



Announcing our new logo and brand identity!

Big news! Today, after twenty years and for the fourth time, we're releasing an updated brand identity, which includes a new logo, wordmark, colours, and font.

You'll see the new logo anywhere we're out in public, like our new website, annual report, newsletters, and social media platforms.

We believe the new look better matches what we've become since 2000 and symbolizes our bright and dynamic future.

After careful consideration, we chose a new logo that reflects a more colourful, human, and modern design and that better matches how we look to our values and to the communities and members we serve.

Our new design reflects the CHSSN's voice and qualities of being **Helpful, Credible, Approachable, Passionate, and Informative** which matches our **confident, engaged, and inspired** audience's needs and captures our mission to support and contribute to the vitality of the English-speaking communities.

Our new CHSSN logo is our brand's north star, and we hope you like it as much as we do!

