



**FOR IMMEDIATE RELEASE**

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**WINDMILL ALLIANCE LAUNCHES NEW BRAND**

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The Rev. Gregory G. Perez, the President of the Windmill Alliance, Inc., announced the launch of the organization's new brand and logo. Father Greg said, "It is time for a new look that represents the Windmill Alliance today and for the future. The Windmill Alliance programs are not static; they are ever changing to meet the needs of our clients and our community. We needed a brand that can better represent our strength and our vision."

The recently published Windmill Alliance Annual Report was the first document to use the new brand. The wave shapes used in the Report represent wind, so one can see how the Windmill Alliance effects or moves whatever it touches. The multiple windmill images throughout the design represent community and unity. The size is varied to represent diversity in the community."

The Windmill Alliance also introduced a new color, a blue-green, to represent the waters surrounding the City of Bayonne on three sides. This color was launched in the current Sustaining Membership drive.

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