



News

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UNITY HOUSE Unveils New Logo, Tag Line, Website

AUBURN – Unity House of Cayuga County Inc., a leading provider of housing, rehabilitative, and employment services and programs in six Central New York counties to more than 700 individuals a day with developmental disabilities, mental health illnesses, and those recovering from chemical dependencies, unveiled today its new logo/tag line and redesigned website in fulfillment of the organization’s effort to renew its presence and improve its capacity to inform and educate as its starts its 30th year of operation in 2007.

“We are very pleased with our new logo, which we think exemplifies beautifully the spirit and achievement of our consumers and their families,” said Unity House Executive Director Joyce Williams. “Likewise, our new ‘Empowering Lives. Securing Futures.’ tag line personifies what our dedicated, committed employees strive for daily on behalf of our consumers and their families. Adopting and introducing these powerful symbols that truly reflect who we are and what we do will better serve us as we continue to carry out our mission.”

Unity House of Cayuga County Inc.’s redesigned website (see www.unityhouse.com) provides accurate, updated information about the agency’s services and programs; a News and Media page detailing current agency news and upcoming events; and a ‘Become A Supporter’ page outlining the agency’s efforts at maintaining and increasing financial support for its services and programs and offering donors an electronic as well as a more traditional format (downloadable PDF donation form to complete and mail) to use when making financial contributions.

“Our redesigned website is much, much more comprehensive, informative, and interactive than our previous site,” exclaimed Williams. “It also has a much more professional presence, and with our new logo and tag line, completes our goal of having a menu of effective tools with which to more effectively market who we are and what we do, and to help develop further our programs and services.”

Unity House of Cayuga County Inc.’s logo, tag line, and website were developed and designed by Kayn Design, an Auburn-based graphic design studio.