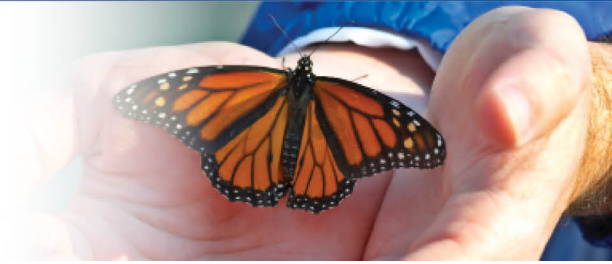


ASPENPOINTE

SINCE 1875...



## Name, Logo Explained

The following discusses the images that inspired the development and selection of our new family name and its graphical representation.

Overview

The following discusses the *images* that inspired the development and selection of our new family name and its graphical representation.

### *Clear Sky*

Colorado Springs is known for its estimated 320 days, annually, of clear skies. "Blue sky" also connotes the hope and optimism we engender in our clients.

### *Mountain*

The mountain represents our geographic landmark ? Pikes Peak. The summit symbolizes the goals of personal growth and wisdom that require stamina and dedication for attainment.



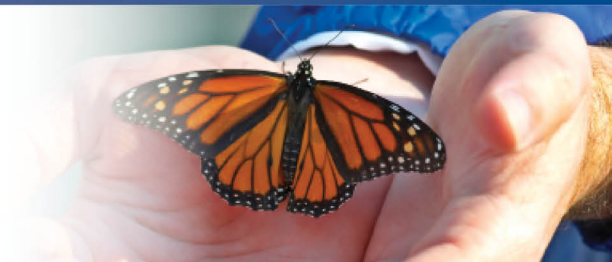
*Empowering Clients. Enriching Lives. Embracing Purpose.*

Since 1875, ASPENPOINTE has empowered clients, enriched lives and embraced purpose through individual and family services in mental health, substance abuse, employment & career development, education, housing, jail diversion & reintegration, telephonic wellness, and provider network services.

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## ***Aspens***

Colorado is known for its Aspen trees (***Populus tremuloides***), a deciduous tree native to cooler areas of North America. The species is referred to the ***Quaking or Trembling Aspen*** ? names deriving from its leaves which flutter in the breeze.

The Aspentre rarely flowers. Instead, it reproduces and proliferates through its **roots** to form large groves. Because of this, Aspens are particularly resilient. After a catastrophic event ? such as a fire or flood ? Aspen trees are the first growth to appear.

The Aspen root system is organic, complex and life sustaining. The roots, unseen, engender the growth of the tree and the life of the forest. The roots ensure that all trees thrive.

In many ways, the trees represent our clients. The roots represent their support systems ? family, friends, and caregivers.

It is for these reasons that this image is appropriate to us as we grow into a single, organic system of life-sustaining care and support.



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