

PRESS RELEASE

For immediate release

L'Équipe psycho-sociale de SDG becomes:



A new name and logo born from community dialogue, unveiled on June 10, 2025, at the organization's 45th Annual General Meeting.

Cornwall (Ontario), June 11, 2025 – Last night, at its Annual General Meeting *l'Équipe psycho-sociale de SDG* reached a milestone in its history: the organization officially adopts its new name, **Bien ici – Centre de santé mentale et services communautaires**, and unveils a logo embodying connection, support, and belonging. This evolution is the result of a rigorous co-creation process with our employees, partners, Board of Directors, clients, and the community.

"As we celebrate our 45th anniversary, we turn a significant page: with the name **Bien ici** and a new logo, we bring all our programs under a single banner. But rest assured: our services, their quality, and our values of respect, excellence, and inclusion remain intact, propelling us toward an even more supportive and welcoming future." – Raymond Legault, Board Chair.

A rigorous co-creation process :

- 6 months of structured listening: two consultations and two exploratory surveys, followed by two additional rounds of consultations and surveys on final proposals, combined with competition analysis and name availability checks.
- Voices represented: clients, community partners, volunteers, staff, and Board members were involved throughout the journey.
- Guiding criteria: "by and for francophones", service excellence, commitment to client well-being, non-judgmental access, and community collaboration.
- Informed decision: sector relevance, differentiation, memorability, and digital potential were thoroughly evaluated.

Why « Bien ici » ?

- Short, accessible, and memorable: easy to pronounce and write, jargon-free.
- Timeless and inclusive: relevant today and tomorrow, welcoming to all audiences.
- A two-word promise: “**Bien ici** is more than a name; it reflects everything we represent: a place where you feel good, safe, heard, and truly welcomed.”
- Emotional anchor: whether supporting a child’s mental health or accompanying an adult in community integration, **Bien ici** guarantees a space of respect and growth for everyone.

A logo that reflects our organization :

The two organic shapes icon symbolizes partnership and connection; the handwritten typography of “ici” emphasizes the person-centered approach. The soft, contemporary hues evoke both professionalism and warmth.

A gradual rollout:

1. Summer 2025 – Social media, website, and email signatures
2. Fall 2025 – Launch of the new website and update of digital templates.
3. 2026 – Full refresh of our visual identity in our facilities.

About **Bien ici** – Centre de santé mentale et services communautaires:

Bien ici (formerly l’Équipe psycho-sociale de SDG) is a French-language mental health and community services centre based in Cornwall and Alexandria in the United Counties of Stormont, Dundas, and Glengarry. Our organization and multidisciplinary team has been operating for 45 years to provide:

- Mental health services to children, youth, and families
- Services for adults living with an intellectual disability
- Early childhood programming through its francophone Early ON centre
- Support and mental health services for women victims of sexual and/or domestic violence
- Mental health services for men victims of sexual violence

Contact

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