

# NEXT TO LEAD

## What is Next To Lead?

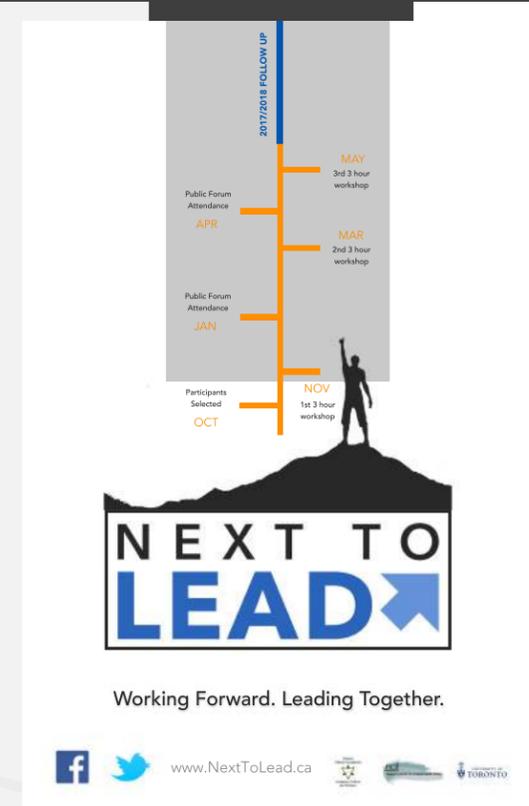
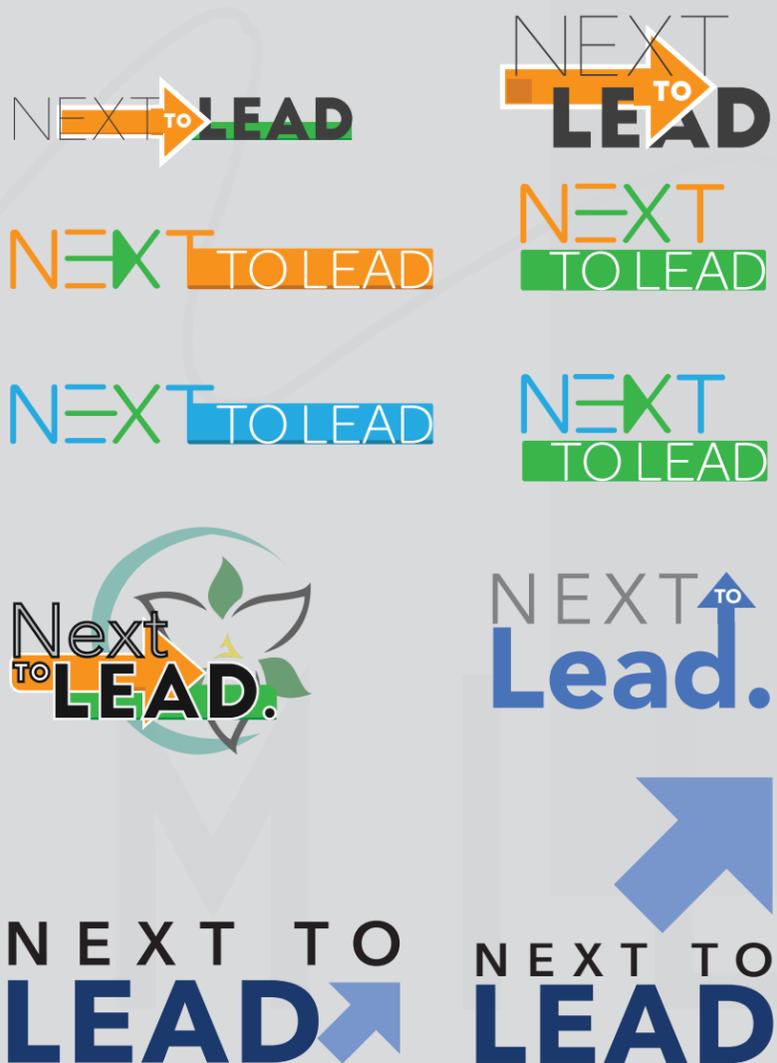
Next To Lead is a non-profit organization that aims to help youths with disabilities move smoothly into the workplace through a series of workshops and extracurricular activities. The organization has found success with over 25 participants for the first seminar.

## What was needed on the digital front?

As a non-profit startup, Next To Lead required a lot to get things in motion. First and foremost, they wanted an online presence in which potential applicants could easily apply and get an understanding of the program Next To Lead offers. Along with a fully responsive website including accessibility options, social media pages were also set up to help reach as many people as a small non-profit organization could.

## Branding Evolution

It was very important to create an identifiable logo that would be both clean and easy to read. Below, the logo concepts range in various styles, some becoming a little too 'abstract' from the original focus. Ultimately decided to go with the bottom examples because they followed closest to the original goal.



