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## **Community Care announces branding update**

**BROOKFIELD, Wis. (October 17, 2023)** – Community Care, Inc., the Brookfield-based managed care organization, is getting a new look. Leaders announced that the organization will be undergoing a complete brand refresh, which started this summer, including a new logo and color scheme, as well as additional updates over the next several months.

Community Care has been providing care and support services to seniors and adults with disabilities in Wisconsin for more than 45 years.

“At Community Care, we provide compassionate support and care that gives members a sense of security while maintaining their independence,” said Kenneth Munson, Community Care’s chief executive officer. “We believe that our updated branding reflects our team and those we serve, but also provides a more streamlined look without losing what makes us special.”

The goal of developing a strong brand identity is to help increase the public’s awareness of Community Care’s work and helps to connect people to the organization.

The updated colors and logo reflect the organization’s mission, vision and values. While the double C’s in the logo represent Community Care, they also reflect the support the organization provides.

Community Care strives to help members live as independently as possible, for as long as possible, which is reflected in the center of the logo, with three arrows creating a home to represent the support and care provided to members.

“Community Care’s new brand reflects our staff’s and our members’ insights on our workplace, culture, and services,” Munson said. “We’re putting our best foot forward to bring our organization into the future and continue providing exceptional care to our members.”

Community Care, Inc., headquartered in Brookfield, Wis., is a private nonprofit organization that serves the long-term care and health needs of more than 13,000 older adults and adults with physical or intellectual disabilities. Founded in 1977, Community Care is the only Wisconsin managed care organization to offer all three programs of Family Care, Family Care Partnership, and Program of All-Inclusive Care for the Elderly (PACE). For more information about Community Care, visit [www.CommunityCareInc.org](http://www.CommunityCareInc.org).