



AuSable Valley Community Mental Health Authority introduces their new look; unveiling a new brand identity for a bold future focused on empowering wellness, breaking barriers, and advancing potential.

AuSable Valley Community Mental Health Authority is proud to announce the unveiling of its new brand identity! After months of careful consideration, research, and collaboration with stakeholders, the agency has developed a brand identity that accurately reflects its mission, values, and commitment to providing high-quality behavioral health and wellness services to residents in Iosco, Ogemaw, and Oscoda counties in Northern Michigan. Through this refreshed brand identity, the agency aims to deepen its ties with the community and further enhance the well-being of individuals facing challenges related to mental health, intellectual or developmental disabilities, substance use disorder, and overall wellness.

The new brand identity is a significant step forward for AuSable Valley Community Mental Health Authority! It features a bold, modern logo that represents an individual's empowerment to achieve their highest potential through tailored therapies, innovative support systems, and a compassionate community. Everyone deserves the opportunity to live a full and enriching life, no matter the challenges they face. Founded with the vision of providing holistic and progressive care, the agency will empower wellness and advance potential. The logo's icon incorporates a fresh take on the agency's original icon elements; a flowing AuSable River representing the path to recovery, a bright sun signifying hope, growth, and a bright future ahead, along with two birds soaring in the breeze embodying freedom and the uplifting support provided by the agency. The new brand identity will be implemented across all of the agency's communications, including its new website, social media channels, and marketing materials, providing a consistent and recognizable visual representation of the agency's values and services.

AuSable Valley Community Mental Health Authority will now be known as Wellvance!

The unveiling of the new brand identity is an exciting time for Wellvance and its staff, who are dedicated to integrating the latest research and proven methodologies to offer a pathway toward personal growth and well-being! With this new brand identity, Wellvance hopes to increase its visibility and reach more individuals who need its services. Wellvance is committed to providing accessible and affordable behavioral health services and integrated care to those in need, and this new brand identity is a powerful tool that will help the agency achieve its goal. Wellvance looks forward to continuing to serve Iosco, Ogemaw, and Oscoda counties by empowering wellness, breaking barriers, building futures, and advancing potential.

D Jay O'Farrell, Board Chairperson

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