## POSTERS/ INFORMATION

An early poster concept "reaching for success"



The final information poster, used to promote the early stages of the program

**Interested in being a leader in the disability community?**

**Next to Lead** isn't your typical leadership-training program.

**Participants will gain:**

- Knowledge and skills related to leadership and disability justice
- Mentorship from reputable leaders of the disability community
- Opportunities to connect with a group of like-minded peers
- Support to apply learning to tackle a community issue of their choosing

**We want to hear from you if:**

- You are between the ages of 18-29
- You identify as a disabled person/person with a disability
- You want to make a positive impact on our community

**APPLY NOW**  
To be the Next To Lead  
[www.NextToLead.ca](http://www.NextToLead.ca)

**CONNECT WITH US**  
122 Queenston St, St Catharines TEL 905 684 7111 ext 222 TTY 905 684 0420 EMAIL [jcooper@abilityforlife.ca](mailto:jcooper@abilityforlife.ca)

ncd Niagara Centre for Disability Living Ontario Trillium Foundation Ontario Trillium Foundation of Ontario UNIVERSITY OF TORONTO

## Responsive Web Design

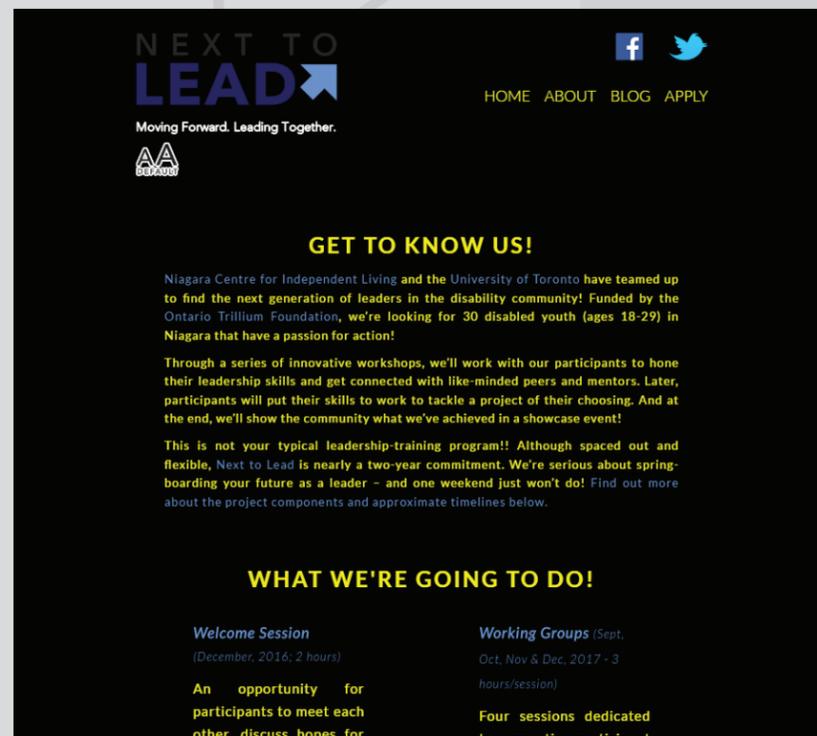
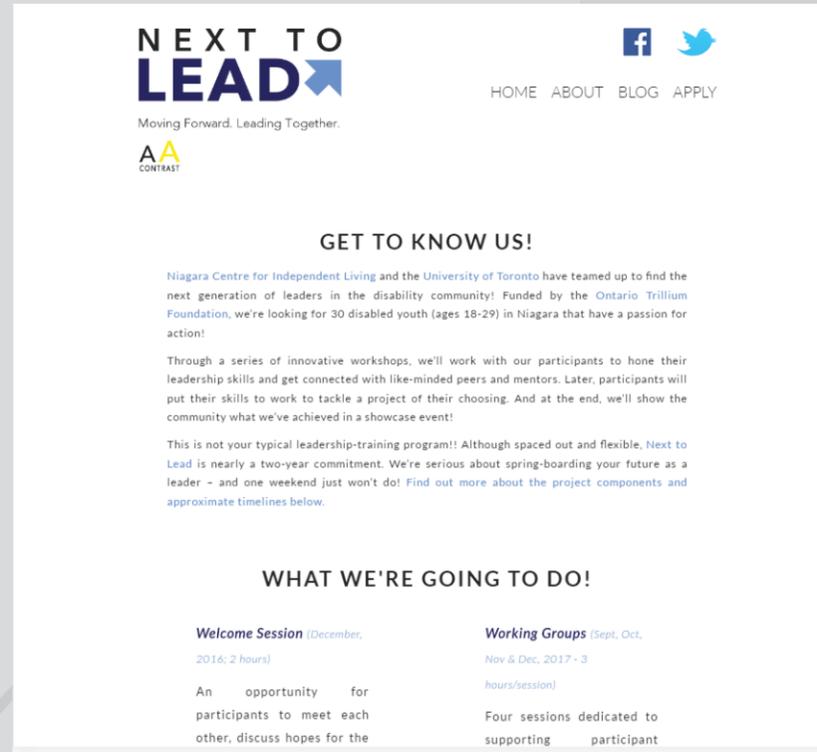
In today's digital world, the most common way to access the internet is through a mobile device. It was very important that Next To Lead could reach their candidates on all popular platforms.



nexttolead.ca

BEN

## HIGH CONTRAST & LARGER TEXT



## On the Web

There were many challenges involved with designing a site that needed to meet the needs of so many individuals with specific disabilities. The design had to remain clean and 'unbusy', without too much distraction in the design itself. Accessibility options also had to be considered such as larger text and a high contrast option for visually impaired candidates.

## What is Next?

The next step for NextToLead.ca, at the request of Next to Lead staff, is to move the site over to word press. This process is currently underway.



MILNES