



June 25, 2024
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Charlottesville-Albemarle SPCA
FOR IMMEDIATE RELEASE

Charlottesville-Albemarle SPCA Partners with Convoy for Rebrand Project

CHARLOTTESVILLE, VA (June 25, 2024) — The Charlottesville-Albemarle SPCA (CASPCA) is excited to announce the start of our rebranding process in partnership with local marketing and web development agency, Convoy. This collaboration aims to refresh our visual identity and enhance our online presence, reflecting the vibrant community we serve.

Convoy, known for its innovative design solutions and commitment to local causes, will be working closely with the SPCA to develop a fresh, modern brand that resonates with the community and reflects the organization's values and goals. The rebrand will include a new logo and cohesive branding materials to unify the SPCA's public image.

Tim McDaniels, Managing Director and Founder of Convoy, shares his enthusiasm for the project: "As the proud 'pet-parent' of two Charlottesville-Albemarle SPCA alumni, this partnership is particularly meaningful to me. We are excited to bring a fresh look to an organization that does so much good in our community. Our goal is to create a brand that not only stands out, but also helps the SPCA connect even more effectively with supporters, adopters, and volunteers."

Charlottesville-Albemarle SPCA Marketing and Communications Director Luke Waldron shared his excitement: "We are thrilled to work with Convoy on this rebranding initiative. Partnering with a local agency deeply rooted in our community was essential for us, as we want this logo to be for the community, by the community. I believe this rebrand is an important opportunity for us to reintroduce ourselves to the community and for people to better understand who we are, all the services we provide on behalf of the community, and the changes we've undergone."

The new branding is expected to roll out over the coming months, incorporating community input into the process, with an unveiling of the updated look in early fall.

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About the Charlottesville-Albemarle SPCA: *The Charlottesville-Albemarle SPCA is proud to have maintained the City of Charlottesville and Albemarle County as life-saving communities for thousands of animals in the region. The mission of the SPCA is to advance the compassionate treatment of animals by providing sheltering, medical care and behavioral services for dogs and cats; promoting permanent, caring homes; and furthering education and outreach to place healthy animals in caring homes.*

About Convoy: *Convoy is a graphic design and web development agency located in Charlottesville and Richmond, Virginia. We create digital identities, assets, and products and collaborate closely with our clients to build effective and enduring solutions that deliver measurable results.*