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American Leadership Forum Unveils New Logo and Accompanying Tagline

--National organization prepares for its 40th anniversary in 2022

March 4, 2021, San Jose, CA— American Leadership Forum (ALF) is pleased to announce the official unveiling of a new logo and accompanying tagline, **CONNECT. INSPIRE. TRANSFORM.** Coinciding with the lead-up to the 40th anniversary of the first ALF chapter's founding, these new branding elements mark an important evolution in the organization's aim to create courageous, diverse networks of cross-sector leaders.

As the events of the past year have escalated opportunities for reckoning, self-examination, and eliminating barriers, American Leadership Forum has renewed its focus on authentic and courageous conversations, personal renewal, and lifelong, purposeful learning within and among a network of Fellows who can become better equipped to skillfully and collaboratively emerge innovative solutions to our most complex problems.

The new logo and tagline were developed through a robust design process spanning one year and involving eight ALF chapters from throughout the country. Staying true to ALF's core values, this intentionally collaborative workgroup was tasked with producing the new visual marks and laying the groundwork for more cohesive branding moving forward.

The intertwining shapes of the new logo icon represent leaders coming together to create impact. Its organic nature reflects the reality of bringing diverse thoughts and perspectives together in dialogue, shaping them into an emergent, shared understanding. The FLAME represents the wilderness experience that all ALF Fellows share at the beginning of their journey. It stands for light and inspiration, transformation and action. It is a beacon leading the way to new paths.

CONNECT. INSPIRE. TRANSFORM. is a distillation of the ALF experience into three simple words. It serves as an invitation to all those who want to participate and as a reminder for those who have.

As a visual whole, these concepts echo one another. Together, the three individual flames— those moments of connection, inspiration, and transformation—positively impact the world around us, reiterating ALF's core values and overall mission.

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About American Leadership Forum

American Leadership Forum was founded in 1980 on the premise that investing in diverse, cross-sector leaders and putting them in relationship with each other – to expand their perspectives and empathy of different experiences – could help create a more equitable and thriving society. ALF's founder, Joe Jaworski, made dialogue across differences and unconscious bias cornerstones of the curriculum from day one.

Currently, ALF has chapters in Houston, Silicon Valley, Tacoma WA; Oregon; Waccamaw, NC, Charlotte, NC; Modesto, CA and Sacramento, CA. ALF has 4,300 Senior Fellows across the country, and the new evolution of ALF intends to connect and activate them for good.