



***FASTEN YOUR SEATBELTS ...
NEW CRCC BRAND IDENTITY & WEB SITE ARE COMING SOON!***

With great anticipation and excitement, the CRCC will launch its new brand identity and new web site early this Fall.

A Dynamic New Brand Identity

CRCC's revitalized brand identity centers upon a striking new CRC Seal which will be the cornerstone for all CRCC materials and communications. Utilizing two vibrant shades of green, the CRC Seal reflects a contemporary, professional image with strong visual appeal that will provide instant CRC recognition when implemented throughout all CRCC materials.

Simultaneous launching of this new identity across the CRCC website, printed materials, internal documents & stationery, presentation formats and all other CRCC materials will create an impressive billboard effect vital to increasing awareness and elevating the professional prominence associated with both the CRC credential and the CRCC.

An Exciting New Web Site

CRCC's redesigned web site will provide many improvements across many dimensions.

A New Look

The new site will be more contemporary, dynamic, and visually exciting as it incorporates our new brand identity with photography and a powerful, home page flash sequence which will powerfully convey the importance of the CRC credential.

The new look will be clean and fresh with a streamlined, user-friendly, intuitive page navigation that will enable users to easily find a wealth of information.

Interactive Features

The redesigned site will have several new interactive features designed to: improve certificant services; increase visibility and job opportunities for CRCs; provide more comprehensive rehabilitation counseling information & services, and; more actively promote the CRCC and the importance of the CRC credential. Such features will include:

“My CRC Profile” – CRC Contact Information

CRCs can manage their account information electronically from the convenience of their home or office. Updating information (address changes, new phone numbers, etc.) will now be just a click away - 24 hours a day, 7 days a week.

“Locate A CRC” – Public Service Directory

All CRCs will have the opportunity to opt-in to this exciting new web site directory whereby any web site viewer can easily search for CRCs within a desired geographic location. In addition to providing basic contact information, CRCs will also have the opportunity to designate areas of specialty, languages spoken and any additional credentials.

“Stay Informed” – Communications Sign-Up

By simply providing an email address, site users can electronically receive CRCC Newsletters, Press Releases, and other periodic updates.

Full Accessibility

The new CRCC web site is being designed and built to meet key industry-leading accessibility initiatives. Our site will be in compliance with both Section 508 and W3C – Priority 1 accessibility guidelines.

“This is a very exciting and dynamic time in the growth and development of the CRCC. After many months of hard work, we are excited to see two of the more highly visible initiatives come to life – our new brand identity and our redesigned web site. We hope you share in our excitement!”

Cindy A. Chapman, Executive Director, Commission on Rehabilitation Counselor Certification