



FOR IMMEDIATE RELEASE

Child Development Institute's Rebranding Highlights Hope and a Commitment to Transforming the Lives of Children, Youth and Families

TORONTO, ON—Child Development Institute (CDI), a leader in helping children, youth and families develop life-long resilience through a wide range of mental health and childcare services, has launched their new branding – including a new logo that highlights the hope and transformation at the heart of the CDI experience.

With a legacy of more than 100 years' commitment to transforming the lives of children, youth and families, the new brand reflects the unified spirit that connects all of CDI's specialized programming areas in mental health, early learning, family violence and learning disabilities complicated by mental health (LDMH). As a thought leader, innovator and collaborator, CDI is at the forefront in the development and scaling of evidence-based children's mental health programming across Canada.

"CDI's new look reflects the heart of our organization's mission," said Lynn Ryan MacKenzie, CEO. "We provide those we serve with new ideas, knowledge, tools and experiences that bolster mental health and development. Our new logos and colours represent the safety, connection and validation families can expect to experience as they participate in compassionate, research-driven, specialized services at CDI." MacKenzie added.

For ease of use, Child Development Institute is officially adopting its acronym CDI both in its logo and in corporate identity. The new branding colours subtly capture the sense of hope and positive transformation that mirrors the positive impact that CDI has on families, as well as on the Canadian children's mental health service system.

CDI's Board Chair, Melanie Manchee, expressed, "It is an exciting time for CDI as a leader in the children's mental health landscape. These new logos display the innovation and research that are central to CDI's reputation, and the path to improve life trajectories for the many clients."

CDI's new branding includes new sub-brand logos highlighting its prominent programs: Stop Now And Plan (SNAP®), Mothers in Mind®, Camp Towhee, and the CDI Early Learning Centres. The butterfly connects all the logos together conveying the transformative change CDI has on the lives of children, youth and their families. Additionally, the subtle, vertical bars in the logos represent CDI's commitment to measurement-based care and evidence-based programming.

To explore CDI's colours and revamped program logos, please visit www.childdevelop.ca.

ABOUT CHILD DEVELOPMENT INSTITUTE

Child Development Institute (CDI) is an accredited children's mental health organization in Toronto, Ont., mandated with the mission to support the healthy development of children, youth and their families. A leader in the field, CDI develops and delivers world-class, evidence-informed mental health programs and services across four streams: Early Intervention, Family Violence, LDMH, and Healthy Child Development. For more information about CDI, please visit: childdevelop.ca.

-30-

For media inquiries, please contact:

Camila Pereira, PhD
Senior Manager, Development and Communications
Child Development Institute
416-603-1827, ext. 2220
cpereira@childdevelop.ca

Stay Connected Follow us on [Twitter](#), [Facebook](#), [Instagram](#) and [LinkedIn](#)