



FOR IMMEDIATE RELEASE
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Contact: Charles Mutscheller
312-742-1637

New Logo Reflects Fresh After-school Opportunities for Teens

Chicago, IL—After School Matters (ASM) proudly introduces a new logo that reflects its fresh approach to providing Chicago teens enriching, hands-on apprenticeships in the arts, technology, communications, and sports.

“Our organization has grown significantly over the past few years—we’ve expanded from nine programs in three high schools serving 180 teens in 2000 to over 700 programs in thirty-five schools serving nearly 23,000 teens in 2005,” said ASM executive director David Sinski. “Now is the perfect time to launch a new look—one that underscores what we have become and mirrors what is occurring within the organization.”

The updated logo’s wrap-around design, developed and provided pro bono by Chicago and New Zealand-based design firm Time Zone One, is an evolution of the previous mark and captures the cohesive dynamism that resulted from last year’s merger between ASM and Gallery 37.

Simultaneously, the new mark’s fluid, sweeping motion and distinctive arrow, which mimics the “play” button of many personal music players and home electronics, defines ASM as an organization moving forward and a driving force for innovation in its field.

“The new logo was designed to emphasize institutional momentum and enthusiasm while underscoring our core values: cultivating leadership and career development opportunities for Chicago teens, fostering creativity, and maximizing public-private partnerships to expand our programs,” explained Sinski.

The continued use of ASM’s signature purple and green colors in the new logo not only fortifies an established and respected brand name but also makes it easier for customers to understand and take advantage of the wide range of high-quality services the organization offers today.

“In much the same way that people have come to connect the color pink with breast cancer awareness and brown with the United Parcel Service, we want customers and potential customers to equate our distinctive color combination with the top-notch apprenticeships and activities available to young Chicagoans during out-of-school hours,” stated ASM director of communications Charles Mutscheller.

(MORE)

New logo (2/2)

Chicago teens who participate in ASM programs immerse themselves in diverse disciplines such as culinary arts, video making, mural painting, website design, flamenco, swimming, poetry, and robotics, among many others. These young people gain useful and marketable job-training skills, as well as exposure to career opportunities that previously may have seemed out of reach.

The new logo design is accompanied by a top to bottom revision of ASM's entire line of collateral materials. The new logo will be officially adopted during a logo launch reception on Friday, March 31, 2006, and thereafter will be used on all communications, including advertising and PR materials, distributed by ASM.

For more information about the wide range of meaningful programs and activities offered by After School Matters, please visit us at **www.afterschoolmatters.org**.

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