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## General Grand Chapter

Order of the Eastern Star™  
Established November 1876

April 10, 2019

Order of the Eastern Star members,

In March, 2019, the General Grand Chapter Elected Officers and the General Grand Chapter Trustees voted to adopt a promotional brand logo. This commitment to a brand identity is an exciting development in the strategy to assist our membership in their efforts to increase public awareness of our Order, i.e., who we are and what we do. The traditional OES emblem will remain the same and will continue to be a part of our organization's information.

There are downloadable resources on the [oestools.org](http://oestools.org) website for those Jurisdictions who desire to begin using the newly adopted brand logo. As the path forward is defined to strengthen the OES brand; slogans, use of imagery, other branding components and resources will also be made available.

These are exciting times--a spark has been ignited! I'm confident we can fan the flame of improvement of our Order through the promotion of our brand identity to the world.

In friendship,

Marianne Shenefelt  
Most Worthy Grand Matron