



COAR > 2008 Annual Report

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“We approached OVO again for this project because we were confident in their ability to capture COAR's values better than anyone else. They kept the focus where it belongs: on the refugees of Arizona.”



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Phoenix > +1 602 476 2329 | Portland > +1 503 488 5732 | [inquiry@brandsbyovo.com](mailto:inquiry@brandsbyovo.com)

## COAR

COAR (Community Outreach and Advocacy for Refugees) connects community networks and resources to support locally resettled refugees in their efforts to rebuild positive, self-sufficient lives. Recognizing the need for efficient communication, OVO devised the COAR trademark as a virtual “people wheel” to represent this network connected around a common “core”. Color extension is welcoming, organic, and optimistic. Mark Simonson was kind enough to donate the acclaimed “Proxima Nova” type family for the COAR signature and marketing materials.

Subsequent brand implementation incorporates raw, editorial style photography of refugees in their new environments. This honest, humble approach to imagery is complimented by more stark, serious typography and completed through the grounding, muted color palette. When surveying the COAR brand landscape, one is left with the impression of an organization that is deeply humanistic, organized, and effective.

### Client Testimonial

“I keep re-reading our annual report, in awe of OVO's wonderful integration of our story with Eliza Gregory's photographs of refugees in Phoenix. We approached OVO again for this project because we were confident in their ability to capture COAR's values better than anyone else. They kept the focus where it belongs: on the refugees of Arizona.”

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