

# Our New Brand

## Introducing Sourcewell

After more than a year of research and planning, NJPA becomes Sourcewell June 6, 2018. The heart of our organization is service, and Sourcewell proudly proclaims who we are and what we do. We are boldly changing our name as part of an overall plan to deepen relationships with you, our member, and to make it easier for you to find the contracted solutions you need.

### Sourcewell is **Memorable**

- Begins to describe who we are and what we do
- The distinctive logo & color scheme makes it easier to find us
- Stands out in a world filled with acronyms

### Sourcewell is a **Branding Evolution**

- Is a conversation starter for our full array of services and purpose-driven culture
- Delivers on your expectations to stay relevant and distinctive
- Reinforces our commitment to excellence and stronger member relationships



- The visual representation for **Sourcewell** is made up of a mosaic. The pieces represent the city streets, the parks, the schools, and integral roads connecting them all. The yellow arrow signals energy and forward progress for the communities we serve.
- The word **Sourcewell** has emphasis on well. We want to be a valued source for members and for members to feel good about using our services.
- The colors give a sense of **energy** and **trustworthiness**.

# What is **NOT** changing

## Our Mission.

Our commitment to service and exceeding member expectations.

## Our relationship with you.

Membership agreements and your membership number.\*

## Our existing contracts, vendor relationships, and other services you use.

\*Membership agreements, contracts and agreements entered into with the National Joint Powers Alliance name will remain valid and continue in effect without impact. This ensures contractual continuity and safeguards against disruptions to engagement with Sourcewell or NJPA. This includes use of cooperative purchasing contracts or other binding contractual engagements such as state's participating addenda.