CAMI

CASE STUDY

2024-2025

THE PARTNERSHIP, INC.

WHERE DIFFERENCES DRIVE SUCCESS®

THE PARTNERSHIP, INC.

DIGITAL TRANSFORMATION TO SUPPORT DIVERSE LEADERSHIP

Strategic Partnership · Website Redesign

Technical Assistance · SEO & Accessibility

CAMI STRATEGIES:
DIGITAL TRANSFORMATION & TECHNICAL SUPPORT

ABOUT THE PARTNERSHIP, INC.

Founded in 1987, The Partnership, Inc. is the premier organization focused on attracting, retaining, and developing diverse leadership. Anchored by globally recognized subject matter experts, research, and decades of experience, it has worked with 600+ companies and 6,500+ professionals across 102 cohorts. The Partnership engaged CAMI Studio to modernize its digital platform and streamline partner engagement, while building out its new brand.

CAMI'S IMPACT

Through digital transformation and technical support services, CAMI Studio elevated The Partnership’s online platform to better engage members and partners. CAMI led a comprehensive website redesign that aligns the brand’s digital presence with its 35+ year legacy. CAMI then designed a Technical Assistance infrastructure and Digital Resume Book. CAMI’s intuitive site architecture, detailed program pages, streamlined workflows, along with SEO and accessibility enhancements, helped The Partnership build a scalable ecosystem for diverse community engagement for years to come.

