



*Northern Chesapeake Region*  
Serving Harford, Cecil & Kent Counties

***Achieve with us.***

***For people with intellectual and developmental disabilities***

**FOR IMMEDIATE RELEASE**  
August 22, 2011

**Contact:** Elaine Orbino  
410-879-6785  
eorbino@arcncr.org

## **The Arc Rolls Out A New Brand** ***“Achieve With Us” Brand Identity Invites*** ***Respect & Recognition For People With Disabilities***

[Aberdeen] The Arc Northern Chesapeake Region is proud to unveil our new brand identity in the spirit of energy and a renewed commitment to providing opportunities for people with intellectual and developmental disabilities (I/DD) and their families.

This dynamic new logo is the new face of The Arc and it will be on our publications, Web site, signs, community events and more. The logo will unite Arc affiliated chapters across the country under the banner “Achieve With Us,” a call to move forward and take the road leading to progress, inclusion and respect. The logo design reflects the energy and determination of The Arc to support and embrace people with I/DD and their families across their lifetimes and across diagnoses, including Down syndrome, autism, cerebral palsy and other intellectual and developmental disabilities. The color combination of orange and yellow is a stand out among nonprofit organizations and its vibrancy will be closely associated with The Arc just as pink is associated with breast cancer awareness.

This identity was developed over the course of a year in-depth research, professional brand consultants and a dedicated team of individuals, including chapter professionals. “Our new brand identity represents a new day for The Arc and the mission of The Arc. The new logo is bringing the work of a strong and energetic organization front and center and is a bright reminder that we provide opportunity: opportunity for hope, opportunity for growth and opportunity for change,” said Shawn Kros, Executive Director.

The Arc is the nation’s largest and leading organization for people with I/DD and their families with a 60 year history of promoting and protecting the rights of people with I/DD and providing them the opportunity to live full, satisfying and self-determined lives as valued and contributing members of their communities. The Arc is an agent of change and over the last six decades, The Arc has been on the frontlines advocating for legislation to improve the lives of people with I/DD in health care, education, employment, housing and more. The new brand identify takes The Arc forward as a movement and invites respect and recognition in communities across the country as we invite you to “Achieve With Us.”

*The Arc offers a wide variety of services to individuals with developmental disabilities in Harford, Cecil, and Kent counties, both children and adults, to make informed choices with their lifestyles, vocations, education and recreational pursuits, and to assure stable and nurturing lives among their families and friends.*