

City on a Hill

cityonahillmilwaukee.org


City on a Hill is a faith-based nonprofit

that works to restore hope, reduce poverty, strengthen families and foster racial reconciliation in the Milwaukee community. They achieve this through youth programming, training events, health services and mission trips.

STRATEGY

City on a Hill already had a website, but they needed something that truly expressed their brand, in a modern, friendly design, with an intuitive navigation system and a mobile strategy. It needed to be easy to update according to the varied seasons of giving they experienced each year. To achieve a friendly look that still felt branded to them, we

played off of the cool & warm colors in the logo, and found a similar typeface to use in their header text. By leveraging those brand elements and our own creativity, we created a truly unique site for City on a Hill that can grow and flex at the same time that they do.

