



Mortar Unveils New Corporate Identity For San Francisco AIDS Foundation

San Francisco, CA (March 4, 2009) – Mortar, the San Francisco-based integrated brand communications agency, is honored to have partnered with the San Francisco AIDS Foundation to create a new brand identity for the organization.

<http://www.mortaragency.com/sfaf/>

Although enormous progress has been made in HIV treatment and the creation of public policies sensitive to the needs of people living with HIV, the number of new HIV infections continues to climb around the world and right here in the Bay Area. The need to raise awareness about HIV and pioneer new methods of HIV prevention is more important today than ever before.

Mortar's bold new look "helps sharpen the San Francisco AIDS Foundation's identity using photographs of the extraordinary range of people who have come together to defeat the disease," said Tim Spry, creative director for Mortar. The photos include pictures of clients, volunteers, donors, event participants and members of the Foundation's staff. Examples of the new look can be seen here: <http://www.mortaragency.com/sfaf/>

Contacts:

Mark Williams

Mortar

415-772-9907 x 112

mark@mortaragency.com

