

Heller Communication Design helps clients redefine their brand promise to include Corporate Social Responsibility. We help them develop a differentiated strategy for CSR, based on their strengths and tied to their business objectives.

We can help you make CSR a strategic advantage in every aspect of your business by embedding it in your brand promise, and creating communications that inspire people to care and to support you.

We offer brand strategies, brand workshops and on-site consulting, naming, corporate identity programs, packaging, sustainability reports, employee programs and communications, custom publishing, advertising, design, web development, and events.

Cheryl Heller has recently been nominated for the Cooper Hewitt National Design Award for Communication Design. Over the course of her career, she has developed brands and launched products for Fortune 100 and start up companies in fields ranging from fashion and beauty, automotive, entertainment, retail, technology, food and beverage, health care, manufacturing and finance. Her experience includes the development of national broadcast and print campaigns, identity programs, web based programs, employee communications and training, direct mail, film, events and cause-related marketing.

She founded and ran a design agency in Boston called HellerBreene, part of the WCRS international network of agencies. She served as Executive Creative Director at Wells Rich Greene, and was the Executive Creative Director and Managing Partner for Siegel & Gale, an international branding and identity firm.

Ms. Heller has been profiled through articles in The New York Times, The Boston Globe, Graphis Magazine, Communication Arts, ID, How Magazine, Print and PDN. She has authored articles for CA, ID, Step. The CRO, Graphis Magazines, The Boston College Center for Corporate Citizenship, and The Design Management Journal. She is a recipient of countless awards from national and international competitions, and her work is included in the Library of Congress permanent collection. Ms. Heller is a member of the Board of Directors of PopTech, an organization devoted to the impact of technology on culture; D-Rev, design for the other 90%, founded by Paul Polak, bringing designers together to solve global poverty; The Cloud Institute for Sustainability Education, a past member of the Executive Committee of the AIGA National Board, and of ADC Global. She is a passionate photographer.

Partial client list

ABC Carpet & Home
Al Foah Company
Allison Rockefeller
American Cancer Society
American Express
American Film Institute
Audubon
Banta Corporation
Bayer Corporation
Beacon Street Girls
BlackRock
The Boston College Center for
Corporate Citizenship
Cemex
Central Park Conservancy
The Cloud Institute for
Sustainability Education
Chelsea Clock
Cone, Inc.
Converse
Creative Edge Parties Discovery Networks Int.
ESPN Zone
D-Rev; Design for the other 90%

Ford Motor Company
Electra
Elle Magazine
Excella Consulting
Gianluca Isaia
Girl Scouts of America Herman Miller
Genesis Eldercare International Center of
Photography,
Joyful Heart Foundation
Keds
Kodak Professional LouisBoston
Mohawk Paper
New York Blood Center Marriott International
Mass Roots Project
NewPage
Philip Morris Cultural Affairs
Pfizer
Q2
Reebok
Reed&Barton
The Rhythm & Blues Foundation
SafeHorizon
Sappi Fine Paper
Seagrams
Sigma Q
Sperry Topsider
Star Market
StrideRite
StoraEnso
ToysRUs
Waterworks
World Wildlife Fund US
World Wildlife Fund Int.