

Why the Rebrand?

There are many reasons why an organization considers a rebrand:

- Significant changes in leadership, or direction of the organization
- Community perception
- Confusing, unclear, hard to use physically and verbally (name or logo)
- Legal reasons

Why did Lake Chelan Community Hospital rebrand?

What triggered the discussion at Lake Chelan Community Hospital & Clinics was a letter from Blue Cross & Blue Shield asking LCCHC to discontinue use of their current logo, which includes a blue cross. The organization had until August 2021 to complete this task.

- While the letter triggered the discussion, there were many reasons to look at renaming/rebranding Lake Chelan Community Hospital & Clinics (LCCHC).
- After issuing an RFP, LCCHC, selected Jet Marketing to help guide them through this work. Jet Marketing specializes in communications for rural sized hospitals and clinics.
- A thorough process was conducted over the course of the summer, with a final name revision and logo recommendation presented to the Commissioners for final adoption. The name revision and logo recommendations were approved unanimously on September 22, 2020.

When will the new logo and name be used?

- The new logo and name are now being used (please see Lake Chelan Health Graphic Standards). Work begins with implementation of the new healthcare system name as well as the logo. Based on availability of resources, this will take some time. Some items will be updated relatively soon, others will be updated as supplies run out.
- Our new hospital web address is www.LakeChelanHealth.org. However, using www.LakeChelanCommunityHospital.com will continue to direct users to the hospital website.
- The revised name, Lake Chelan Health, does not change the legal name of the organization (Lake Chelan Hospital District #2), but is the consumer-facing, working name. The word "Health" more accurately depicts the goal of the organization, which is to promote the best life by living healthy.
- Further, "Lake Chelan" gives nod to the area we serve.
- The logo is somewhat abstract, but does include the colors of the sky, water, and green grass. We wanted the logo to stand out from others in the region – so being more abstract and not so literal helps us to do that. Health care can mean many different things to many different people.

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