WEBSITE REDESIGN

TECH ASSISTANCE

SEO & ACCESSIBILITY

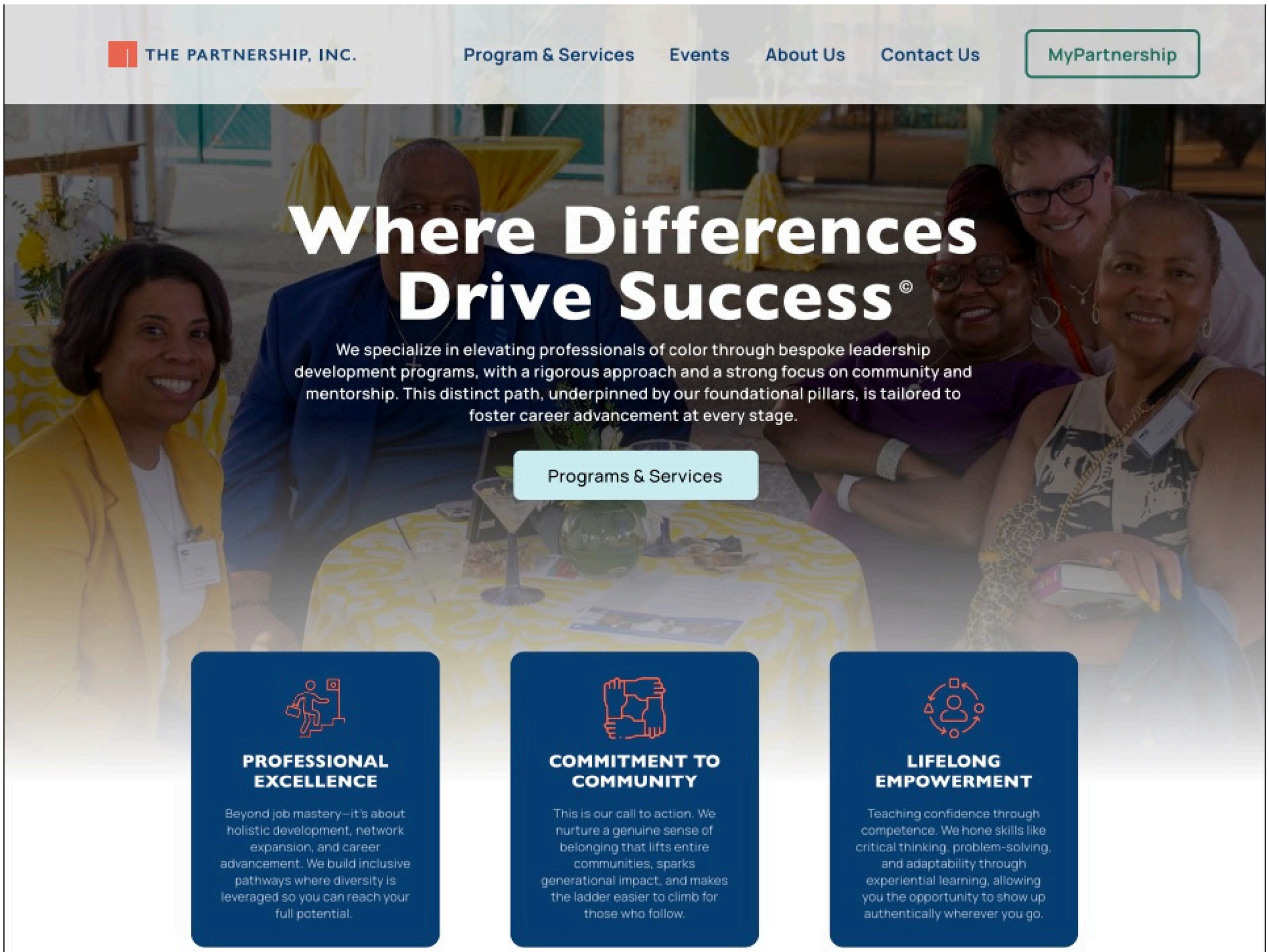
THE PARTNERSHIP, INC.
WHERE DIFFERENCES DRIVE SUCCESS®

The Challenge: Aligning a 35+ year legacy with a modern digital presence, while onboarding corporate partners to the Digital Resume Book.

CAMI Solutions: A comprehensive website redesign and a dedicated Technical Assistance infrastructure, supported by SEO, accessibility, and brand-consistent outreach tools.

CAMI DESIGNS:

THE PARTNERSHIP WEBSITE REDESIGN



CAMI rebuilt The Partnership's website with an intuitive architecture, detailed program pages, streamlined workflows; as well as SEO and accessibility upgrades, so **professionals and corporate partners find the right program faster**.

CAMI Brand Systems:

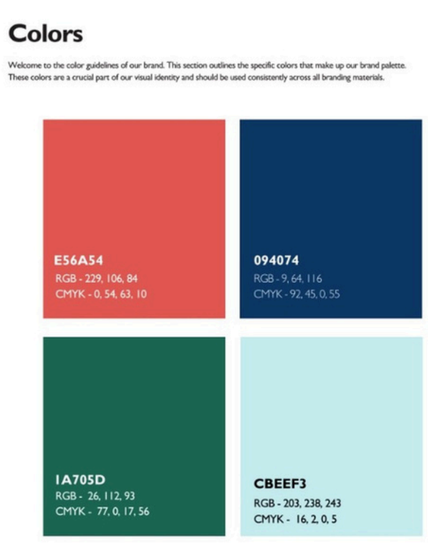
Brand Guidelines & Outreach Materials



BRAND GUIDELINES COVER



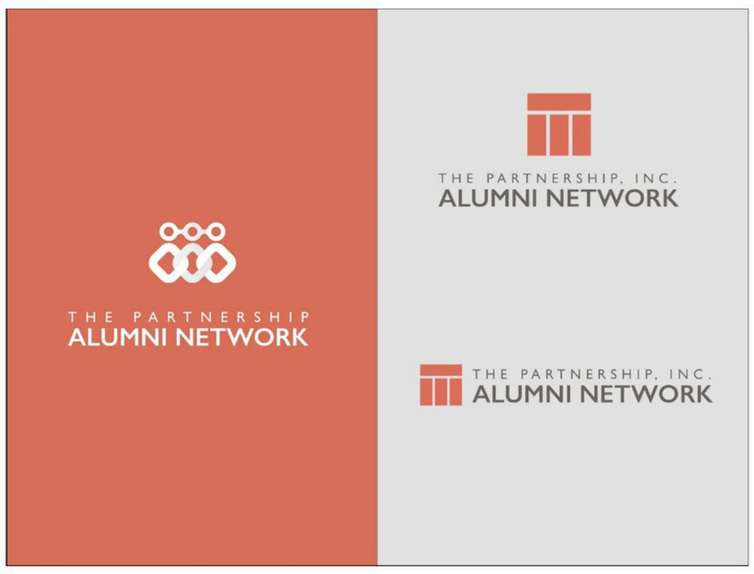
SERVICE ONE-PAGER



COLOR PALETTE



LOGO VARIATIONS



ALUMNI NETWORK IDENTITY

BRAND IDENTITY · PARTNER OUTREACH

Brand-Consistent Outreach Toolkit

CAMI created The Partnership's brand guidelines, including its new color palette, logo variations, and Alumni Network identity; as well as a services one-pager. This work has allowed The Partnership's team to produce outreach materials quickly, and on-brand, moving forward.

CAMI Media:

