



The New AMCHP Logo: A Symbol of Opportunity and Renewed Hope

MEMBER & PARTNER DISSEMINATION TOOLKIT

NEWSLETTER LANGUAGE

Title:

AMCHP Unveiled New Logo: A Symbol of Opportunity and Renewed Hope

Body Copy:

The Association of Maternal & Child Health Programs (AMCHP) has a new logo, and we are delighted to share the news with you!

The new AMCHP logo is the result of a collaborative effort between AMCHP's staff and Board of Directors to support the implementation of its strategic plan and communications and branding goals. It features the AMCHP wordmark and the organization's full name, as well as a new set of silhouettes reflecting the diversity of the population it serves. A semicircle, resembling a rising sun, sits behind the silhouettes symbolizing opportunity and renewed hope.

AMCHP also shared the addition of a new work area to its strategic plan, [AMCHP Future 2027: Organizational Culture and Infrastructure](#). This new area aims to modernize critical internal processes and infrastructure and sharpen fiscal stewardship to maximize the full range of AMCHP's core values and generate a distinct and rich organizational environment of belonging.

To learn more about the AMCHP rebrand, please visit bit.ly/NewAMCHPLogo.

SOCIAL MEDIA LANGUAGE & GRAPHICS

Below are sample social media captions and graphics. You can also support us by reposting our content on AMCHP's main social media accounts.

AMCHP's Social Media Handles:

LinkedIn: [Association of Maternal and Child Health Programs](#)

Facebook: [AMCHPOfficial](#)

Instagram: [AMCHP_DC](#)

Threads: [AMCHP_DC](#)

X (Twitter): [DC_AMCHP](#)

Post Caption:

LinkedIn, Facebook, and Instagram

AMCHP unveiled its new logo, and we are delighted to share the news with you!

The #NewAMCHPLogo is the result of a collaborative effort between AMCHP's staff and Board members to support the implementation of its strategic plan and communications and branding goals. It includes the AMCHP wordmark and full name with a new set of silhouettes to better reflect the diversity of the population it serves. A semicircle, resembling a rising sun, sits behind the silhouettes symbolizing opportunity and renewed hope.

Learn all about AMCHP's rebrand at bit.ly/NewAMCHPLogo.

Threads and X (Twitter)

View the #NewAMCHPLogo – a symbol of opportunity and renewed hope! It includes the AMCHP wordmark and full name with a new set of silhouettes reflecting the diversity of the population it serves. Learn all about AMCHP's rebrand at bit.ly/NewAMCHPLogo.

Graphics (Newsletter & Social Media)

1080 x 1080 px

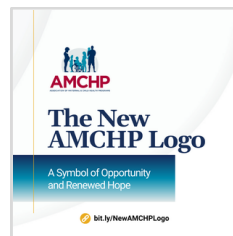
Graphic 1



[Download](#)

Description: Graphic showing AMCHP's Website Home Page. The overlaid text reads "The New AMCHP Logo - A Symbol of Opportunity and Renewed Hope." bit.ly/NewAMCHPLogo

Graphic 2



[Download](#)

Description: Graphic displaying AMCHP's logo. The overlaid text reads "The New AMCHP Logo - A Symbol of Opportunity and Renewed Hope." bit.ly/NewAMCHPLogo