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Tampa Lighthouse for the Blind Announces Rebranding

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FOR IMMEDIATE RELEASE

Tampa, FL., July 22, 2019 – An established non-profit agency that has served the local community and beyond for over 75 years announced a rebranding today. Tampa Lighthouse for the Blind is now doing business as **Lighthouse for the Blind & Low Vision**. This renaming and brand refresh reflects the agency's evolution into an all-encompassing provider of services and programs that assist those who are not only blind, but those who also have low vision.

The rebranding includes a redesign of the agency's logo, tagline, website, printed materials, and other marketing communications. New brand assets include a clean, blue and yellow logo, and the tagline: Guiding to Independence.

Lighthouse Executive Director Sheryl Brown said, "It was extremely important to give attention to the design elements, as blind or vision-impaired clients are the agency's core audience. Clients, donors, employees, and parents were all engaged in the months-long process of narrowing down the choices for the renaming, logo and tagline to ensure that each audience was represented. I believe this bright new look, and accurate representation of our geographical footprint will serve us well as we continue our mission to maximize and guide those with vision loss to the independence we all deserve."

Lighthouse for the Blind & Low Vision's geographical footprint covers more than just Tampa, and includes Hillsborough, Polk and Hardee Counties, as well as specialized rehabilitation engineering services throughout the state. Whether providing services in Jacksonville, New Jersey, Zolfo Springs, downtown Lakeland, or downtown Tampa, the entire agency is working together for the same purpose.





“Most importantly, our commitment to our clients, and the quality of services they receive will not change,” Brown added. “Our continued focus on well-maintained facilities, up-to-date equipment, trained staff, and accurate information systems remains true to our mission.”

The services offered at Lighthouse for the Blind & Low Vision help to maximize independence and provide employment opportunities for persons who are blind or visually impaired. They include rehabilitation and vocational training programs, public education programs, adaptive aids and appliances, and more. The agency currently serves over 1,000 clients of all ages, and relies on funding from foundations, grants, individual donors, and annual fundraisers like “Dining in the Dark,” an event that provides a unique sensory experience, as guests actually dine blindfolded.

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