

# HIV Legal Network:

*Challenging Wrongs. Advancing Rights.  
Transforming Lives.*

## We've changed our name. Here's why.

We've been the **Canadian HIV/AIDS Legal Network** for more than 25 years. That's a long history of challenging injustice and defending human rights for all, including and especially people living with, at risk of, and affected by HIV. But to work for justice, we need a name that does us justice. We needed something that would be quickly recognizable, would stay true to the core of our organization, and would allow us to continue to grow. The name that ticked all our boxes became clear: **HIV Legal Network**. It's shorter and easier to use, while also an instantly recognizable refresh, allowing us to seamlessly continue our advocacy. With this new name, we're embracing who we've always been while looking to the future. We've changed our name, but not our values or our mission.

## Why now?

We've evolved, and the time felt right to make the change. Medical terminology has also evolved and HIV/AIDS is no longer current. We've engaged in extensive consultations with current and past staff and board members, partners, and supporters. Many acknowledged their desire for a name that feels current and also retains what they love about the organization.

## Our logo's been refreshed, too.

A key part of our brand is our logo, which has served us well for quite some time. But like our name, it was time for a refresh that would centre HIV and human rights and communicate that we're a collaborative leader of positive change. Our new logo articulates all of this, while also connecting us to our roots and the communities with whom we work.

