You may have noticed that NYCON has a new look. Brand refinement is an ongoing process. Our name changed a number of years ago from the “Council of Community Services of New York State” to “New York Council of Nonprofits,” and with it our logo. That logo has served us well. However, over the last few years, the NYCON family has continued to grow with the acquisition of Governance Matters (including the BoardnetUSA platform), and then CharitySTRONG. The expansion of our family, and all the brands that came with it, was starting to create some identity confusion. One of our own board members once remarked that with all the contrasting logos, the NYCON family was starting to look like the back of a racing t-shirt.

We sought more simplicity and unity in our branding. We want our members, clients, and the public to easily see and understand how NYCON and its subsidiaries work together to serve the nonprofit community. We want the customer experience to feel more seamless. And we want our branding to effectively communicate that we are a strong, unified system of service providers.

**The Design**

After a formal RFP process, we hired a native-to-NY, MWBE-certified design firm, Florville Catalyst, to re-imagine our brand. Our team really enjoyed working with Patrick Florville. He was welcoming and responsive, answering all questions thoroughly, explaining with great ease why he made various design decisions at each juncture of the project.

When we asked Patrick about what inspired his design, he offered the following: “Befitting your mission, the design of NYCON’s new logo embodies a blazing and illuminating torch, conveying your organization’s purpose—to be a beacon, leader and guiding light for the nonprofit community throughout New York State.”

**The Tagline**

To select a new tagline, NYCON turned to its membership. We hosted a contest for tagline ideas, with a $500 donation prize, and we were so impressed by the thoughtfulness and creativity of our members. We received so many wonderful suggestions. We used a voting system among the staff to select the final winner. There were a number of strong candidates, but *Unleashing the Power of Nonprofits* submitted by the Joy US Foundation in Saratoga, became an early favorite.

Janet Abrahamson from Joy US Foundation, who submitted the winning tagline entry, shared, “It was an intuitive suggestion on our part since we feel NYCON has helped us to unleash our power to support local families impacted by cancer.”

**The Family Vision**

NYCON’s subsidiaries have also undergone a transformation. All three subsidiary logos now reflect the vibrant flames that are so central to NYCON’s brand symbology. The most notable transformation comes from Governance Matters, which has recently changed its name to BoardStrong. While the Governance Matters, CharitySTRONG, and BoardnetUSA websites are still up and running, we will be distilling all three into one powerful platform, BoardSTRONG, which will be launching sometime in early November. Stay tuned for that!

Thank you to everyone who has worked together to make our streamlined new look a reality.