



PROGRESS | COMMUNITY | ACHIEVEMENT

PR & Communications Narrative Report

Co-operative Housing Federation of BC



Project Overview

Legacy

Celebrating 40 years of leadership in co-operative housing.

We partnered with the Co-operative Housing Federation of British Columbia (CHF BC) for several years to strengthen their visual identity, storytelling and member engagement across events, campaigns and key initiatives.

Connection

Strengthening relationships with members through clear, accessible communication.

Each year, we supported CHF BC's flagship events and educational initiatives, including the Spring Forum, Fall Education Conference and Annual General Meetings, by developing event sub-branding, poster suites, social media campaigns and video and print design assets. These resources enabled CHF BC to deliver consistent, professional communications tailored to each event and audience.

A key milestone was CHF BC's 40th anniversary. We developed a dedicated anniversary sub-brand, including a custom logo, animated logo and supporting brand applications. The anniversary branding was integrated into CHF BC's brand guidelines to ensure consistent use across platforms. Presentation and virtual meeting templates extended the anniversary identity into daily communications.

Clarity

Delivering cohesive branding and storytelling across events and campaigns.

Beyond design, we helped CHF BC shape its anniversary narrative, highlighting four decades of leadership, community impact and future vision in a way that honoured the organization's legacy and ongoing relevance.

Throughout all projects, we prioritized clarity, consistency and accessibility. Our work helped CHF BC communicate confidently, strengthen its connection with members and reinforce its position as a trusted provincial leader in the co-operative housing movement.



PR Process



Key Accomplishments

Spring Forum Brand Guide

Developed a comprehensive sub-brand guide for each event to support consistent visual identity and communications across Spring Forum materials.

Spring Forum Poster

Designed event-specific poster assets aligned with CHF BC's brand and forum sub-branding.

Spring Forum Content Calendar

Created a content calendar to guide coordinated event promotion across channels.

Spring Forum Recap Video

Produced a recap video to extend the event's reach and capture key moments and themes.

Event Engagement Best Practice Guide

Developed a practical engagement resource to support effective event planning and participant experience.

Fall Education Conference Social Media Campaign

Developed social content to support conference promotion and engagement.

40th Anniversary Sub-Brand

An anniversary sub-brand was developed to celebrate CHF BC's 40-year milestone.

40th Anniversary Logo

A custom logo and animated version supported anniversary storytelling across multiple platforms.

40th Anniversary Storytelling

Narrative content was developed to reflect CHF BC's history, values and impact.

Fall Education Conference Design Assets

Created event-specific branded design assets to support conference communications.

Fall Education Conference Recap Video

Developed a recap video to extend the conference's storytelling and impact.

Event Training Session

Prepared training materials focused on effective event engagement strategies.

Direct to Mail Group Buying Campaign

Designed campaign materials to support member awareness and participation in group buying initiatives.

AGM Social Media Campaign

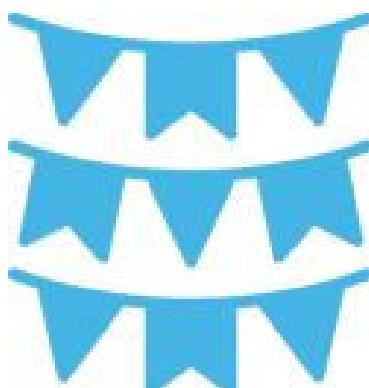
Developed social media content to support Annual General Meeting communications.

AGM Design Assets

Designed branded materials to support AGM promotion and delivery.

Year in Review Report

Prepared annual reporting content to highlight organizational achievements and impact.





40 chfbc

2
NOV



chfbc
FALL EDUCATION
CONFERENCE
9 am-4 pm

chfbc
FALL EDUCATION
CONFERENCE
Nov 2 | 9 am-4 pm

Fostering
growth,
collaboration,
& the thriving
spirit of co-op
living.

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17
NOV
9 am-2:30 pm
Sheraton Wall Centre,
Vancouver, BC.

chfbc
ANNUAL GENERAL
MEETING 2024
Building Our Future.

Join us as we come together to reflect on the achievements of the past year and build our future. This General Meeting is an opportunity for co-op members to learn about what CHF BC has been doing in the last year to support our member communities. This year, we are finalizing our strategic plan.

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PUBLIC RELATIONS