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For Immediate Release:

Children's Home Launches New Look *Volunteer Branding Task Force Creates Visual Identity Unique to the Home*

Covington, KY, September 30, 2013 –Since its founding in 1882, Children's Home of Northern Kentucky has sported a handful of different visual identities (i.e., logos). But after a couple decades with a logo that looked similar to other local children's agencies, the Home's Board of Trustees and leadership team decided it was time for a facelift. And this one, according to Chief Executive Officer Rick Wurth, could be the "keeper."

Wurth shares, "Our Home is in the middle of a true Renaissance period. New programming, facility renovations, an increase in community support... and with these exciting developments, we felt like it was the right time to launch a new look. The look we landed on speaks directly to the work we've done over the past 130+ years... and will continue to do for as long as the community needs it."

The new identity didn't just come into existence overnight, though. In late 2012, Wurth and CHNK Development Manager Anne Sturgis pulled together a branding task force comprised of various business professionals with backgrounds in design and marketing, as well as several trustees. The task force undertook substantial research related to other agencies and their logos, which led to a year-long study involving multiple feedback sessions that focused on CHNK's strengths, various lines of care offered to clients and the community, and the overall feeling CHNK wanted to create in re-introducing the Home to the wider community.

Branding Task Force member Mark Komanecky, who by day is P&G Vice President for In-Store Innovation and Shopper Based Design, explains, "A new visual identity – a combination of words, colors, visuals – is not a short, one meeting process. Much work goes into it, as this is *the* thing that consumers (neighbors, benefactors, employees, potential donors, residents) see and interact with more often than anything else that the Home does. It needs to represent what the Home means."

The 2013 edition of CHNK's visual identity uses a color family inspired by the design work of trustee Charlene Erler. As a member of the Home's Real Estate and Facilities Committee, Erler developed a building standard that incorporates the healing colors of nature. Since CHNK's main campus is in a park setting, and given the healing nature of its work with children in need, the palette choice works on multiple levels. The colors also help distinguish CHNK's logo from other similar providers around the Commonwealth.

Gone are the commonplace blue and white people in silhouette that are often found in children's agencies' logos. They've been replaced by a modern day coat-of-arms that incorporates elements unique to CHNK:

- The oak leaf is inspired by the oak-lined driveway of CHNK's main campus. The mighty trees convey strength, endurance, permanency, and protection.
- The pathway leading away from the viewer's eye conveys progress and momentum. The pathway then shifts into a bridge that separates sky from water. This is a nod of the head to the Home's founder Amos Shinkle, financier of the iconic Suspension Bridge connecting Northern Kentucky and Cincinnati. It represents the bridges to better futures that CHNK builds for the children in its care.



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- The yellow pane of sunlight above the bridge represents hope and opportunity – two key words in the Home's mission statement.
- The blue pane below the bridge represents the dark waters in which the children served by the Home are often drowning; CHNK's charge on any given day is to rescue children from forces that rob dignity, respect, and opportunity.
- The window, an architectural element that draws on the numerous window panes throughout CHNK's historic, Hannaford & Sons-designed administration building, alludes to the vision of a new reality – a reality where every child is safe, healthy, and loved in a supportive, nurturing environment.

The Merlot Group, a marketing and design firm in Covington, KY, brought the coat-of-arms to life.

Senior Partner Shawn Masters comments, "Each component of the new logo tells a story about this remarkable organization and the children they assist. The colors help orchestrate that story, and what you see is a brand identity that clearly distinguishes itself from other organizations and can be used, along with staff, to reintroduce the Home and its services to their target audience, both locally and abroad."

Guests at the Home's annual Shinkle Society Gala, held this year on Amos Shinkle's birthday (August 11), were treated to a sneak preview of the new logo.

Wurth explains, "What better time to show off a uniquely CHNK logo than at an event that honors our own founder? Amos is the reason our Home came into existence over 130 years ago, and it's his legacy that drives us each day to do everything in our power to serve abused and at-risk children."

And would Amos approve of the new look?

"Absolutely," confirms Wurth. "That's the neat thing about the logo – it's brand new, but it's actually a homage to our roots in the community... roots that are continuing to spread as we head into a new chapter in our Home's existence."

Founded in 1882, Children's Home of Northern Kentucky operates two campuses – one in Burlington, KY and the other in Covington, KY's Devou Park. CHNK carries out its mission to be a community leader providing children and families opportunity and hope for better lives by offering residential and community-based treatment programs for abused, neglected, and at-risk children. Last year, the Home impacted nearly 700 children and families in more than 30 counties across the Commonwealth. Children's Home of Northern Kentucky is a member of the Children's Alliance, Kentucky's voice for at-risk children and families.

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For more information about Children's Home of Northern Kentucky, please visit www.chnk.org or contact Rick W. Wurth, Chief Executive Officer, at 859.292.4177 or 859.468.5418.