



8755 West 14th Avenue | Lakewood, CO 80215
www.jeffcoac.org

FOR IMMEDIATE RELEASE

July 7, 2011

Contact: Amanda Denning

amandad@jeffcoac.org

720-407-6686

New Logo, Same Dedication to Community

LAKESWOOD, CO – Jeffco Action Center announces today that it is launching a new brand including a fresh new logo. Clients, donors, volunteers and the community will now see the evolution of the brand as **the Action Center**.

"As with many non profits, the Action Center has evolved to respond to the growing needs of our community with new and expanded services," said Mag Strittmatter, Executive Director. "We are excited about introducing this fresh new look. It not only expresses those elements that are new but also carries forward those core principles that our founders created some 43 years ago. We serve Jefferson County residents and the homeless with basic humans needs and promote pathways to self sufficiency."



This new look holds the same dedication, compassion and caring values that the organization was built upon and will only increase the ability to broaden the Action Center's reach in the community ensuring that clients are treated with open arms and receive the best possible services.

In addition, the logo is adjusted to highlight the words Action Center. "We have found that the word Jeffco creates confusion with donors, volunteers and clients, intimating that the Action Center is part of county government," said Strittmatter. "We continue to serve the needs of Jefferson County residents and the homeless."

The logo visually communicates the concepts in its mission statement through the interpretation of a peak with roadways – leading to an ultimate destination. The design reflects forward-thinking, stability, multiple resources or paths, and a positive, prosperous outcome. Color also plays a part; blue and green symbolize security, safety, trust, prosperity, newness, and energy.

"As a Board, we realize that communicating our mission effectively is key to getting our clients the help they need," said Ron Holmes, Board President. "We are looking forward to this new look as a means to tell the public, at a glance, who we are and that we're here to help. We believe the new logo expresses our goal of creating pathways leading forward and progress being made."

The Action Center thanks [Demand Strategic](#) and its team for their work in guiding the organization to this new brand as well as in developing the new logo.

For more information about how to get involved with the Action Center, visit www.jeffcoac.org.

-more-

pathways to self-sufficiency



8755 West 14th Avenue | Lakewood, CO 80215
www.jeffcoac.org

ABOUT THE ACTION CENTER

Since 1968, the Action Center, a human-services non-profit, has provided an immediate response to basic human needs while promoting pathways to self-sufficiency through intervention, prevention and connection. Annually, the Action Center provides assistance to more than 25,000 Jefferson County residents. Services to the community include a food pantry, clothing bank, 22-bed homeless shelter, transportation, utility assistance and much more. With the help of 80 volunteers a day and more than 2,400 yearly, the Action Center gives help, provides hope and builds dignity while breaking the cycle of poverty. For more information, please contact Amanda Denning at 303.237.7704 or visit us at www.jeffcoac.org.

###