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## **A fresh new look, with the same strong reputation**

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As many of you prepare to descend upon New Orleans for World Workplace 2014, you may have noticed a visual shift in the brand identity of your local Boston Chapter of IFMA. It's true, IFMA Boston has officially begun transitioning its logo, and signs of this exciting change are popping up all over!

Take our New Member welcome package for instance: this important document makes a good first impression with new members by introducing them to the many educational, networking and volunteer opportunities that are available to members of our growing chapter. From attendee name tags, to event signage, to the chapter website and our own mobile app, the addition of the new logo and image is helping to propel our professional organization forward and allow us to continue to fulfill our mission of supporting the community of built environment professionals through career development, advocacy and networking.

One year ago, at World Workplace in Philadelphia, IFMA International formally introduced the revamped image. At the start of this year, we shared a sneak peak at that new logo. Since that time, the IFMA Boston board of directors along with the volunteers of the marketing & PR committee have been planning the roll out of the new brand identity which is being released in phases. After 30 years in the industry, the Boston chapter has built strong reputation in the Northeast and it was important to thoughtfully adapt our image to remain in unison with our colleagues around the world, while maintaining the local pride that makes us who we are here in Boston.

As you attend chapter events and frequent our site throughout the fall, be on the lookout for the new logo and let us know what you think!

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