

CLP PRO BONO PROJECT

GIRLS OFF THE STREETS



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SIMaid is part of the wider, international SIM Mission agency first established in 1893. SIMaid was established in 1982 as the relief and development arm of the interdenominational Christian mission SIM Australia.

SIMaid is an organisation dedicated to ensuring aid is delivered to those who need it, and is focused on getting donor's resources to nominated projects. Fast. SIMaid aims to deliver to the field more than 85 cents of every dollar donated, and regularly achieves better than this number. Donations are usually committed to a project by the last working day of each month. Your aid gets there and it gets there fast.

Every six months or so the Cliff Lewis Print art department selects a charity or project that is close to our hearts to donate their knowledge and support in which ever way benefits and drives up the awareness of the cause.

CLP has been a constant supporter of SIM Mission and SIMaid and has worked hand in hand with them on many projects throughout the years. In December 2011 Bruce Lyman, Operations Manager, approached us about designing a logo for a specific aid project. Girls Off The Streets. Having seen the inspiring impact SIMaid is making in other projects and watching the Girls Off The Streets grow into a significant cause, we wanted to be a part of something world changing.

December 2011 and January 2012 saw us tackling a brand and campaign concept that would catapult Girls Off The Streets into the public eye. With the project mark now selected the challenge is going to be in applying all our knowledge and spirit into realising the vision of the SIMaid team. Stay tuned...

Louise Fraenkel
CLP Art Director

If you would like to learn more SIMaid's Girls Off The Streets go to simaid.org.au/projects/view/20/Girls-off-the-Street

"THE SAME SKILLS THAT CAN MARKET FIZZY DRINKS AND SOAP POWDER CAN ALSO CHANGE PUBLIC ATTITUDES"

CHARLOTTE & PETER FIELL
CONTEMPORARY GRAPHIC DESIGN



Right: Check out the latest article on the Girls Off The Streets project in Imagine, SIMaid's quarterly magazine.

Below: Campaign concepts by CLP.

