



101-75 Watline Avenue  
Mississauga, ON L4Z 3E5  
Phone: 905-502-7933  
Fax: 905-502-7868  
info@vitacentre.org  
CRN: 891981235RR0001

## Vita Centre Launches New Logo

We are pleased to announce to our strategic and funding partners that Vita Centre is launching a new corporate logo. This is only the second re-imagining of our logo since the agency's incorporation. Our team undertook the re-design of a new logo in order to more clearly showcase our values, highlight important attributes about our not-for-profit and to help create awareness with new marketing campaigns that we have planned for the future. COVID-19 delayed our planned launch but we have decided to go ahead in spite of the current situation, no time like the present!

We are pleased to introduce our new logo to you below:



The key attributes of Vita Centre's new logo that aligns with our organizational values include:

- **Support:** the larger figure at the bottom represents Vita Centre providing support, caring and compassion to vulnerable families within our community.
- **Family:** the linked hands forming a heart, represents the connectedness and inclusion of every family member we serve with the smaller figure, the child, the centre of it all.
- **Diversity:** the varying colours of the people within our logo showcase diversity of our team and the families we support.
- **Caring and Love:** the small hearts coming from the hand of "Vita Centre" speaks to the care and love we provide day in and day out.

If you have any questions, please do not hesitate to contact our Director of Operations, Tanya Pereira at [t.pereira@vitacentre.org](mailto:t.pereira@vitacentre.org) or at 905-502-7933 ext. 223.

