



Beaver Dam Area Community Foundation  
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## Beaver Dam Area Community Foundation Introduces Logo

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**Beaver Dam, Wis. (June 17, 2020):** The Beaver Dam Area Community Foundation introduces today the launch of a logo.

Since its inception in September 2019, the Foundation has branded marketing materials with a simple wordmark while they underwent a creative process to brainstorm, design, and select a logo.

The new green and yellow logo features three interconnected figures in a half moon shape. The image also mimics that of a bridge. In all, the logo embodies a foundation that is focused on community, connection, and crossover.

The logo is themed around building a bridge to the future and connecting a donor's support of the Beaver Dam Area Community Foundation to the community's future. The insignia also represents the many bridges in the Beaver Dam area. The Foundation's logo uses a green and yellow color palette that is distinctively associated with its namesake - Beaver Dam.

"With our logo displaying unity and strength by working together, the Beaver Dam Area Community Foundation will be part of serving the ongoing needs of Dodge County residents through charitable and planned giving," said Tom Heffron, advisory board president. He continued, "like our logo symbolizes, we strive to work together to improve the lives of many in the Beaver Dam area and Dodge County."

Local graphic designer, Jessica Jacobson, is credited for the design. During the creative process, Jessica proposed several designs for consideration. The Beaver Dam Area Community Foundation's advisory board then voted on their top choice.

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### About the Beaver Dam Area Community Foundation

The Beaver Dam Area Community Foundation maximizes the impact of your charitable giving. We mobilize philanthropic resources to advance quality of life, increase social impact, and champion community engagement. Founded in September 2019 as a regional affiliate of the Fond du Lac Area Foundation, the Beaver Dam Area Community Foundation and our donors are invested in providing grants to grow a vibrant region and scholarships that support the development of our community's future leaders. Learn more on our website at [www.beaverdamacf.com](http://www.beaverdamacf.com), and consider a donation to the Community Fund which supports Dodge County's community needs for good, forever.