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Prevent Blindness Unveils New Brand Identity, Logo and Website

- National non-profit to incorporate new look into forthcoming “Be a Visionary” campaign, designed to encourage support of its sight-saving programs -

CHICAGO (May 15, 2020) – [Prevent Blindness](#), the nation’s oldest non-profit eye health organization, announced today the launch of its new brand identity, logo, and website. The new look will be integrated in the organization's future "Be a Visionary" campaign: a call to action to join in the sight-saving efforts of Prevent Blindness.

The new identity is designed to reflect the organization’s long history as well as its current sight-saving efforts and programs. The new look is designed to invoke the innovative, trusted and professional reputation of Prevent Blindness as it looks to the future.

“Prevent Blindness began in 1908 as a public health advocacy organization. The core of our sight-saving mission has remained the same, but we have expanded our efforts to address the pressing needs of people living today in communities across the country,” said Jeff Todd, president and CEO of Prevent Blindness. “Our new brand identity and website have been created to demonstrate all that Prevent Blindness offers to consumers, industry leaders, medical and public health professionals, and government representatives.”

The Prevent Blindness logo was redesigned to emphasize the important role of prevention, by bolding the word “Prevent.” The multi-colored eye as logo mark reflect many elements converging to represent community inclusiveness.

To make vision and eye health information at Prevent Blindness as user-friendly as possible, the newly-redesigned website at www.PreventBlindness.org features easy-to-navigate pages with built-in accessibility features. Websites for the Center for Vision and Population Health and the National Center for Children’s Vision and Eye Health at Prevent Blindness have also received extensive updates.

To engage the public in the next chapter of its legacy, Prevent Blindness will soon roll out the “Be a Visionary” program, asking consumers to join in the mission and pledge their support by advocating for eye health, sharing stories of the gift of healthy vision, or donating to the cause. Shareable social media graphics, including #BeAVisionary, will be available to participate in the campaign.

“Today we understand that we are in the midst of a profoundly devastating epidemic,” added Mr. Todd. “Our goal is to continue to move forward, to continue to advocate and educate on the importance of eye health. We believe these new efforts will help guide us in the year 2020 and for many years to come.”

For more information on Prevent Blindness, its history and new brand identity, please visit [www. PreventBlindness.org](http://www.PreventBlindness.org) or call (800) 331-2020.

About Prevent Blindness

Founded in 1908, Prevent Blindness is the nation's leading volunteer eye health and safety organization dedicated to fighting blindness and saving sight. Focused on promoting a continuum of vision care, Prevent Blindness touches the lives of millions of people each year through public and professional education, advocacy, certified vision screening and training, community and patient service programs and research. These services are made possible through the generous support of the American public. Together with a network of affiliates, Prevent Blindness is committed to eliminating preventable blindness in America. For more information, or to make a contribution to the sight-saving fund, call 1-800-331-2020. Or, visit us on the Web at preventblindness.org or facebook.com/preventblindness.

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