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The Children's Home Unveils New Name, Brands and Website to Better Reflect Broad Scope of Services

Cincinnati, OH (August 8, 2019) – The Children's Home, a leading provider of education and behavioral health services for children and families, today unveiled a new name and brand to better reflect the broad scope of services it provides.

The organization's name has changed from The Children's Home of Cincinnati to The Children's Home. The removal of the words "of Cincinnati" reflects the increasing number of services the organization provides to children and families outside of the city of Cincinnati.

The new branding includes an updated logo for the main organization and new brand identities for three of The Children's Home's (TCH) core offerings: behavioral health, early childhood services and autism services.

"The new brand identities are a vehicle to modernize how we communicate our mission while eliminating confusion for those who may be unfamiliar with our services," said John Banchy, president and CEO of The Children's Home. "What started as a physical home for children 155 years ago, has evolved into much more."

New TCH Logo



The new logo for The Children's Home includes a simplified treatment of the company's iconic heart. Inside the heart is the home. While it has been decades since the organization provided a physical home for children, the home symbolizes feelings of belonging, security, and acceptance, which TCH strives to bring to children and families.

Core Services

The Children's Home encompasses three core areas of care: behavioral health, early childhood and autism services. Each of these three key offerings now has its own brand name to communicate the type of assistance available to children and families in the community. Each brand name includes the words "by The Children's Home" to show the connection to the main organization.



1. **Best Point by The Children's Home** - TCH's behavioral health services are now grouped together under the brand name Best Point. This name was chosen because these services meet children and families where they are on their journeys to help them reach the best point for living productive, meaningful, and happier lives through a variety of community-based counseling services. The arrow inside the heart is aimed upward to signify reaching one's best self. Green is a color that denotes growth.



2. **CoStars by The Children's Home** - TCH's early childhood services are now grouped together under the name CoStars. The name was chosen because these services are designed to build a foundation of academic and life confidence in children ages 3 through 12 through collaborative educational and enrichment programs. CoStars allows children to become the stars they are meant to be. The star inside the heart is the child. Gold is a color that denotes brightness.



3. **C.L. Shor Center of Excellence by The Children's Home** - TCH's autism services are now grouped together under the name C.L. Shor Center of Excellence. The Charles L. Shor Foundation has been an instrumental supporter of the organization's autism program. The C.L. Shor Center of Excellence provides individuals on the autism spectrum the academic and life skills that allow them to transition to successful, independent adults living productive lives with dignity and respect. The puzzle piece inside the heart represents the varied approaches it takes to serve those with unique talents and abilities to add value to society and realize their potential. Pink is the brand's corresponding color as research has shown many individuals with autism prefer it because it is comforting and subdued.

Updated Website

The Children's Home website has moved to a new URL, www.tchcincy.org, as part of the brand changes. The new website features easy to navigate pages and simplified messaging and highlights the organization's new name, logo and branded services.

Today, TCH provides 30 comprehensive services and programs offered in community centers, classrooms and the homes of more than 11,000 children and families. TCH continues to evolve to serve the community's diverse and changing needs.

“Our brands are much more than names and logos,” said Banchy. “They reflect the attitudes and behaviors that position us in the community as a preeminent source of hope, help, and healing for at-risk children and families.”

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About The Children’s Home

The Children’s Home (tchcincy.org) is a leader in providing hope, help, and healing to children and families both on its main campus in Cincinnati, Ohio, and in community centers, classrooms and homes throughout Southwest Ohio. The Children’s Home services encompass three core areas of care: behavioral health, early childhood services and autism services. Best Point by The Children’s Home is the largest provider of school-based behavioral health services in the region. CoStars by The Children’s Home serves children ages 3 through 12 with collaborative education and enrichment programs. C.L. Shor Center of Excellence by The Children’s Home includes specialized programs to serve individuals on the autism spectrum. The Children’s Home is a private, nonprofit organization founded in 1864. Today it employs more than 350 people and serves more than 11,000 children and families.