



Changing Perspectives. Changing Lives.

Smile!

Arc Broward is proud to unveil a fresh take on our brand identity.



The new brand mark features the *signature arc turned upside down* to reflect not only a *smile*, but an allusion to *our goal of changing the community's perception* of people living with disabilities. Bringing it all together is our new tagline: *Changing Perspectives. Changing Lives.*

"The new logo and brand *celebrates where we have been, where we are today*, and where we are heading over the next 60 years." - Dennis Haas, CEO

In addition to updated marks,
we have also renamed our internal divisions and social enterprises!



We use food to nourish and transform communities.
We know we are bettering the community
by bettering the individual.

We are the career-finding fairy godmother: turning
opportunities into a self-reliant reality.



Our tech savviness means we are ahead of the
game and knowledgeable about the hardware
reclamation industry.

We are leaders in educating individuals with customized
and innovative methods.



*For over 60 years, Arc Broward has been a catalyst of community transformation, by
bettering the lives of those needing help and those wanting to help.*

Launch Details

Join us on *Thursday, May 4th* as we showcase our updated brand identity during one of our signature events, Delish! Delish gives *student chefs from Arc Culinary* the opportunity to work alongside South Florida's most innovative chefs. Special thanks to our presenting sponsor, PNC Bank.



10250 NW 53rd St., Sunrise,
FL 33351
T. 954.746.9400





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Great Food. Great Cause.

We use food to nourish and transform communities.
We know we are bettering the community
by bettering the individual.



Success Works Here.

We are the career-finding fairy godmother: turning
opportunities into a self-reliant reality.



Asset Recovery Solutions.

Our tech saviness means we are ahead of the
game and knowledgeable about the hardware
reclamation industry.



Where Learning Continues.

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