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American Academy of Family Physicians
Foundation

THE CURRENT LOGO OF THE SOCIETY OF TEACHERS OF FAMILY MEDICINE (STFM)



The current logo of the Society of Teachers of Family Medicine is composed of the STFM name and acronym with three figures representing family. The widespread arms of the figure in the center reflect the nurturing nature of families, family medicine, and family medicine education.

The logo was officially introduced at STFM's 45th Annual Spring Conference held in Seattle, Washington from April 25-29, 2012. Prior to its introduction, STFM members were given an opportunity to vote and provide input on the new logo.

In addition to the new logo, a tagline ("transforming health care through education") was unveiled. According to STFM, the logo and tagline were created to align with STFM's strategic plan that outlines bold priorities for the organization. "Our role in medical education, transformation of health care, and advocacy is expanding," said Jeri Hepworth, PhD, who was STFM's president at the time of the introduction.

"It was time for us to transition to a logo that reflects the innovation and influence of STFM," added STFM President-Elect Jerry Kruse, MD. "These changes exemplify STFM's philosophy of continuous innovation and improvement. We're celebrating our history as we transform the future."