



Investing in the [Health & Vitality](#)
of Jefferson Hospital Communities

Foundation Logo Redesign

The Jefferson Regional Foundation underwent a comprehensive rebranding process during the fiscal year 2023-2024, culminating in the launch of its new logo on July 1, 2024.

As part of the rebranding process, the JRF staff and Board of Directors sought to create a visual identity that reflected the meaning and importance of community, health and wellness, as well as the Foundation's three primary areas of work. It was also important to retain the Foundation's signature color, orange, as a connection to its established identity.

Each element of the new logo has intentional meaning. The center dot represents the full geographic footprint of the Foundation symbolizing one community. The three blue petals represent the Foundation's three areas of work, with blue symbolizing health. The five orange petals represent the five sub-areas within the Foundation's geographic footprint and honor the organization's pre-established brand. The color green represents environmental health and the role that environment plays in overall community wellbeing.

During this process, the logo for the Jefferson Community Collaborative, an investment and community engagement initiative of the Foundation, was refreshed to align with the Foundation's new color palette and visual identity, creating a more cohesive brand.

