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Midwest Eye-Banks releases new corporate logo and identity

ANN ARBOR – Midwest Eye-Banks has announced a new corporate logo and graphic identity.

Midwest Eye-Banks is the parent company of the Michigan Eye-Bank in Ann Arbor, and the Illinois Eye-Bank in Chicago and Bloomington, Illinois. Its former name, Midwest Eye-Banks and Transplantation Center, was changed last summer.

“By condensing our corporate name, we are more clearly projecting the nature of our mission to our stakeholders,” noted Susan d’Olive Mozena, President and Chief Executive Officer of Midwest Eye-Banks. “Our new logo reflects our focus – the eye – with clarity and professionalism.

“Midwest Eye-Banks is known for the quality of its service and its contribution to the restoration of vision. This new graphic identity reflects that tradition and projects it into the future.” The new logo includes the organization’s mission statement: “Dedicated to the restoration of sight.”

Midwest Eye-Banks is one of the nation’s premier providers of recovered eye tissue. It recovers more than 4,000 corneas annually for distribution to ophthalmic surgeons in Michigan and Illinois, as well as to international eye banks and humanitarian missions.

The Eye-Bank has an active research funding program, supporting scientists working in eye and vision-related research. Community outreach efforts in Michigan and Illinois work collaboratively with Lions Clubs and organ procurement agencies to promote the importance of eye, organ and tissue donations.

For more information on Midwest Eye-Banks, visit www.midwesteyebanks.org or call 1-800-247-7250.