



**Center for the History of Family Medicine**  
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American Academy of Family Physicians  
Foundation

## **NEW BRANDING & TAGLINE INITIATIVE ANNOUNCED FOR CENTER**

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

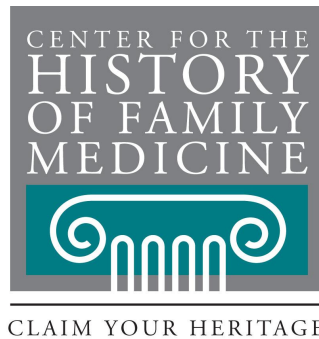
The Center, the only historical resource center devoted exclusively to preserving the collection, conservation, exhibition and study of materials relating to the history of family medicine in the United States, is the official historical repository for seven of the family medicine organizations (AAFP, AAFP/F, ABFM, ADFM, AFMRD, NAPCRG, STFM).

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. "We wanted something that was both in keeping with the new 'bold champion' approach of the Academy, while also highlighting the Center's own unique role in serving all of the family of family medicine," said Don Ivey, Manager of the Center.

The resulting new brand incorporates a new element within the Center's logo, a stylized classical Greek column. The column's meaning within the logo is two-fold. First, 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 finally, the column also serves as a reminder that the Center is as integral to family medicine as a column is to the building it supports.

To add to the new logo, a new tagline has also been developed: "Claim Your Heritage." Ivey explained that this statement is not just a tagline, but is a call to action to family physicians to honor their role as the traditional champions of healthcare throughout our nation's history. "We want to remind family physicians of the proud legacy and heritage of their specialty," Ivey said. "Throughout every era of our nation's history, GPs and FPs have been on the front lines of the American healthcare system. These were the people who helped to found our nation, and have served with honor in every major conflict this country has been involved in. They have been there to heal the sick and help the hurting, stopping epidemics, curing diseases and treating Americans—of all ages and from all

walks of life, whether rich or poor—from birth until death. GPs and FPs have also been in the forefront of our nation’s leadership. Some were signers of both the Declaration of Independence and the Constitution, and have served as governors, cabinet members, congressmen—even a U.S. surgeon general—the list goes on and on. It’s time for both the specialty and our nation to recognize this, and for the specialty of family medicine to claim its rightful heritage in American history.”



The CHFM is located at AAFP headquarters in Leawood, Kansas. For more information or to donate materials to the Center, contact Center staff via telephone at 1-800-274-2237 (ext. 4420 or 4422), via fax at (913) 906-6095, or via e-mail at [chfm@aafp.org](mailto:chfm@aafp.org).