



## **HALE MAKUA HEALTH SERVICES**

COMPASSION COMMITMENT COMMUNITY

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### **LOCAL HEALTHCARE ORGANIZATION REBRANDS WITH A FAMILY OF LOGOS Hale Makua Health Services Rolls out a New Visual Identity**

KAHULUI, Hawaii, January 26, 2009 – A Maui healthcare organization has rebranded by expanding its name to include the words “Health Services” in order to better convey the breadth of programs and services provided to Maui’s community. The goal of the rebranding strategy is two fold: 1) to reflect that Hale Makua Health Services has a variety of healthcare programs, which include long-term care, home health care, rehabilitation, and a Program for All-Inclusive Care for the Elderly (PACE), and 2) to project a more modern, less institutional image. Hale Makua Health Services, previously known as Hale Makua, launched its new name last November and began rolling out its new identity this month.

Hale Makua Health Services CEO, Tony Krieg, views rebranding the organization as “a strategic move that will help enable the organization to be more nimble and flexible in responding to the healthcare needs of Maui’s community, especially in a time where the demands on the healthcare industry continue to increase as Baby Boomers age. We want the community to be able to look to Hale Makua Health Services as the premier provider of excellent home and community based healthcare services, in addition to a place where mom or dad can live with compassionate care when they can no longer reside safely at home.”

A Maui design firm, Sae Design, was contracted to design the over-arching organization logo and three of the four program logos. The logos show the nurturing hand of the caregiver and the hand or hands of residents/clients, a theme that is carried throughout the brands. In the over-arching Hale Makua Health Services brand, the hands form a flower, symbolizing nurturing and caring. The concentric form of the flower is all encompassing and somewhat dynamic.

Hale Makua Health Services, a private, non-profit 501(c)3 corporation established in 1947, is committed to the mission of providing excellence in healthcare in our home and yours. Hale Makua Health Services has two Hale Makua long-term care locations: one in Wailuku caring for 124 residents and the other in Kahului with a capacity of up to 254 residents. Other programs include Home Health by Hale Makua, which provides post-acute care and social work services to homebound clients of all ages and adult foster family care management, Rehab by Hale

Makua, and the Hawaii's only Program of All-inclusive Care for the Elderly, Maui PACE. For additional information, please visit [www.HaleMakua.org](http://www.HaleMakua.org).

Pictured below is the Hale Makua Health Service family of logos:

**Organization Logo:**



**Program Logos:**



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