

SPELLS WRITING LAB • PO Box 30462, Philadelphia, PA 19103 • 267.670.0869 • www.phillyspells.org

FOR IMMEDIATE RELEASE

Spells Writing Center Celebrates Community Open House with New Name, Logo

Mad-science theme inspires kids to have fun, experiment with writing

February 5, 2010—On Sunday, February 7, Spells Writing Center will officially unveil the organization’s new name and logo during a Community Open House at their center in North Philadelphia. The public event, which is being held to give families an opportunity to learn more about the non-profit’s after-school tutoring and writing programs, starts at 3 p.m. and will include several stations where Spells volunteers will guide children through quick creative writing activities.

Graphic design team The Heads of State developed the new logo, which features an illustration of a writing quill immersed in the bubbling liquid of a beaker. While refining the logo concept, they cleverly modified the organization’s name to Spells Writing Lab in one variation, but didn’t think the Spells team would entertain the idea of a name change. They couldn’t have been more wrong.

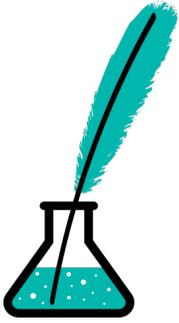
“When we saw the logo with Spells Writing Lab written under it, we had a collective aha! moment. A laboratory is a place for exploration and experimentation, so we felt that name perfectly encapsulated our unconventional, relaxed approach to writing. At Spells, kids are encouraged to let go and really experiment with new ideas,” said Elizabeth Encarnacion, Communications Director of Spells.

The Heads of State team worked closely with Spells to create a design theme for Spells that would represent the organization’s playful side, while still maintaining a degree of separation that allows room for interpretation.

“We wanted to evoke the kitschy vibe of a 1960’s chemistry set without being too retro. And at the same time we had to figure out a way to incorporate writing and the feeling of limitless creativity and imagination,” said Jason Kernevich of Heads of State.

The science-themed rebranding is also a nod to the writing center’s fictional founder, Dr. Benjamin Franklin Spells, whose history and adventures will be fleshed out by Spells students during an upcoming workshop series. A bit wackier and more eccentric than the founding father, Dr. Spells does share his namesake’s diverse interests in writing, the sciences, and invention.

VISIT US 2526 N. Alder Street, Philadelphia, PA 19133



SPELLS WRITING LAB • PO Box 30462, Philadelphia, PA 19103 • 267.670.0869 • www.phillyspells.org

As part of the branding push, the organization is creating official Spells Writing Lab merchandise, such as T-shirts, bookmarks, and magnets, which will be sold at events and via a revamped website currently being designed by interactive developer Ryan Blain. All profits from the products will go to support the center's writing and tutoring programs.

About Spells Writing Center:

Spells Writing Center is a 501(c)(3) non-profit organization that aims to develop the creative and expository writing abilities of school-age children and awaken a lifelong love of writing by providing free writing programs and teacher development opportunities throughout the greater Philadelphia area. Board members and sponsors for the organization include New York Times bestselling authors Elizabeth Gilbert and Jennifer Weiner. Please visit our website, www.phillyspells.org, for more information.

The Spells Writing Lab logo and additional images are available for media use.

Please contact:

Elizabeth Encarnacion
Communications Director
Spells Writing Lab
liz@phillyspells.org
267-670-0869

Media Contact:

Christina Rose Dubb
Executive Director
Spells Writing Lab
christina@phillyspells.org
267-670-0869

###