



Urban Indian Health Institute

A Division of the Seattle Indian Health Board

THE UIHI STEPS OUT IN A NEW STYLE

In March 2015, the Urban Indian Health Institute announced our new look, complete with a new logo and branding style. The new look honors our history, provides a foundation for our future, and reflects those we serve. The mission of the UIHI, a Division of the Seattle Indian Health Board (SIHB), remains the same: to support the health and well-being of urban Indian communities through information, scientific inquiry, and technology.

The UIHI Logo Tells a Story

The UIHI leadership and staff redesigned our logo and visual brand style together with Victor Pasqual of Digital Navajo, a Native American-owned creative company. The new

UIHI Logo 2000



logo incorporates and re-envisioned many aspects of the past logo, including the circular shape, the color red, and the skyline. The new logo takes a modern spin on these aspects. The circle originated in the SIHB logo and represents continuous life and union of the people in good health.

Seattle Indian Health Board



In the new logo, the color red and the circle link the UIHI brand with the SIHB brand, our parent organization. The urban skyline image and the feather represent our mission to serve all American Indians and Alaska Natives (AI/ANs), with a focus on those who live in urban settings. The tricolor “leaves” on the left symbolize growth and forward thinking. As the work of the UIHI advances to serve the changing health needs of AI/ANs, so does the image of the UIHI in our logo and visual branding.

UIHI Logo Redesigned 2015



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New Look, Same Organization

The UIHI was established as a Division of the SIHB, a community health center for urban Indians. The UIHI is one of 12 tribal epidemiology centers (TECs) funded by the Indian Health Service. While the other 11 TECs primarily work with tribes regionally, the UIHI focuses on the nationwide urban AI/AN population. The UIHI assists [Urban Indian Health Organizations \(UIHOs\)](#), which are private, non-profit, corporations that serve AI/AN people in select cities with a range of health and social services, from outreach and referral to full ambulatory care. UIHOs provide traditional health care services, cultural activities, and a culturally-appropriate place for urban AI/ANs to receive health care. UIHI staff work on multiple, varied, ongoing public health projects to benefit AI/AN people.



At the UIHI, we utilize our resources, information, and data to better understand the health status of the urban AI/AN population, identify health problems and disparities, and support program planning, research, reports, grant writing, and advocacy.

Updated Materials, Same Location

Look for the UIHI's new branding on everything from our emails to some of our commonly used materials and fact sheets, [like this one describing the UIHI's services](#). You will also notice new colors and photographs on the UIHI website and in our materials to complement our updated look. Our website includes a wealth of information on our past and current work, including many useful [products for download](#). Email the [UIHI information request mailbox](#) if you would like any information not available on our website. We are excited to share our new look with you. The logo represents the UIHI's reputation as a recognized resource for everyone working to improve the health of AI/AN communities.

If you have any questions or comments to share, we would love to hear them. Please email the UIHI Communications Project Coordinator, Megan Fairweather, or call 206-812-3035.

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