



Easterseals Launches Fresh New Brand

November 2016

Taking on disability together

The launch of our fresh new brand is a banner for us to change the way the world defines and views disability, not a condition that labels people, rather a part of life that affects us all.

The rebrand responds to the evolution of disability in the 21st century - a cause going beyond physical to include invisible, emotional, social and educational challenges. As Easterseals progressed - expanding in scale and scope to meet new and emerging needs in communities - public awareness became less distinct and visible. The new brand addresses these important shifts by bringing clarity to the crucial services Easterseals provides to children and their families.

While we are making some changes, one thing we are not changing is who we support or how we make a difference. Easterseals remains the vital resource for children living with disabilities and their families. "Our rebrand is a movement to change the way the world defines and views disability by challenging attitudes and perceptions of disability not as a condition that labels people, rather a part of life that any and all of us will be touched by," stated Steve Thompson, President and CEO of Easterseals Central Illinois.

"...change the way the world defines and views disability"



Like what we've done with the place?

Unveiling our fresh new brand

1. **Name:** The reimagined, single name works to strip away the public's misperception around "Easter" and "Seals" while paying tribute to the organizations legacy.
2. **Logo:** The new logo speaks to Easterseal's actions and unified voice. Intentionally all lower case, each letter is crafted to be open, accessible, readable, distinct - a visible expression of a commitment to be personal, honest, determined and local. The deliberate grouping of circles in the new logo symbolize our breadth, our scope, our network, and our communities, all coming together to take on disability.
3. **Tagline:** Taking on disability together links Easterseals to its cause - disability - and establishes an active call-to-action for others to join.



We're stronger together

Whether the challenge is physical, intellectual, emotional or social, Easterseals Central Illinois is the go to resource for children with disabilities.



Easterseals changes the way the world defines and views disability by making profound, positive differences in people's lives every day.

Contact us!

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Connect with us!

