



FOR IMMEDIATE RELEASE

Sutter-Yuba Behavioral Health New Logo

New Logo Refreshes Sutter and Yuba Counties' Behavioral Health Brand

Sutter and Yuba Counties, Jul. 3 – Sutter-Yuba Behavioral Health (SYBH) announced on July 1, 2024 that it has updated its long-standing "Believes" logo.

OLD



NEW



The development of a new logo and branding strategy for SYBH, focuses on its unique position as the only bi-county, government behavioral health service in California. The project will reflect SYBH's commitment to inclusivity, community engagement, and comprehensive service offerings.

The core objective of this branding endeavor is to cultivate a new, easily identifiable brand identity for SYBH that eloquently conveys the themes of "Connection, Community, and Care."

The branding will underscore SYBH's commitment to breaking down barriers to mental health services, combating stigma, and enhancing accessibility for all community members. Through this rebranding, SYBH aspires to not only elevate its visibility and recognition across Sutter and Yuba counties but also to embody a beacon of hope, support, and transformation for individuals and families navigating mental health challenges.

The updated SYBH logo features different colors of lettering to represent the diversity reflected in the bi-county area, while the overlapping letters represent interdependence and reliance on community partners. The river in front of the mountains represents the unifying of two counties under one mental health plan, while the mountains are emblematic of the Buttes in Sutter County and foothills in Yuba County. The sun represents hope and SYBH's being a beacon of light to those in need of help.

SYBH began an internal rollout of the new logo on July 1, 2024, while an external rollout will be introduced in the next few weeks.

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