June 2, 2015

Kimberly Paulus

Legacy Community Health

832.548.5146 (office)

[kpaulus@legacycommunityhealth.org](mailto:kpaulus@legacycommunityhealth.org)

**LEGACY COMMUNITY HEALTH LOOKS TO THE FUTURE WITH CHANGES TO ITS’ BRANDING**

**HOUSTON –** Legacy Community Health has been the leader in driving healthy change in Southeast Texas for more than 30 years and recently made changes to its brand to reflect this strong past, as well as the organization’s future.

“It’s time for us to make a change,” said Bryan Hlavinka, Legacy Community Health Board Chair. “We’re serving many different communities and caring for more patients than ever before. Legacy has grown to the largest system of community clinics in Southeast Texas and this is an opportunity to introduce ourselves as that.”

Legacy has grown to over 20 sites across Southeast Texas and is serving dynamically different populations in various regions. “We needed a clarified platform and trademark that more effectively engages the many communities we serve,” said Katy Caldwell, Executive Director, Legacy Community Health. “We are proud of our ability to change with the needs of our communities and this updated branding is just part of that continued commitment.”

Changes to the branding include:

* **The Name** – officially dropping the term “services” from the name, while maintaining the vivid history of “legacy,” the shorter and more functional version is less formal and more approachable;
* **The Graphic** – the graphic element to the trademark is an interlocking L, C & H and it represents the desire to be fully integrated into the communities Legacy serves;
* **The Colors** – the colors represent cultural diversity, internally and externally, and are purposefully balanced to be warm and cool while keeping the subtle reference to a rainbow – a cherished piece of Legacy’s history;
* **The Font** – the typeset is deliberately all uppercase to represent strength in Legacy’s name through size and a new simple font.

image33327b

In a process that started with revisions and clarifications to Legacy’s mission, vision and values, the organization realized the value of a new trademark to communicate who Legacy is and what they stand for. The process involved a team of employees, as well as board members and key stakeholders, but also some of Legacy’s patients were included to ensure the work would be well received in the communities Legacy serves.

**ABOUT LEGACY COMMUNITY HEALTH**

Legacy Community Health, a not-for-profit , Federally Qualified Health Center (FQHC) provides comprehensive care to over 85,000 community members regardless of their ability to pay. Our goal is to treat the whole patient while improving their overall wellness and quality of life. Legacy’s roots began in 1981 as the Montrose Clinic, with specialization in HIV education, testing and treatment. Since then, the agency has expanded to clinics in Houston, Baytown and Beaumont with extensive services that include: Adult primary care, HIV/AIDS care, pediatrics, OB/GYN and maternity, dental, vision and behavioral health. For more information, please visit [www.legacycommunityhealth.org](http://www.legacycommunityhealth.org)

-end-