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NATIONAL SAFE PLACE INTRODUCES UPDATED BRAND LOOK

National youth outreach program rejuvenates brand image with fresh new logo

LOUISVILLE, Ky. (August 8, 2012) – Following a website redesign and the re-launch of the successful TXT 4 HELP Interactive program, National Safe Place announces the launch of their updated brand logo. The Safe Place® logo not only signifies the organization’s corporate brand image, but also represents local safe havens for youths in crisis in communities across the country.

“It is crucial for young people in dangerous or threatening situations to know there are trusted people in their communities that can help,” said Laurie Jackson, National Safe Place Executive Director. “While maintaining attributes of the original image, the new Safe Place logo aims to stand out in local communities as a source for immediate assistance.”

Helping more than 279,000 youth since its inception in 1983, National Safe Place’s yellow and black diamond-shaped logo has been the distinguishing symbol for the organization. By preserving the yellow and black diamond shape and incorporating simple imagery, the new look evokes feelings of security and protection. This logo’s rebrand is highly significant to the organization as this image is one that should be nationally recognizable amongst youth as place to go for immediate help. With this new design, National Safe Place can ensure that their message will remain clear and its purpose easily comprehensible nationwide.

About National Safe Place

National Safe Place, headquartered in Louisville, KY, provides training and technical assistance for youth service agencies and businesses interested in developing the Safe Place program. Safe Place provides access to immediate help and safety for all young people in crisis. A public-private network of more than 20,000 locations in 1,582 communities across the country extends the doors of local youth shelters by displaying the Safe Place sign. Businesses and community locations that appeal to youth – such as fast food restaurants, convenience stores, fire stations, public buses and libraries –connect kids looking for help with a partnering youth service agency. Safe Place was created as an outreach program of Shelter House by the YMCA of Greater Louisville in 1983 and remains a wholly owned subsidiary of the YMCA of Greater Louisville. Since its inception, Safe Place has helped more than 270,000 youth. For more information, please visit www.nationalsafeplace.org.