

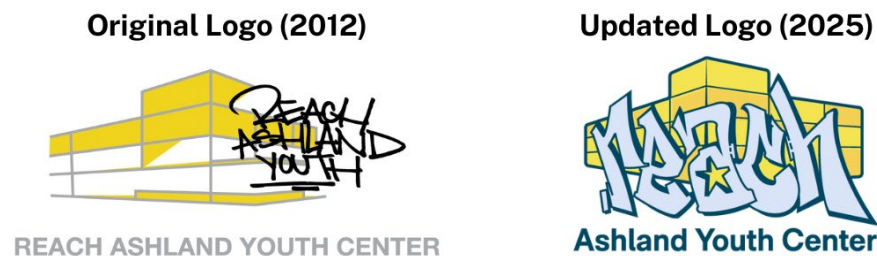
Aneeka Chaudhry
Interim Director

Dear REACH Ashland Community,

Last year, Alameda County Health announced its new brand and unveiled a new logo system across the agency. In alignment with this updated visual identity, REACH Ashland Youth Center began the process of refreshing its own logo.

Today, we are proud to unveil REACH's refreshed logo — a symbol of growth, transformation, and the enduring power of community.

The story behind the original logo is woven into the foundation of REACH. In 2012, before the youth center officially opened its doors, Cesar Silva, a teenager from the Ashland neighborhood, participated in a youth council made up of peers from the neighborhood. It was this group of youth leaders who reviewed the design options and provided feedback to Cesar, which ultimately strengthened the graffiti-inspired REACH logo.



Twelve years have passed since REACH officially opened its doors in 2013 to the community, and we wanted to maintain a collaborative approach to the new logo. To ensure continuity with the youth's original vision, REACH invited Silva back to lead the refreshing effort, informed and guided by today's REACH community in a way that honors REACH's past while embracing its future.

“When we began discussing a potential logo refresh after more than a decade with the current REACH members, it quickly became clear how deeply they identified with Cesar’s original design,” said Erik Sakamoto, Executive Director of REACH. “The narratives about the logo had become part of REACH lore and the broader connection to the unincorporated community. Every detail, including the star, carried meaning. So, we approached the redesign with great care, recognizing that our future is built on the pillars of REACH’s past. We’re incredibly thankful that Cesar was able to collaborate with us on this project, and we hope the new logo honors the legacy while positioning REACH for the next ten years.”

The [REACH Ashland Youth Center](#) is operated by Alameda County Health's Healthy Schools and Communities team and opened its doors in 2013 following years of community activism aimed at transforming the unincorporated Ashland neighborhood. Since then, REACH has become a beacon in the community, serving over 2,000 young people annually.

We thank everyone who contributed to this process and look forward to continuing REACH's mission with renewed purpose and pride.

Sincerely,

Aneeka Chaudhry
Interim Director, Alameda County Health

Lisa Erickson
Director, AC Health, Healthy Schools and Communities