



**For Immediate Release**

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### **Cornerstone of Hope Unveils Brand and Website Refresh**

*Spring Theme of Rebirth Reflects Grief Center's Continued Growth and Future Expansion Efforts*

**INDEPENDENCE, Ohio (April 22, 2022)** – On the heels of Easter and as part of spring's theme of "Rebirth," Cornerstone of Hope has unveiled a refresh to its brand with a new logo and website, reflective of the grief center's recent growth and preparation for future expansion efforts on local, regional and national levels. Since its inception in 2003, Cornerstone of Hope (COH) has been dedicated to providing support, education, and hope for the grieving. The organization has grown from a small home environment in Independence, Ohio to a regional organization with three locations serving Northeast, Central, and Western Ohio.

Born out of the tragic loss of Mark & Christi Tripodi's 3-year old son in 2000, the organization humbly began in 2003 as a common place for griever's to join with others who truly understood their pain. Still in the early stages of their grief, the logo chosen resembled Mark & Christi's grief journey: a house with a tear and a heart within it.<sup>1</sup>

Within five years, the organization had quickly grown and was able to build a stand-alone grief center, which created the need for a new look and a focus on name recognition. The Cornerstone of Hope logo was unveiled: A Home for the Grieving.<sup>2</sup>

"We grew very quickly by the grace of God and several incredibly generous members of the community. We were able to build a stand-alone grief center that would be our new home. Moving into a new home we thought our brand needed a new look as well. Getting our name out there and recognized was critical and so our new logo reflected that need," explains Mark Tripodi, Founder and CEO.

As COH continued to provide quality care and compassionate services to those in need, the amount of programs offered grew as well, along with its reputation and trust in the community. The logo remained the same but taglines expressed the further expansion: "A Home for the Grieving," "A Center for Grieving Children, Teens and Adults," and "Creating a World Where No Grieving Person Journeys Alone."

Now, as Cornerstone of Hope approaches its twentieth year, the organization has grown even further and is poised to expand again in a variety of areas. With a recent acquisition of the property adjacent to its current "home" in Independence, preparations have begun for the future expansion of the headquarters upon completion of a Capital Campaign effort. In the past year, the organization has hired 29 new employees with more on the way. In addition, plans are underway for program expansion regionally as well as nationally in the next several years.

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“With so much growth in the past several years, and where we are headed as an organization, it became apparent that we once again needed a brand refresh to reflect this growth. We wanted a modern logo and website that was forward-driving while still maintaining the core of who we are,” Tripodi explains.

“That core is the **heart**. It’s foundational to our mission, our clients, staff, volunteers and donors. It’s not just one heart, but many hearts in relationship with one another: griever and griever; client and counselor; donor and organization; volunteer and ministry; colleague and colleague,” Tripodi explains further.

With this key idea in mind, Cornerstone of Hope embarked on the rebranding process in fall of 2021 after selecting design/development firm [Each + Every](#) (Kent, Ohio) to assist in the creation of the new brand and subsequent website design. The process has resulted in an exciting new look and tagline that reflects the future of the organization.<sup>3</sup>

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Cornerstone of Hope is a nonprofit comprehensive bereavement support center that has served Ohio communities for the past 19 years. Cornerstone of Hope offers individuals and families the chance to cope with their loss or struggles and emerge from their pain with a renewed sense of purpose. Cornerstone’s therapy and counseling services are conducted by licensed clinicians and Master’s level interns under the supervision of our professional staff. Our staff has extensive experience working with grief, trauma, depression and other life adjustments. All of Cornerstone’s grief support services are offered at an affordable cost. For more information, visit [cornerstoneofhope.org](https://cornerstoneofhope.org).

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