

# Special Report From NEHA: Our New Brand

Since the establishment of the National Environmental Health Association (NEHA) on June 25, 1937, in Long Beach, California, under the name of the National Association of Sanitarians, we have stood strong offering shelter to the profession from literal and political storms while lifting up the science and expertise of the workforce. Whether championing the first water regulations to reduce cholera and typhoid or modern water regulations to eliminate lead exposure, we walk alongside our members to provide the best science and practice and to raise our collective environmental health voice for the communities we serve.

In 2021, we embarked on a journey to reflect on where the organization—and the workforce—has been over the past 84 years, including the impact of the COVID-19 pandemic. To keep ourselves centered, we returned to the original NEHA charter to reflect on the wisdom of our professional forebearers. From this charter we developed a new

mission anchored on our history that reaches toward our future: **To build, sustain, and empower an effective environmental health workforce.**

Our mission is about you. When we come to work, we ask, “What is in the best interest of the local practitioner?”

The change to our mission emphasizes the importance of supporting your educational needs, helping to fill the gaps for the next generation of environmental health professionals, and advocating for policy and funding that allows us to effectively do our jobs. We also updated our vision: **Healthy environments. Protected communities. Empowered professionals.** This change reflects our ultimate goal of healthy and safe environments for all communities and a valued and empowered environmental health workforce.

In 2022, we completed this part of our reimagining with a new logo and brand. The NEHA Board of Directors was presented with two logo options on April 26, 2022, and voted to approve the adoption of our new logo by a major-

FIGURE 1

## The New National Environmental Health Association (NEHA) Logo and What It Represents

Bursting petals represent a new era and excitement for what is possible for NEHA and the profession.



Bold, bespoke font reflects the strong and unique history of NEHA.

The range of blue-colored petals acknowledges the importance of including diverse perspectives and experiences to address the environmental health challenges of today and beyond.

The petals positioned above the “eh” illustrate the shelter NEHA provides through education, advocacy, and community.

ity vote (Figure 1). A brand is our shorthand statement of who we are and what we do. It is the sum of all of our expressions, interactions, products, and services by which we intend to be recognized as employees, as an organization, and as a profession. Our brand can be seen as wise and knowledgeable with the goal to overcome obstacles on behalf of our workforce.

We thank all who were involved in this journey from the creation of our new mission and vision to our new logo and brand. Specifically, we thank the team that was assembled to work on our rebrand, which included two board members and five staff members who ranged from fresh hires to senior staff to bring the largest possible variety of backgrounds, experiences, and perceptions to this project. The team worked under the guidance of The Bain Group, a rebranding firm with extensive experience in the science and strategy of rebranding. The team included Roy Kroeger and Sandra Long, national officers of the NEHA Board of Directors, and the following NEHA staff: Seth Arends, Jonna Ashley, Gina Bare, Jordan Strahle, and Christl Tate. Oversight support for the committee was provided by Chief Learning Officer Kristie Denbrock and Executive Director

Dr. David Dyjack, as well as insight from Marketing and Communications Director Chana Goussetis. The logo and brand we proudly present is a culmination of the hard work and dedication put forth by this team, as well as our staff and board.

The new logo design reflects the development of both NEHA and the profession (Figure 1). The bold, bespoke font represents the strong and unique historical foundation of the organization, still one of the only associations in the world dedicated specifically to environmental health. The bursting petals signify a new era and excitement for what is possible for NEHA and the profession, particularly after the COVID-19 pandemic. The position of the petals over the “eh” letters represent the shelter NEHA provides to the workforce through advocacy, education, and community. Finally, the range of blue colored petals acknowledges the importance of including diverse perspectives and experiences to address the environmental challenges of today and beyond.

Join us as we move into the next era of building, sustaining, and empowering the environmental health profession in partnership with you.

## Our Logo History

As we embark on a new chapter in our history, we want to share with you where our association has been by highlighting the logos from our past. The list is not inclusive as there were probably other logo versions used throughout the years. This history reflects the logos that appeared in the *Journal of Environmental Health*, which provides a documented history of NEHA within its pages.



### 1937–1965

The logo (or emblem as it was called) was a shield with a beacon in the center. The logo was adopted on December 11, 1937, at the first annual meeting of the National Association of Sanitarians in San Luis Obispo, California. The slogan, “Sanitarians—the

Beacon Light of Public Health,” was adopted in 1932 before the national association was created. We can infer that the logo was created as a reflection of this slogan.



### 1965–1969

This logo first appeared in the November/December 1965 *Journal of Environmental Health*. The shield and beacon logo was placed in front of a globe with the words, “Environmental Health

Around the World,” running on the outside of the globe. It was printed in the *Journal* until the March/April 1969 issue. We assume that this design is what the next logo was based on after the association changed its name in 1970.

### 1970–1975

On January 1, 1970, the name of the organization was officially changed from the National Association of Sanitarians to the National Environmental Health Association. During this time period, no type of association logo was used in the *Journal*. It is possible that it took the association 5 years to design and approve the next logo, especially given the limited capacity of the organization and the financial troubles experienced during this time period.



### 1975–2022

The logo that we used for the next 47 years appeared on the March/April 1975 *Journal of Environmental Health*. It is interesting to note that the map of the U.S. is distorted in the original logo (top) and it was used that way until 2007 when the distortion was fixed (bottom). The black and blue

versions of the logo were used throughout this time, with use of the blue logo becoming prominent in the late 2000s when color printing became more common and less costly.



### 2022 and Beyond

And now we are pleased to unveil our new logo that will serve us and the environmental health profession in the years to come. 🌿