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www.sanitationfoundation.org

CONTACT: Julie Raskin / 646-885-4928

Sanitation Foundation Marks Exciting New Phase with New Name, Look, and Programs

World-renowned design consultancy Pentagram creates new brand identity pro bono for DSNY's nonprofit

The official nonprofit organization of the **NYC Department of Sanitation** (DSNY) today announced its new name and brand identity. The **Sanitation Foundation** (formerly the Foundation for New York's Strongest) will continue its vital efforts to support our City's front-line Sanitation workers and build partnerships to realize an ambitious zero-waste vision for NYC's future.

The four-year-old organization, made possible through a unique public-private partnership, has spearheaded a robust slate of creative events, including the [Food Waste Fair](#), [ReFashion Week](#) and its 2016 New York Fashion Week collaboration with designer [Heron Preston](#).

To underscore this exciting next step for the organization, the Sanitation Foundation also debuted a new visual identity. Courtesy of the world-renowned design consultancy Pentagram, the organization will now have its own logo—a black trapezoid with a white background, emblematic of Sanitation's iconic white trucks.

“The clean new look better reflects our role as a change-agent, helping create a healthier, cleaner, more sustainable New York City,” said **Julie Raskin, Executive Director of the Sanitation Foundation**. “We're grateful to Pentagram for their generous contribution of time and creative expertise.”

In 2020-21, despite challenges faced by New York City, the Sanitation Foundation will remain focused on several innovative new programs to further engage the public in its mission to create a cleaner, healthier, more sustainable New York City. Upcoming highlights include: [Photoville](#), a photo exhibit celebrating the heroism of DSNY and the moments throughout history when its workers have served as vital first responders; a new [Corporate Volunteer Program](#); and a series of hands-on, immersive [Zero Waste Workshops](#). The Foundation has also created a dedicated [COVID-19 Relief Fund](#) to purchase additional personal protective equipment (PPE) and other resources to support and protect front-line Sanitation employees during the COVID-19 pandemic.

"I'm thrilled to see how the Foundation has grown since its inception four years ago, said **NYC Sanitation Commissioner Kathryn Garcia**. "It's the right time for the organization to develop its own brand identity, while remaining closely connected to the Department's goals and mission. Now more than ever, we appreciate the Sanitation Foundation's support of our essential workforce and partnership as we keep NYC healthy, safe and clean."

"I am a lifelong New Yorker. I love my city and the people who make it work" said **Pentagram Partner Emily Oberman**. "When we were approached by the DSNY to work on a rebrand for their foundation, we leapt at the chance. Sanitation Workers are true unsung heroes of the city. The Foundation's mission to create a more sustainable city was music to my ears. We could not be prouder to be working with this organization during a time in the life of our city when we need them most."

To learn more about the mission, vision, and goals of the Sanitation Foundation or to donate, please visit sanitationfoundation.org or [@sanitationfoundation](#) on [Facebook](#) and [Instagram](#).

About the Sanitation Foundation

The [Sanitation Foundation](#), founded in 2016, is the official nonprofit organization of the New York City Department of Sanitation. Supported by private funding and in-kind donations, the Foundation leverages non-traditional strategies to promote sustainability and advance the essential services of Sanitation employees.

The Sanitation Foundation is supported, in part, by grants from The New York Community Trust, the United Way of New York City, the Closed Loop Foundation and the St. Patrick's Day Foundation NYC. We'd like to extend our deepest appreciation to all donors and friends of the Sanitation Foundation, who make our programs possible.

Logo Design FAQs

Who came up with the new look?

Pentagram, the world's largest independent design consultancy, offered its services pro bono.

Why black and white?

Pentagram was inspired by the iconic DSNY trucks, which feature plain black text on a clean white background. The importance of the color white at DSNY dates back to the late 1800s, when then-Commissioner Colonel George Waring mandated that Sanitation Workers wear white uniforms in an effort to associate the agency with public hygiene and cleanliness.

Why the weird shape?

Also inspired by DSNY trucks, the shape mimics the clean, trapezoidal outline of the back of our collection trucks.

What about the caduceus?

The Sanitation Department's traditional logo of the winged caduceus, which represents good health, won't be lost in our new identity. We will continue to use this iconic design, but with a more clean, modern look — keeping our strong ties to NYC Sanitation.

What's that font?

Helvetica! DSNY has used the Helvetica font since 1966, when then-Commissioner Samuel Kearing Jr. hired designer Walter Kacik to reimagine the Department's visual identity. The font, created in the 1950s, had a major influence on graphic design in the latter half of the 20th century and epitomizes cleanliness, readability, and objectivity.

Learn more about the new brand: <https://www.sanitationfoundation.org/rebrand>

