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Administered by the
American Academy of Family Physicians
Foundation

THE LOGO OF THE CENTER FOR THE HISTORY OF FAMILY MEDICINE (CHFM)



In January of 2009, the Center for the History of Family Medicine (CHFM) unveiled a new logo and tagline to emphasize its renewed efforts to reach out to represent all areas of the specialty.

The new logo underscores the Center's increased commitment to represent, preserve and share all areas of the history of the specialty of Family Medicine. The resulting brand also incorporates a new element within the Center's logo: a stylized classical Greek column. The column's meaning within the logo is two-fold. Firstly, it is evocative of both history and learning, an especially appropriate symbol for the Center, considering its vision to serve as the premier resource center on the history of Family Medicine in the United States. And secondly, the column also serves as a reminder that the Center and the history it safeguards are as integral to Family Medicine as a column is to the building it supports.

To add to the new logo, a new tagline was also developed: "Claim Your Heritage." "Claim Your Heritage" is not just a marketing line, but honors the role of the specialty in serving as the traditional champions of health care throughout our nation's history. In every era of American history, in both war and in peace, GPs and FPs have been on the front lines of the American healthcare system, serving to heal the sick and help the hurting, stopping epidemics, curing diseases and treating all Americans—regardless of age, race, creed, color, gender, or economic condition—from birth until death. Thus, "Claim Your Heritage" is a call to action to all within the specialty to claim their proud and rightful heritage in American history.