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For Immediate Release

Oakland Family Services debuts new logo

Pontiac, Mich. (May 9, 2017) – Oakland Family Services, a non-profit agency serving Oakland County and southeastern Michigan since 1921, has unveiled its new logo. The logo retains the previous logo’s family friendly intent, but is more modern, featuring an all-encompassing representation of the people the agency serves.

“Oakland Family Services’ prevention, education and treatment programs touch the lives of 40,000 individuals a year,” said Oakland Family Services President and CEO Jaimie Clayton. “We set out to update our logo in order to better tell the story of our agency and its mission -- that Oakland Family Services provides individuals and families the opportunity to build brighter futures. We feel our new logo achieves this objective.”

The new logo features representation of three people that is intentionally open to interpretation to reflect the myriad of relationships that are supported, or even created, at Oakland Family Services. The image could represent a family, a therapist with clients or even a teacher with students. The framework of the three figures also is reminiscent of a home or protective structure, signifying that Oakland Family Service can be a place of support for those who need help. The logo also features an arrow forward, as the agency builds brighter futures for its clients.

The logo will begin to be rolled out on all Oakland Family Services materials, so keep an eye out for our new look!

Oakland Family Services is a private, nonprofit 501 (c) (3) serving the community since 1921 and dedicated to providing individuals and families the opportunity to build brighter futures. The agency’s prevention, education and treatment services touch the lives of more than 40,000 individuals throughout southeastern Michigan. The agency has offices in Pontiac, Berkley, Rochester Hills and Walled Lake. For more information, go to www.oaklandfamilyservices.org.

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