

## FOR IMMEDIATE RELEASE

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### SPSFBC's look, evolved

**Bentonville, AR – February 8, 2016:** Single Parent Scholarship Fund of Benton County (SPSFBC) has evolved a lot over the past 32 years—from the modest start of two passionate individuals awarding seven \$150 scholarships in 1984 to providing over 8,000 scholarships totaling over \$6 million dollars today. Today, we're evolving once again with a fresh new look!



*Above: Primary SPSFBC Horizontal Logo*

So why are we doing this now? From its inception, SPSFBC has had the mission to enable single parents to attain self-sufficiency through post-secondary education. This focus has not changed, but the world around us has. In an effort to freshen our look and remain in line with the post-secondary institutions which our scholarship recipients attend, we have chosen to reveal a whole new look and feel to our logo. You have come to expect SPSFBC to be strong, compassionate and supportive. Today we're introducing a new logo and identity family that reflects that brand character. There is nothing more important than our commitment to the integrity of our organization and its scholarship recipients. The end result of this new look is to increase the understanding of our organization to the public. Our future is built on sustained innovation, but our daily operations wouldn't be possible without our team members' commitment to conducting business with uncompromising integrity and professionalism.

As you'll see, we've transformed our logo to represent a proud parent figure with child, looking forward, enclosed within a traditional higher learning crest symbol. The logo text overtly communicates our organization's target audience and our intent. We have intentionally highlighted our location in a secondary color. The tagline communicates our continued commitment to student success since 1984.

This isn't the first time we've changed our look and it probably won't be the last, but we think today's update is a great reflection of all the ways SPSFBC has grown into the



successful scholarship program that it is today. We think we've taken the best of SPSFBC (strong, compassionate, supportive), and recast it, not just for the SPSFBC of today, but for the SPSFBC of the future.

We would like to extend a special thank you to the local [TPN Retail](#) team for their innovative thinking and countless hours spent creating and presenting this logo design to our organization and its constituents.

You'll see the new design roll out across our website, social media outlets and printed materials soon. Hope you enjoy it!

*\*Please note, media resources such as logo downloads and brand guidelines can be found at [spsfbc.org/news/media-resources](http://spsfbc.org/news/media-resources).*

### **About Single Parent Scholarship Fund of Benton County**

As the largest affiliate in the Arkansas Single Parent Scholarship Fund network, SPSFBC focuses on the whole student and the needs of his/her family. We provide an empowering and nurturing growth environment that helps a single parent attend school, while addressing issues which, if not addressed, could undermine academic success or cause early withdrawal. We do this through a variety of support programs, including: **Professional and Personal Counseling** that helps students process life events and increase their self-confidence and sense of worth; **Academic and Career Guidance** that assists students in identifying and efficiently pursuing an appropriate course of study leading to employment; **Life Skills Workshops** that allow students to adjust to the college environment and develop their critical thinking, communication, research and time management skills; **Tutoring** for students who need a little extra academic help along the way; **Mentoring** to help students build the confidence they need to change their lives. We also connect our students to members of the Alumni Council, who have walked the path before them and completed their degrees.

For more information on how to support the Single Parent Scholarship Fund of Benton County and impact the lives of a single parent family visit [www.spsfbc.org](http://www.spsfbc.org) or contact us by email at [spsfbc@spsfbc.org](mailto:spsfbc@spsfbc.org) or by phone at 479/254-8550.

### **Logo Identity Family**

Primary Horizontal Logo w/ Tagline



*Celebrating Student Success Since 1984*

Stacked Logo



SPSFBC Monogram



Alternative Shield

