

# NEWS NEWS



## Department of Human Services

**One Parkway Building**

**1515 Arch Street  
Philadelphia, PA 19102  
Phone: 215. 683-6012  
Internet: [www.phila.gov](http://www.phila.gov)**

**Anne Marie Ambrose,  
Commissioner**

---

March 23, 2011



### DHS collaborates with Moore for new logo

The Philadelphia Department of Human Services has unveiled a bright new logo that reflects the many positive changes the agency has made over the last few years. The new design was the product of collaboration with Moore College of Art.

“DHS has undergone a major reform and transformation,” said Commissioner Anne Marie Ambrose. “Today we are stronger and more effective than ever and we believe it is time for a new logo that reflects the accomplishments we have achieved and all the wonderful work we are doing.”

According to DHS Communications Director Alicia Taylor, “We wanted a fresh and inspiring new look that reflected the energy and optimism we have for the children we serve. We thought a young person might best capture that perspective so we approached Moore to

see if this project might be a good fit for their students.” The graphic design students in Rosemary Murphy’s senior Brand Identity class rose to the challenge.

“The students had one week to come up with ideas and one week to refine them, a quick turnaround for such a complex logo design,” said Murphy. “They worked really hard to find the right balance of imagery, color and typography,”

The students presented their designs to DHS Communications staff, who selected five finalists out of 40 submissions. “It was difficult to choose just five,” said Taylor. “All of the designs were incredible, they really exceeded our expectations.”

The designers of the top five logos presented their work to DHS leadership who narrowed the choices down to three. The ultimate selection however, was determined by DHS staff who eagerly shared their opinions. According to Taylor, 927 staff submitted a total of 1,457 votes for their favorite designs.

The winning logo, is an abstract design by Christine Quiampang, featuring bright colors and depicting a sun rising over joyful youth alongside an urban backdrop. The image evokes hope and energy.

Quiampang, who designed two of the top three designs was thrilled to be part of the logo project. “It’s been a great experience dealing with a real client and their expectations,” she said. “Being able to go to DHS and present how I came up with ideas for my logos was a real treat!”

###

*The Philadelphia Department of Human Services is the City agency charged with protecting children from abuse, neglect, and delinquency; ensuring their safety and permanency in nurturing home environments; and strengthening and preserving families by enhancing community-based prevention services. In partnership with community organizations, DHS provides services to strengthen the overall well being of Philadelphia children, youth, and families using a customer focused approach that is responsive to evolving community needs.*