

# FUNDING WORLD-CLASS MEDICAL RESEARCH

## Krembil Foundation



[www.krembilfoundation.ca](http://www.krembilfoundation.ca)

### THE ORGANIZATION

The Krembil Foundation was established in 2002 with a mandate centered on helping people through medical research, education and social services. This mandate reflected the primary interests of the family and it still holds true today.

### THE OBJECTIVE

The Krembil Foundation came to Trinitas to create a brand identity system and website that would reflect their mandate and professionalism.

Their primary objectives for the website was to inform visitors about past grants that

the foundation had provided as well as the process for submitting a proposal to receive a grant. A secondary objective was to educate and expand awareness about the issues that the Krembil Foundation supports.

### THE SOLUTION

The first step for Trinitas in the design process involved a thorough research and discovery phase to understand the Krembil organizations needs in order to effectively reflect their brand both of-line and online.

Once this initial phase was complete, the Trinitas design team began the development of several brand identity system concepts for the Krembil Foundation to review. The use of dark green and gold were used to capture the bold and distinguished image that the organization ad established. The logo highlights the "K" and the "F" of the organizations name. The serif font selected for the "K" was used to represent the traditional side, while a

more contemporary font was used for the "F" to offset and create a balance between the two.

Once the brand identity system was established, development of the website began. The same bold colours were used throughout the site as well as inspirational images that reflected the mandate of the organization.

### THE RESULT

The Krembil Foundation now has a brand identity system that reflects their mandate and professionalism. The brand identity system that Trinitas developed has been carried throughout all of their offline materials including business cards, letterhead and corporate documents. Their website has garnered extremely positive feedback from the industry and has become a valuable marketing tool for the organization.

### ABOUT TRINITAS

Trinitas builds web applications that help organizations communicate and collaborate more effectively by moving traditional offline business to the web. Our development team is a diverse group combining developers, designers, and marketers. This combination of talent allows us to develop the most innovative applications possible.

To find out more information about Trinitas and our Web and Application Development services, please contact 416-250-5295 or visit our website at [www.trinitas.ca](http://www.trinitas.ca).

"When Krembil Foundation required a new brand and website, we turned to Trinitas. Their excellent work and creativity provided us with a unique brand that has been well received by our clients. They were extremely responsive and a pleasure to work with. I would highly recommend them to any organization."

Mark Krembil  
President  
Krembil Foundation