Get Real

Situation	Arlington County is a world-class urban area located in northern Virginia. This diverse and progressive community is continually being challenged to meet the ever-changing needs of its rapidly growing population. As a part of its ongoing community outreach efforts, Arlington County provides specialized programs to help people, families, and organizations grow and succeed.
	One such program is "Get Real"—a community outreach initiative designed to give teenagers and their families a central resource for helpful information and activities. In particular, the program offers a hotline that teens experiencing problems can use to seek personal help and consultation.
Solution	TDC was hired to brand this program and promote it throughout Arlington County. After a teen focus group came up with the "Get Real" name, we developed a brand identity featuring a striking collage that reflected the diversity and dynamism of the area. The main element of the program was the website, which had hotline informa- tion, a listing of social service agencies, and more.
	To promote the program and website resource, we designed and produced posters for display in public spaces as well as flyers, small brochures, T-shirts, mouse pads, and other giveaway items.
Result	The program was highly successful and received funding for an additional four years after the initial launch. The campaign also won several design awards, both locally and nationally.

<mark>o</mark> logo

o web site





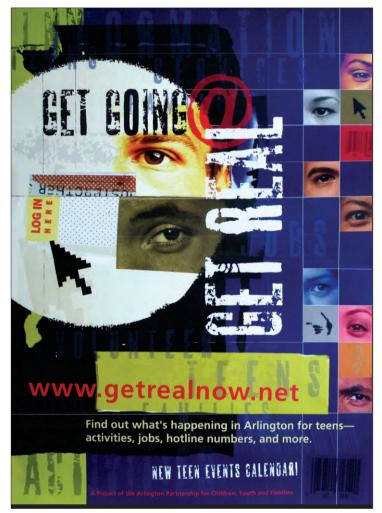


o awareness poster

- o dm postcard
- o flyer







o mouse pad

o button

o tee shirt





