



Designing for the Greater Good: The Best of Non-Profit and Cause-Related Marketing and Nonprofit Design

Peleg Top, Jonathan Cleveland

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This first-ever book of its kind, *Designing for the Greater Good*, features hundreds of illustrated examples of the best nonprofit and cause-related design worldwide, plus 24 inspiring case studies and insights into great nonprofit branding campaigns. A comprehensive resource for designers, creative professionals, marketers, corporate communications departments and nonprofit leaders, this book showcases work from a variety of sectors including Family and Community, Animal Causes, Health, Human Rights, Environmental Awareness, Spirituality, and the Arts. The 24 case studies feature interviews with the designers for such campaigns as the Avon Walk for Breast Cancer, The Hurricane Katrina Poster Project and Get London Reading. Materials presented in *Designing for the Greater Good* include: cause-specific campaigns and case studies; logos and branding for nonprofits; websites, posters, brochures, advertising, and marketing materials for cause-related events and nonprofits; packaging; invitations for fundraisers and events.

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