

## Crossroads Gets a Make-over - New Logo Design



SATC continues to grow in stature with the addition of new services and a network of affiliations, all focused on serving the medical needs of others. We are on the brink of starting construction of the new clinic. And, the organization will celebrate its Fifth Anniversary in 2009. We felt it was time for a new logo – one that would not only grab attention, but also convey the seriousness and legitimacy of our mission.

**Organizational colors:** Red, the strongest color is identified with aid and healthcare. It sends a clear message that our organization is about helping people in need of assistance with medical and related health services, medicines and public health education. Gray, black and white are three neutral colors chosen to contrast with and enhance the defining red. This conveys that SATC's mission is well defined and nothing will distract from the purpose of providing healthcare.

**Logo:** The logo is simple, clean and uncluttered, comprised of only two elements: the cross and the crossroads. The organization's mission is healthcare symbolized by the prominent red cross in the central foreground of the logo. The color and the shape are universally associated with medical assistance. The sharp, stylized converging roads are dynamic. SATC brings people and organizations together as in the medical network we assembled. The roads fade into the horizon to demonstrate that the mission is on-going with no definite end. The crossroads also depict the clinic location in La Entrada at the intersection of the Pan American Highway and the road to Santa Rosa.

**Tag line:** Our tag line – Aid. Inform. Empower. Lets the world know what we are about. We respond to the people's immediate medical needs through healthcare aid; we inform them of ways to better care for themselves; and through informing them we empower them to improve their future.

This logo gives our organization a bold, new look, characteristic of the way we are delivering services in La Entrada.