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**NEWS RELEASE**

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## **S.C. Charter School District, Nonprofit for Abused Children Get Rebranded**

**Adamus Media Helps School District, Dorchester Children's Center Tell Their Stories Through its Creative Work**

**CHARLESTON, S.C., April 24, 2015** – Adamus Media, a marketing and design agency in Mount Pleasant, continues its creative work for institutional and nonprofit clients that positively impact residents of South Carolina.

The agency, which also has offices in New Jersey, is assisting the [South Carolina Public Charter School District](#) (SCPCSD) with its marketing communications as it strives to educate state residents about the nature of charter schools, and increase the visibility of the SCPCSD. As part of the process, Adamus has revamped the district's branding elements, creating a new logo, color palette, stationery and e-mail signature. It has also helped institute a new branding style guide for internal and external use.

“Many people don't know what a charter school is, let alone that this district is open to students from the entire state, so our challenge is clear,” says Sylwia Majewski, president

of Adamus. “Creating a compelling and instantly recognizable brand image is a vital first step.”

The agency also recently completed a rebranding of the [Dorchester Children’s Center](#), which serves abused and neglected children and their families from Dorchester County and parts of Berkeley and Charleston counties. The Center, in Summerville, recently completed a 6,000 square-foot expansion to accommodate the 1,000-plus youths it assists each year.

### **About Adamus**

With offices in Charleston, S.C., and Southern New Jersey/Philadelphia area, Adamus is an award-winning creative agency that serves clients nationwide. Our firm offers brand strategy, digital marketing, web design, development and e-commerce and print. Adamus represents a wide variety of industries and firms including financial institutions, higher education, schools and nonprofit organizations, medical providers, information and technology firms and beyond. Visit [www.adamusmedia.com](http://www.adamusmedia.com) for more information.

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