



## **Leading Eye Health NGO Orbis, Launches New Brand Identity**

*Orbis Unveils New Brand to Showcase Global Impact*

NEW YORK, March 25, 2014—Today, international NGO, Orbis ([www.orbis.org](http://www.orbis.org)) introduced a new brand identity. After more than 30 years in the field of global eye health, Orbis is launching this new brand identity to better showcase the impact that it brings to institutions, communities and individuals around the world.

“Orbis is a dynamic, global institution that transforms lives through its work to prevent and treat avoidable blindness,” said Jennifer Gregoire, Orbis Chief Marketing Officer. “Our new brand identity brings to life the change that we create and the impact of our work,” said Gregoire. “Millions of lives changed, thousands of eye care professionals trained, countless stories of possibility—that is the power of Orbis.”

Orbis’s pioneering work began in 1982 with the introduction of the Flying Eye Hospital (FEH), a fully equipped mobile teaching hospital that hosts an ophthalmic hospital and teaching facility on board. Since then, Orbis’s work has expanded beyond its initial scope of being a “hospital with wings”, to a multi-faceted international NGO that has worked in 92 countries with partnerships and initiatives that span the globe. Orbis collaborates locally to provide training in local hospitals and to develop long-term projects addressing country eye health needs.

“From Asia to Africa to Latin America— through training, advocacy and research— we deliver locally relevant programs that train eye care professionals and create sustainable eye care infrastructure. Our new identity is centered on the concept of ‘envisioning possibilities’, an idea that is part of everything we do”, said Gregoire.

To develop their new identity, Orbis drew upon its rich history and cultivated the many strong attributes for which the organization is known. New brand elements released include a new logo, new tagline and new visual framework. The new brand identity is prominently featured on Orbis’s Flying Eye Hospital—the world’s only airborne ophthalmic training facility—through a newly painted livery.

“The Flying Eye Hospital is where we started as an organization and remains at the heart of what we do. We could think of no better place to publically roll out our new brand than through our Flying Eye Hospital - Orbis’s most visible symbol of work”, said Gregoire

### **About Orbis**

Orbis prevents and treats blindness through hands-on training, public health education, improved access to quality eye care, advocacy and partnerships with local health care organizations. By building long-term capabilities, Orbis helps its partner institutions take action to reach a state where they can provide, on their own, quality eye care services that are affordable, accessible, and sustainable. To learn more about Orbis, please visit [www.orbis.org](http://www.orbis.org).