



News Brief

Office of Marketing and Communications



UNCF Updates Image



Leaders from UNCF member institutions join in the unveiling of the new brand identity for the 64-year-old organization, held on the campus of Spelman College in January. “UNCF is taking a bold step forward to attract new donors, reinforce our relevance and appeal to a broader base of public support. This new identity is a proud banner for our critical mission,” said Michael L. Lomax, Ph.D., UNCF president and CEO. “This is a proud and crucial moment for UNCF. It is a time to move forward and advance our brand while still embracing our heritage.” Participating in the brand launch were (from left): Dr. Edward P. Wimberly, vice president for Academic Affairs/provost at Interdenominational Theological Center; Dr. Willis B. Sheftall, Jr., interim vice president for Academic Affairs and provost at Morehouse College; Dr. Lomax; Dr. Beverly Tatum, president, Spelman College; Dr. Carlton E. Brown, executive vice president and provost, Clark Atlanta University; and Hayes Roth, chief marketing officer of Landor Associates, the team creating the new UNCF brand identity.

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