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Stonewall Columbus Announces New Brand Identity

COLUMBUS, OH, November 8, 2018 – As the Stonewall Columbus community center renovation and expansion nears completion, Stonewall Columbus announces a new logo.

With a new center comes a new look. The new logo is the most significant change in the company's brand identity in over 11 years. Pulling color and design from the renovated center's exterior and interior, the redesigned logo features a rainbow-filled right angle framing the organization's name in a strong, bold font.

"Since its inception in 1981, Stonewall has been a cornerstone for this community and our new logo reflects just that.", Kathy Crowe, Marketing and Communications Director says, "The rainbow element also alludes to the fact that behind the walls at Stonewall is a safe and welcoming space for ALL of us."

The new logo will be phased in as finishing touches are completed on the new center.

As Central Ohio's LGBTQ+ community center, Stonewall Columbus' mission is to increase visibility, inclusion, and connection for the LGBTQ+ community.

To learn more about Stonewall Columbus, please visit stonewallcolumbus.org

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