

FOR IMMEDIATE RELEASE

## **Children's Institute ("CI") Unveils Brand Refresh and Move to Downtown Rochester: A Unifying New Chapter in CI's Journey**

ROCHESTER, NY (October 5, 2023) – Children's Institute is pleased to announce a brand refresh, as well as an organizational move, both signifying a new chapter in the organization's journey. Children's Institute, a national non-profit affiliated with the University of Rochester, has served the community for over 60 years, partnering with other organizations and individuals to promote the well-being of children, youth, and families. Our home throughout the 2000's has been Village Gate, and we honor the good work and memories housed within the space.

### *About the Brand Refresh:*

Children's Institute has been nicknamed "CI" for many years. We are embracing this friendly term for our organization and using it as the focal point for our updated logo. The new logo is modern, bright, and simple, and is designed to portray feelings of youth, development, education, inclusion, and impact. Our brand refresh efforts reflect feedback from partners and our community. As our organization grew, it became a multi-layered mix of new and legacy brands, each with its own identity. The goal of the brand refresh is to provide clarity to our partners and communities served, help to tell our story, and foster an inclusive organizational culture. Rolling out our new brand architecture includes new messaging, website, collateral, and resource updates.

### *What's New:*

The brand architecture and design refresh includes a new logo, an updated visual identity, and a new program certification mark. It will more clearly define Children's Institute's work in the community. Key elements of the brand refresh include:

- A new CI agency logo with affiliated logos for each of our unique programs and activities
- Use of a new CI 'Certification Mark' for programs that are approved or endorsed
- Intentional coordination with our existing branding, which allows the CI team to migrate to the new brand throughout our current fiscal year
- Note that community-based partnerships and collective impact efforts will retain use of existing logos (Get Ready to GROW, Rochester Project LAUNCH, ROC the Future Alliance)

### *About the Move:*

In November of 2023, CI plans to move to the Chapin Building at 205 St. Paul Street. Teams that currently share our space from ROC the Future Alliance (RTFA) and the Greater Rochester Summer Learning Alliance (GRSLA) will also be moving to this location, along with partners from the Early Childhood Education Quality Council (ECEQC) and the Rochester International Children's Film Festival. We required a location that supported our strategic intent: To foster change with and across education, health, human services, and family systems, that ensures children's holistic well-being - and creates more racially and socially just and equitable communities. The move to 205 St. Paul supports this intent, as the area is targeted for the next major Rochester downtown transformation

investment, working to eliminate inequities by removing boundaries between business and neighborhoods. Located in the heart of the St. Paul quarter, it provides easy access for community members as well as to transportation via the inner loop, expressway, and public transit nearby. The location provides a better cost outlook with a more functional, comfortable, sustainable, accessible, and visible place for our mission delivery.

#### *What's New:*

- Updated workspaces and technology with an inviting, collaborative space for community gatherings and impromptu working sessions
- Street-level and -front access entries, close to public transportation hubs, with ample visitor parking at all times of day
- Fourth-floor location for ROC the Future Alliance
- Second-floor location for training and professional development
- A new home for our Get Ready to GROW bus
- Future use of 195 St. Paul Street for workspace and parking

Ann Marie White, Ed.D., Executive Director of Children's Institute shares, *"We are grateful for this opportunity to welcome our staff and partners including parents to this fresh space and image for Children's Institute. The combination of newly renovated and designed gathering spaces and identity brings a modernity, visibility and accessibility that mirrors the future orientation of our talented staff, partners, and visitors – inviting all to engage in unlocking children's potential."* She shares, *"We also thank our Board for supporting this move and fresh identity, as well as Fred Rainaldi, Sr., and Chapin Associates, LLC who helped make this investment, in support of children's future growth, possible. Their real estate developer commitments to support children's positive development and complete well-being helped us secure this space and furniture donations that will enhance the comfort and engagement of all who gather here."*

#### **Connect with CI:**

Stay updated on CI's transformative journey and connect with us through our website, newsletter, and social media channels:

Website: [www.childrensinstitute.net](http://www.childrensinstitute.net)

Newsletter: <https://www.childrensinstitute.net/about-us/subscribe-newsletters>

Facebook: <https://www.facebook.com/childrensinstituteROC>

Instagram: [https://www.instagram.com/ci\\_connection/](https://www.instagram.com/ci_connection/)

LinkedIn: <https://www.linkedin.com/company/ci-connection/>

X (formerly Twitter): <https://twitter.com/CIConnection>

#### **About Children's Institute:**

*Children's Institute is a national not-for-profit organization based in Rochester, NY, that works to strengthen, develop, and coordinate resources that promote the well-being of children, youth, and families. Children's Institute is affiliated with the University of Rochester and has served the community for over 60 years.*

[www.childrensinstitute.net](http://www.childrensinstitute.net)

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