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
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."