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New name and visual identity announced for Metrocrest Social Services

Local nonprofit agency Metrocrest Social Services unveiled its updated Metrocrest Services brand on February 27th at a reception for seventy key supporters. The Metrocrest Services name is the result of a strategic planning and branding effort completed in connection with a redefined mission and values for the agency.

"We kept three vital components of our former visual identity," explained CEO Tracy Eubanks. "We kept Metrocrest, because this is the community we've served for over forty years, and also Services, which represents our multi-faceted aid and support efforts. We also knew it was important to keep the heart image to reinforce our continued compassion and 'big heart' when assisting those in crisis."

The tagline "building a stronger community together" is a vital part of the visual brand. "We feel these words convey the spirit of interconnection and community involvement that is a hallmark of the agency," stated Eubanks.

The name and logo are expected to provide opportunities to reintroduce the agency since a 2013 merger with the former Senior Adult Services which resulted in expanded services for seniors. The new look will increase visibility to those in need and those desiring to help, and provide clarification by removing the word 'social' since the agency is not a government entity.

Serving Carrollton, Farmers Branch, Addison, Coppell, and city of Dallas in Denton County



The new mission of Metrocrest Services is to provide programs for individuals, families and seniors that lead to self-sufficiency and foster independence. The values identified to guide daily operations are:

- Provide encouragement, hope, and a path to independence delivered with dignity and respect.
- Be a rewarding place to work for individuals who are well-trained, experienced, professional and compassionate.
- Attract and retain volunteers who are dedicated and committed to serving their neighbors in need.

The changes to the agency's visual identity have been introduced on a new website at www.metrocrestservices.org which provides access to information for potential or current clients, donors, volunteers and anyone interested in learning about the agency's aid services.

Metrocrest Services is a 501(c)(3) nonprofit which provided financial aid and assistance to 13,000 families, individuals and seniors living in Carrollton, Farmers Branch, Addison, Coppell and the city of Dallas in Denton county last year. Services include rent and utility bill assistance, a client-choice food pantry, employment counseling, transportation and home-delivered meals for seniors, minor home repairs and safety installations for seniors, medical equipment loans and several seasonal programs.

For more information visit www.metrocrestservices.org or contact Tracy Eubanks at 972-446-2101.

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