



The new Holt International brandmark is shown here along with the logotype and tagline Holt has been using.

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Holt International announces that it will introduce a new brandmark on its communications beginning this month.

“Part of communicating who we are is our logo, but we wanted it to portray so many aspects of who we are,” said Holt President and CEO Kim S. Brown. “That’s why we knew it would be an involved effort when we started considering updating our traditional logo well over a year ago. I’m very pleased now to present our new Holt International brandmark. We’ll begin publishing this new brandmark on our communications over the next several months.

“With Holt so much can be said. Little things, like the way we make sure infants are held when they’re fed. To big things, like bringing about significant changes in the child welfare system of an entire country where we work. Holt has come a long way since Harry and Bertha Holt sat at their kitchen table and answered letters from prospective adoptive parents. But in many ways, the Holts’ legacy continues as the foundation of our work every day. Simple nutrition and loving care are still our most effective tools for helping weak and under-nourished children to survive. Finding the most appropriate solution for each individual child who needs a family continues to be our hallmark.”

The new brandmark incorporates an image of a couple lovingly embracing a child. This represents the importance of parents in a child’s life—the nurturing, security and encouragement offered by a permanent family. The concept connects with the belief that launched Holt in the mid 1950s—that a family is the right and best place to raise and nurture a child.

A logical update of Holt’s traditional parent/child logo, the new design reinforces the Holt International tagline, “Finding families for children.”

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The initial design and concept of Holt’s new logo was developed by Holt adoptive parents. Tim and Kim Adornetto who own and operate KT Design and Development offered their design over a year ago. Holt staff tested the KT design against many other possible concepts— evaluated and modified it slightly over many months before finally approving the final design to be included as part of the Holt International signature.

The new landmark is the first major redesign since Holt’s traditional logo first appeared in 1973.

“In many ways,” said Brown, “the new logo cannot communicate all that Holt is about— adoptive families, birth families, international adoption, domestic adoption, family preservation, waiting children, the many different cultures we work in and so much more. But we hope that this image will come to represent Holt and the wide range of families, children and countries we touch.

“After all, the best image of Holt is portrayed by our real-life adoptive families, adoptees, and birth families preserved. No image can fully capture the diversity of all that Holt is about, but perhaps this logo can be an image that will stand for what we pursue every day. The timeless Holt International mission will continue to be anchored in the belief that children need and deserve the unconditional love and secure belonging of a family. As our founder, Harry Holt, said: ‘Every child deserves a home...’”



Kim and Tim Adornetto, owners and operators of KT Design and Development, submitted the initial design and concept of Holt’s new landmark. Shown here from left to right: Daniel, Kim, Timmy, Tim, and Sarah. Their youngest children were adopted from China.