

The Foundation for the NIH Marks Progress with a Refreshed Brand Identity

FNIH previews new logo after more than a decade in operation

Bethesda, MD (May 26, 2011) – The Foundation for the National Institutes of Health (FNIH) is pleased to unveil its new brand identity, refreshing its look after nearly 15 years in operation as an independent nonprofit organization committed to facilitating and accelerating the work of the National Institutes of Health (NIH).

The refreshed logo forms the core of a new visual identity for the Foundation, in line with the new directions being taken to raise awareness of the Foundation and its mission, diversify funding streams and stretch in exciting new directions in support of the NIH. The new identity reflects the Foundation’s creative and innovative spirit, and is a powerful symbol of the work the Foundation does.

“The new look is dynamic and representative of the kind of cutting-edge research the FNIH advances. As the Foundation enters its 15th year of operation, we strive to build on our proven record of progress and raise awareness of the Foundation and its mission by applying a fresh perspective,” said Dr. Kathy Bloomgarden, Chief Executive Officer, Ruder Finn, Inc, Director, FNIH Board. “By developing creative strategies we will substantially amplify our ability to diversify and attract new donors and partnerships.”

The identity and logo design came from the Foundation’s desire to keep the integrity and history of the FNIH, while at the same time modernizing its look. The symbol is based in science and human biology, representing a triple-helix structure that exists in connective tissue proteins that strengthen the human body. The stylized triple-helical image is a graphical depiction of the cornerstone of the FNIH; public-private partnerships. The three strands signify the three component parts of these partnerships; public sector, private sector and the FNIH. The Foundation is represented as the middle strand in the helix - bridging the other two sectors - because it is only when the three strands are connected to one another that tremendous strength results. The emphasis on the letters “FNIH” better represents how most current, and it is hoped future, partners recognize and relate to the Foundation. Lastly, the Foundation’s tagline “Partners for Innovation, Discovery, Health” underscores the current initiatives to build public-private partnerships in support of the NIH science and research.

“With an ambitious vision for the future, the Foundation is focused on sustaining existing and reaching new constituencies in support of innovative medical research. This vision required a refreshed brand identity to not only reach our audiences and better represent who we are, but to invite conversation and collaboration,” said Dr. Scott Campbell, Executive Director and CEO of the FNIH. “Revitalizing the FNIH identity is aimed to alert the public - and our current and future partners and donors - that we endeavor to expand our reach and position the Foundation as a recognizable brand world-wide. The FNIH has a clear strategy that we are passionate about as we take the organization into the next decade and a half.”

The FNIH has become a vital asset to the NIH, not only by raising more than \$560 million in support of more than 400 projects to date, but by creating a neutral environment in which the public and private sectors can meet and collaborate. In 2011, for the fifth consecutive year, Charity Navigator awarded the respected 4-star rating to FNIH which recognizes the Foundation for exceeding industry standards and outperforming most charities in its cause.

The FNIH online properties and other branded materials will begin featuring the new identity over the next few months. Visit us at www.fnih.org to learn more about how we work, our programs, and opportunities.

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About the Foundation for the NIH

Established by the United States Congress to support the mission of the NIH—improving health through scientific discovery in the search for cures—the Foundation for the NIH is a leader in identifying and addressing complex scientific and health issues. The Foundation is a non-profit, 501(c)(3) charitable organization that raises private-sector funds for a broad portfolio of unique programs that complement and enhance the NIH priorities and activities. For additional information about the Foundation for the NIH, please visit www.fnih.org