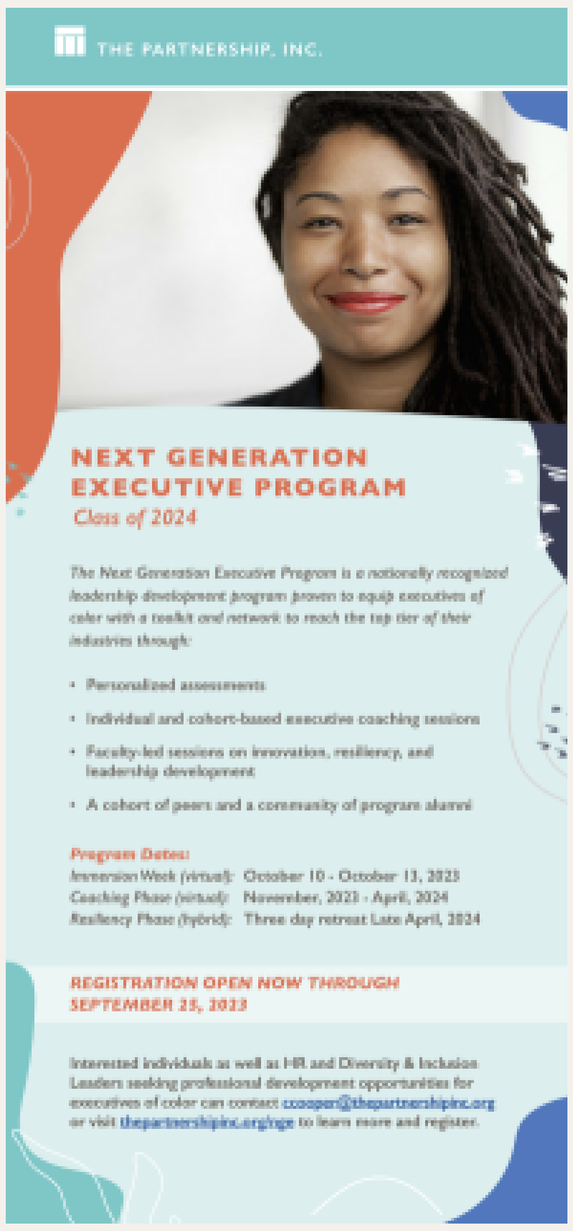
PROGRAM & NETWORK DESIGN

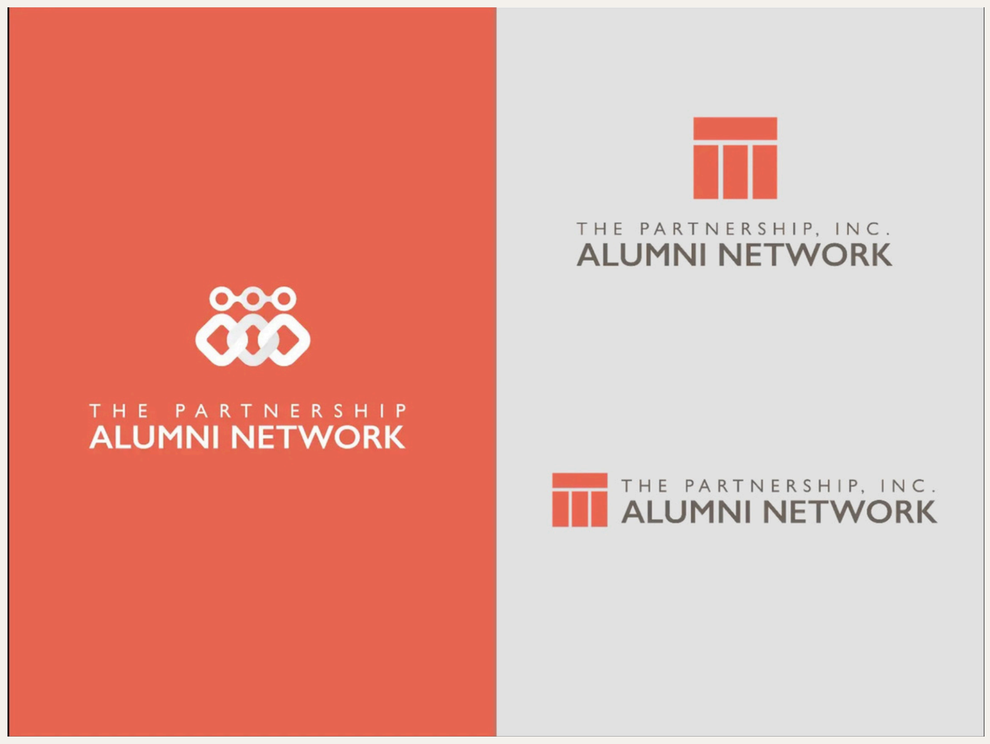
15TH ANNIVERSARY

NEXT GENERATION EXECUTIVE

THE PARTNERSHIP, INC

2009 - 2024





PROGRAM MARKETING · ALUMNI NETWORK

Next Generation Executive Program

CAMI designed The Partnership's 15th Anniversary materials to support its Next Generation Executive Program, while also designing the Alumni Network brand that connects 6,500+ alumni across 102 cohorts.

CAMI IMPACT:

THE PARTNERSHIP, INC.

WHERE DIFFERENCES DRIVE SUCCESS®

- Led comprehensive **website redesign**
- Built **Brand Toolkit and Technical**
- **Assistance Hub**
- Delivered **SEO and accessibility upgrades**
- **Designed Alumni Network brand** to successfully connect 6,500+ alumni