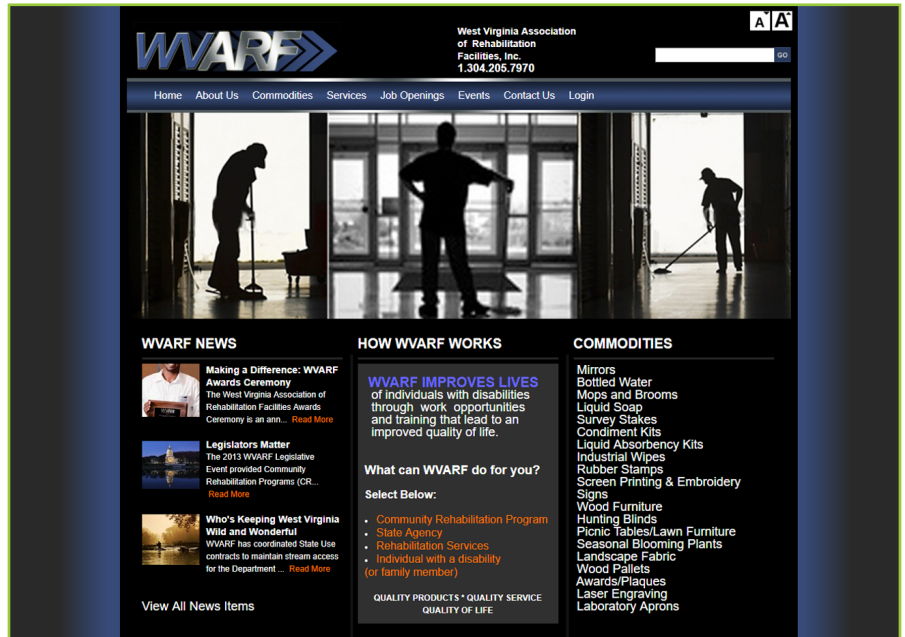
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## WVARF Case Study

**Old Website:** Unresponsive to mobile formatting, thus limiting accessibility, and set within a branding that did not reflect their values and message.



**New Website:** Lighter, airier, and more human, the new web experience brings uses visual language to tell the story of WVARF and is mobile friendly.



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