

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 information, 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.

- o logo
- o web site



- o awareness poster
- o dm postcard
- o flyer

THE GET REAL WEBSITE NOW OFFERS AN EVENTS CALENDAR FULL OF FUN AND EXCITING ACTIVITIES JUST FOR TEENS.

Here in one location you can find local or regional activities and services available to Arlington teens: jobs, volunteer opportunities, hotline numbers, and more!

Call 703-228-1672 to speak with the teen calendar coordinator. We welcome your event listings.

GET GOING @ GET REAL

www.getrealnow.net

A project of the Arlington Partnership for Children, Youth and Families.

GET GOING @ GET REAL

www.getrealnow.net

Find out what's happening in Arlington for teens—activities, jobs, hotline numbers, and more.

NEW TEEN EVENTS CALENDAR!

A Project of the Arlington Partnership for Children, Youth and Families.

Visit Get Real @ www.getrealnow.net

1 GET REAL HOMEPAGE

This is your one, automated collage reflects the diversity and dynamism of Arlington teens. A student focus group investigation allows users to search through by organization, program, or subject, and link to hotline agencies.

2 GET REAL HOTLINES

For instant information, a list of social service agencies, organized by subject heading, with phone numbers and website hyperlinks.

3 GET REAL FINAL DESTINATION

Each organization has its own page of vital statistics, address/phone info, brief description, hours, programs, languages spoken, and website hyperlinks.

A project of Arlington County Public Library in cooperation with the Arlington Children's Center, Children, Youth, and Families, and the Arlington Public Library. Visit us at www.getrealnow.net.

- o mouse pad
- o button
- o tee shirt

