

To build identity and impact, make the familiar into something different.

Vincent van Gogh turned a starry night into a unique and wonderful vision.

Frank Lloyd Wright built a museum shaped like a corkscrew.

Andy Warhol put Campbell's soup cans on canvas.

The Change Foundation's new identity begins with one of the most familiar symbols in all the world of art: Rodin's *Penseur*.

The Thinker.

The celebrated statue was chosen because of its instant identifiability; it creates an immediate vision of intense and focused thought.

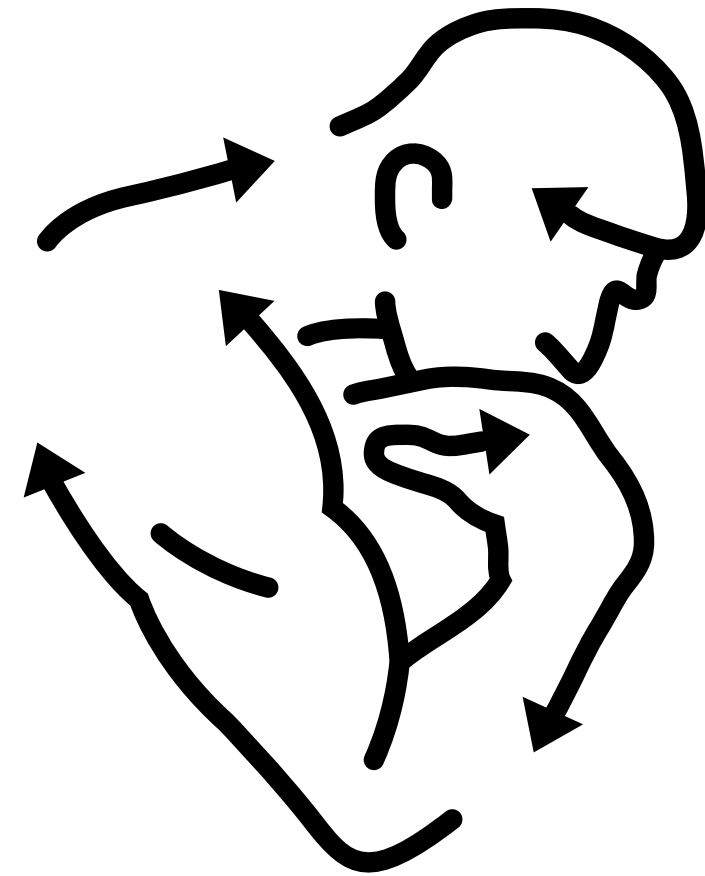


But then The Change Foundation must — and does — make The Thinker its own.

The Foundation's Thinker is presented not as a traditional sculpture in marble or bronze, but in a whole new contemporary form, reduced to its basics.

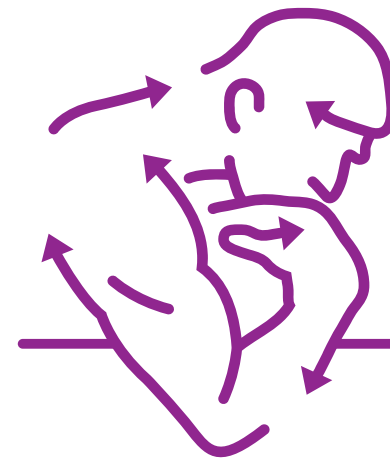
The new identity is carved from a few simple hard black lines, shaped from arrows and vectors.

This Thinker presents a symbol of a whole new kind of thought — one based on solid evidence, not speculative theory; on verifiable planning, not the world of "What if?"



To complete the identity, making it indisputably ours, two more elements are added, in strong and classic typeface.

One is the corporate name, The Change Foundation – unchanged from the past, to assure our audiences that while The Foundation’s focus has changed, the organization remains true to its early principles.



THE CHANGE FOUNDATION

Health care deserves our finest thought

The final element is a new theme line, created to explain clearly and succinctly what the new Change Foundation intends to accomplish.

The words are these: *Health care deserves our finest thought.*

The subject is clear, the goal is spelled out, the objective is attainable.

The jigsaw pieces fit.

The new Change Foundation identity presents, as does the renewed corporation, a process and a product with a purpose: to improve health care.

A fresh way of looking at thinking.



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