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St. Matthew's House announces new look

Naples, FL – July 1, 2024 – St. Matthew's House is introducing a fresh new look. July is the launch of an exciting rebranding program. A new logo has been designed to better project and present the dynamic nature of the not-for-profit's faith-based mission of service to those experiencing hunger, homelessness or addiction. There also is an all-new look to the St. Matthew's House website.

For over 35 years, St. Matthew's House has provided hope and healing to those experiencing some of life's most challenging circumstances to assure they are not alone or without a pathway for their journey from crisis to contributor. The work of St. Matthew's House includes the five pillars of food assistance, homeless shelters, addiction recovery, transitional housing and workforce development.

The new logo carries forward the iconic "Heart of St. Matthew's House" but now the heart is encircled by an arrow that points to a "pathway" and symbolizes forward movement to positive outcomes. Its vibrant look conveys the innovative, caring and collaborative nature of St. Matthew's House. A tagline states "Journey Together" as a call to action to join with St. Matthew's House in cultivating communities where people are seen, accepted, challenged and supported.

Over the summer months, residents will see the application of the new logo to signage on St. Matthew's House program buildings and social enterprises. Social enterprises include thrift stores throughout Southwest Florida and Delicious by Design and LuLu's Kitchen, a commercial catering operation and restaurant.



According to St. Matthew's House CEO Steve Brooder, "For over 35 years, St. Matthew's House leaders, staff, volunteers and donors have followed Jesus as called in Matthew 25:40, transformed thousands of lives, and established the "Heart of St. Matthew's House." As we launch this new look, we honor that foundation and build upon it. We invite your partnership as we journey together with our most vulnerable neighbors in Southwest Florida on their path from crisis to become contributors once again in our community."

For information visit stmatthewshouse.org or call 239-774-0500.

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NOTE TO EDITOR: See Dropbox link to logo pdf:

https://www.dropbox.com/scl/fo/vhht7r97xkpdy3ktshfly/ABYjrcx_43GDxcurVTsuJmU?rlkey=wx2gnxlqpp5rbxy2jlipfxl7f&st=qiuggocz&dl=0

About St. Matthew's House

St. Matthew's House is a faith-based 501(c)(3) not-for-profit organization that, for 35 years, has provided innovative solutions to help those experiencing homelessness, hunger, substance abuse, and poverty in Southwest Florida. St. Matthew's House has developed a unique social enterprise model that helps cover administrative expenses so that donations go toward programs and services to help those in need to realize fuller and more productive lives. The organization operates a Food Assistance Program; two homeless shelters; two temporary housing facilities; eight thrift stores; an award-winning commercial catering team, and LuLu's Kitchen, a full-service restaurant that is open to the public. For more information, visit online at www.stmatthewshouse.org, call 239-774-0500 or follow the organization's social media and YouTube pages.