

Regional Health Authority B *is now*

# Horizon Health Network

In branding our organization, we wanted a name and a look that reflected our goal of healthier people living in healthier communities where access to health services is seamless, safe and without disparity in language, culture or location.

The name Horizon Health Network was chosen as it suggests the future-focused and positive approach of the organization. Providing a sense of inclusion, the name “Horizon” works equally well in both official languages.

The new logo captures elements of a physical horizon including the sun, water and land. The choice of colour builds upon the essence of the brand. Yellow shines with optimism and happiness. Blue is trustworthy and dependable. Green is the colour of peace and ecology, offering a sense of renewal and harmony.

## About Horizon Health Network

- A billion dollar organization
- Responsible for over 14,000 staff including 1,000 physicians, 5,000 nurses and 3,500 volunteers
- More than 100 facilities including hospitals, community health centres & clinics, Addiction Services, Mental Health services, Public Health, and Extra Mural Program
- 20 Foundations and 23 Auxiliary and Alumnae supporting our organization



RÉSEAU DE SANTÉ

**Horizon**  
HEALTH NETWORK

[www.HorizonNB.ca](http://www.HorizonNB.ca)