



Our fresh new brand!

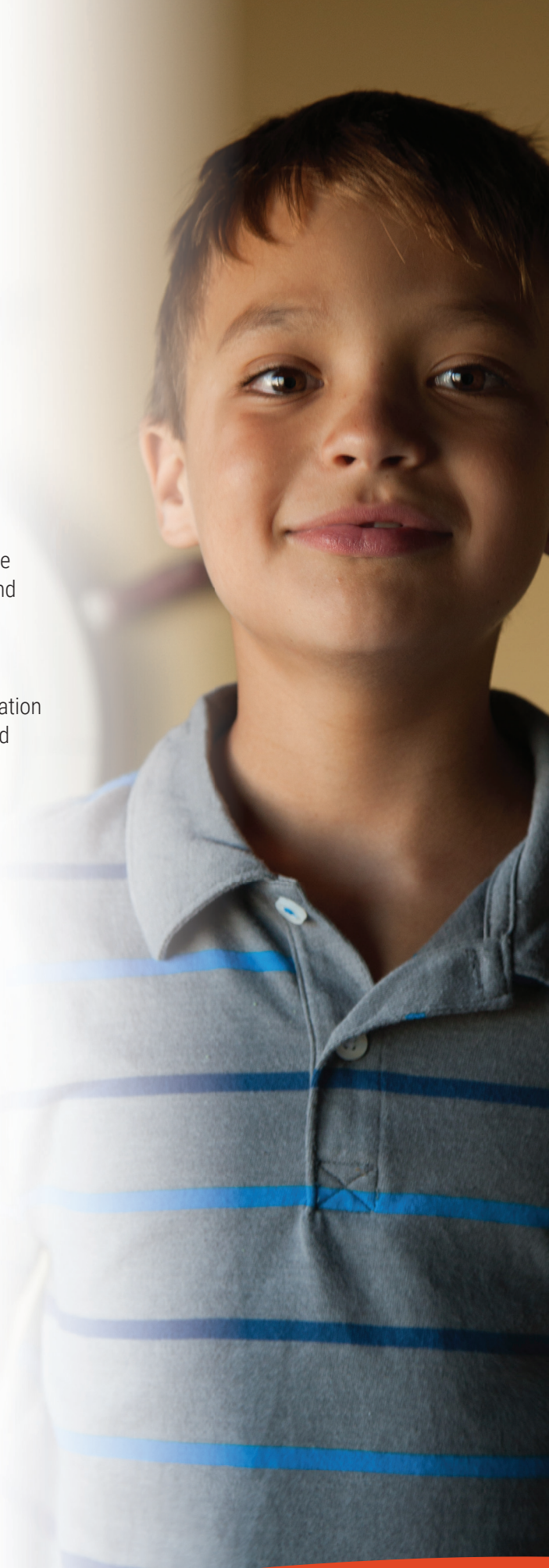
For nearly 100 years, Easterseals has been changing the way the world defines and views disabilities. We make profound, positive differences in people's lives every day.

Now more than ever, the challenges in the disability community are more complex and the definition of disability is broad, going beyond physical conditions to include invisible, emotional, social and educational challenges.

To respond to these important shifts and re-introduce our organization to the public in a clear, more modern way, we embarked on a brand renaissance.

- ▶ The new look is in the form of a brighter logo, a new spin on our established name, **Easterseals**, and a refined brand voice that will further energize our long-time supporters and inspire a new generation of friends.
- ▶ We also have a new tagline, "**Taking on disability together**," which speaks to our collaborative work across our affiliates, within our communities, alongside the people we serve and with you, our associates, who make it happen.
- ▶ One thing we aren't changing is who we help...or how we make a difference. We remain the vital resource for people living with disabilities, veterans, caregivers and families.
- ▶ Our fresh new brand is taking hold and you'll see it on our website, social media, internal communications and at our locations throughout Southern California.

Every day, Easterseals breaks down barriers, dispels stereotypes, overcomes obstacles, and challenges attitudes and perceptions about people with disabilities and their potential. But we can't do it alone. It takes a team. Thank you for being part of our team!





taking on disability together

September, 2016

Dear ESSC Colleague,

We've been leading up to the launch of our new brand, and I'm excited to say it's finally here!

Please enjoy this tote bag and water bottle as a gift to celebrate our bright new look and revitalized direction for the organization. Our brand comes to life with you, our associates, who bring passion and purpose to serving our individuals, families and communities every day.

So join me to help spread the word—talk to your friends, families and community members about Easterseals and what we do. We hope your bright orange tote bag sparks a conversation at the grocery store, or someone at the gym recognizes the new logo on your water bottle.

We are all Easterseals—a force of more than 2,300 associates throughout Southern California making profound, positive, life-changing differences in the lives of people challenged by disabilities.

Thank you to all of our associates – we're taking on disability together!

Warm Regards,

A handwritten signature in black ink that reads "Mark Whitley". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Mark Whitley
President & CEO