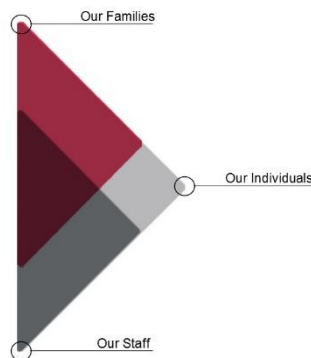




Proudly Introducing Our New Brand

Our new brand was created in conjunction with our recently released Strategic Plan. The process was collaborative, thoughtful, and insightful. The results are reflective of who we are, where we are going, our culture, and our constituents. Over the next few weeks and months, you will see the new logo in use and will have the opportunity to learn all about our new brand. In the meantime, here are a few important details to know.

Our logo is based on the concept of the Service Triangle and is formed by a kaleidoscopic effect of three triangles overlapping, forming an E, for Elwyn. The Service Triangle elevates an individual's loved one to the standing of an equal member in our organization, along with our direct care staff and individuals we serve.



Elwyn's history is represented with the founding date of 1852, and our legacy red color from the Elwyn family crest, while bringing the organization into the future with a strong, modern logo mark.

Our various constituents interact and support one another in a multidimensional and transparent fashion, which is represented in the logo with overlapping, transparent segments and the kaleidoscopic effect they provide.

We realize that having a disability or having a loved one with a disability is complex, chaotic, and challenging. The clean lines of this design are meant to convey a sense of confidence, order, and structure.

The collection of triangles faces to the right, indicating progress and forward motion. Our new logo is truly a reflection of where we've been and where we are headed.

For more information on Elwyn's Strategic Plan, please visit:
<https://elwyn.box.com/s/9sertzz0nxv9ekvjyt50yr3tp4acbr3c>.

Questions? Guidance? I'm here to help.
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