

For Immediate Release

March 20, 2025

For more information, please contact:

Kristy Lindeman

Director

Victim Assistance Fort Wayne Police Department

(260) 427-1205

Kristy.Lindeman@cityoffortwayne.org

Fort Wayne Police Department's Victim Assistance Unveils Rebranding to Reflect Evolving Mission

Fort Wayne, Ind. – The Fort Wayne Police Department's Victim Assistance program has unveiled a new brand identity, reflecting both the evolution of the city's demographics and the changing needs of the victims it serves.

For decades, Victim Assistance, Fort Wayne Police Department, has been a crucial resource for those impacted by violent crime, providing advocacy, crisis intervention, and support. The program has been shaped by the dedication of its past and current leaders and advocates, whose tireless efforts established it as a pillar of hope and resilience in the community. As the nature of victimization has evolved, so too has the program's approach. The rebranding ensures that the organization remains aligned with the realities facing today's victims, offering them strength, encouragement, and guidance throughout their healing journey.

Central to this rebranding is a new logo that includes a stylized butterfly—symbolizing transformation, resilience, and growth. Subtly, the design conveys protection and support, reinforcing the role of Victim Assistance as a guiding presence throughout the recovery process.

"This rebranding reflects who we are today and the work we do to help victims and survivors move forward," said Kristy Lindeman, Director of Victim Assistance. "The butterfly represents the journey of healing while also representing the strength and accompaniment that an advocate can provide during that process. We are proud to carry on the legacy of those who built this program while ensuring our image resonates with those we serve now and in the future."

Nichols Brand Stories, a Fort Wayne-based marketing and design firm, led the rebranding effort, drawing on its experience working with nonprofits to create meaningful and impactful identities.

"The work Victim Assistance does is essential to the community," said Barry Armbruster of Nichols Brand Stories. "We wanted their brand to reflect the strength and transformation they help victims achieve."

Fort Wayne Police Chief Scott Caudill expressed his support for the new look, emphasizing the department's ongoing commitment to victim services. "Victim Assistance is an invaluable resource for our community, providing support and guidance to those in crisis," said Chief Caudill. "This new identity reflects the program's evolution and is a symbol of hope, resilience, and the unwavering support provided to those in need. I look forward to seeing the continued positive impact of their work."

For more information about Fort Wayne Police Department's Victim Assistance, visit www.fwpd.org/victim-assistance.

###

About Victim Assistance Fort Wayne Police Department

Victim Assistance, FWPd offers comprehensive crime victim services to the City of Fort Wayne and surrounding communities. Advocates provide information to reduce revictimization and help victims navigate the criminal justice system. Primary and secondary crime victims receive direct services to stabilize their lives and meet immediate needs. The outreach program informs victims about available services and their rights. Victim Assistance collaborates with community and state agencies to provide training, events, and projects addressing victims' emotional, physical, financial, social, spiritual, and cultural needs.