

The next chapter of our brand:



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Hi friend,

18 years ago today, tens of thousands of people cheered on then-Senator Barack Obama as he announced his historic run for president, kicking off a movement that put hope first and inspired people around the world to be changemakers.

That movement's rising sun logo quickly became the visual shorthand that conveyed our belief in the power of hope, community, and collective change that endures to this day.



Now, we're excited to share The Obama Foundation's refreshed visual identity, bringing in new energy and exciting design elements as we prepare to open the Obama Presidential Center and enter a new chapter.

[Take a look at our refreshed brand identity to learn more about the fonts, colors, and imagery that bring our work to life.](#)

Take a look at our refreshed brand

[Learn more ▶](#)

We hope this latest iteration of the iconic brand inspires everyone from our program participants to visitors to the Obama Presidential Center to people like you to join together and make lasting, positive change in the world.

[Learn more and take a look around our refreshed brand here.](#)

Check out the refreshed brand!

-The Obama Foundation

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