



Community Care

OF NORTH CAROLINA

Community Care of Wake/Johnston Counties



The Evolution

Early CCNC Branding (2001)



Community Care of North Carolina

CCNC Tree (2010)



Community Care
of North Carolina

The Propeller Brand

The interlocking symbol that forms the basis of the logo features four rings. The **four interlocking arcs** speak to multiple themes:

- Four main customers
- Four core competencies
- The quadruple aim

The **Propeller** (white space) speaks to:

- Propelling us forward
- “We see things others don’t.” “We see things differently.”





Community Care
 OF NORTH CAROLINA
Community Care of Wake/Johnston Counties



Community Care
 OF NORTH CAROLINA
Community Care of Wake/Johnston Counties



CAPITALcare
 COLLABORATIVE

“The interlocking arcs of our “Propeller” logo are symbolic of our commitment to Collaboration, Connectivity, Community, Care and Forward Motion.”



CCWJC is Celebrating a New Look!

Big news! CCWJC is releasing an updated brand identity, including a new logo. As North Carolina's healthcare system evolves, CCWJC is also changing to meet the needs of the future. Our new look and logo represent this evolution as CCWJC moves forward to deliver improved, cost effective, high quality services and care to those we serve.

The interlocking arcs of our "Propeller" logo are symbolic of our commitment to Collaboration, Connectivity, Community, Care and Forward Motion.

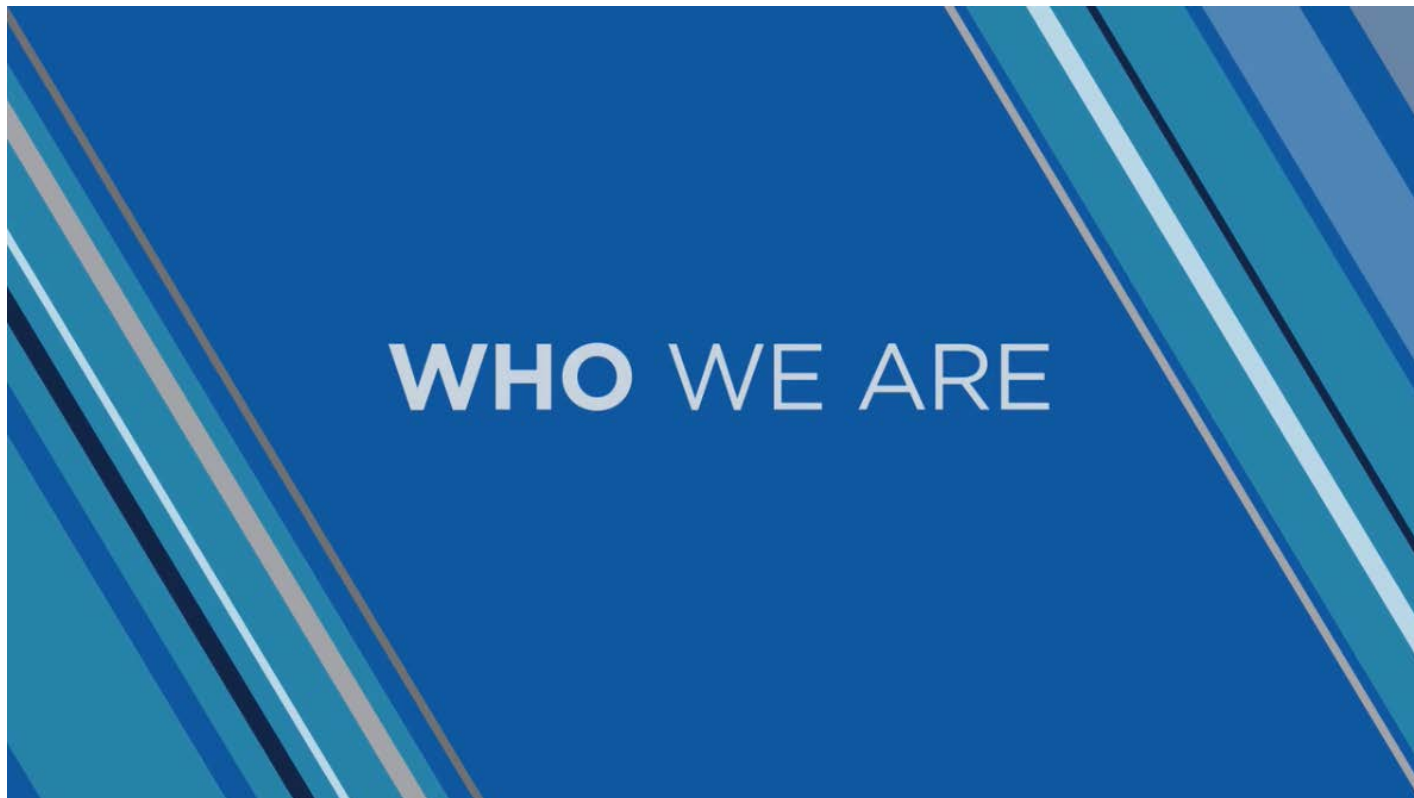
Look for more updates as we continue to serve our communities and populations. We believe that our updated brand marks the beginning of a successful new chapter in the growth and impact of our work!





Advancing Our Path Forward

[Website](#) | [Facebook](#) | [Twitter: @ccwjc](#) | [LinkedIn](#)





Community Care

OF NORTH CAROLINA

Community Care of Wake/Johnston Counties

Jennifer Brighton – CCWJC Brand Ambassador

jbrighton@wakedocs.org

919-792-3654