



Leadership Birmingham Launches New Identity for Youth Program

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[Birmingham, AL] – Leadership Birmingham announces a rebranding of Youth Leadership Forum to **Youth Leadership Birmingham**, featuring a fresh new logo and a revitalized visual identity. This transformation honors decades of leadership development through Youth Leadership Forum and strengthens the connection with its parent organization.

“The new name represents an exciting new chapter for us,” says Katherine Berdy, director of Youth Leadership Birmingham. “This new brand identity reflects who we are today and where we want to go in the future. With this change, we will engage more bright young leaders and reflect our connection to Leadership Birmingham.”

Members of the first Leadership Birmingham Class of 1984 inspired by their recent experience, wanted to create a similar program for high school students. They launched Youth Leadership Forum in 1985 with the mission of educating and inspiring high school students to greater community and civic leadership.

Each school year, Youth Leadership Forum – now known as Youth Leadership Birmingham- unites a diverse group of high school sophomores and juniors from across Jefferson County to learn and work together through meaningful overnight retreats, topic-oriented program days, and expert-led skills workshops. Class members visit multiple sites and interact with over 100 area leaders. Students get to know each other while traveling on a bus, and many develop deep and lasting friendships. The 43 students in the current Class of 2025 represent 22 high schools and 13 school systems in Jefferson County.

Today, there are over 1,600 youth graduates. Youth Leadership Birmingham has significantly impacted students, with many alumni in influential leadership positions today who point to that experience as an inspiration.

Bonnie Short is director of the Alabama Reading Initiative for the Alabama State Department of Education. In 1991, she was a junior at Pinson Valley High School and a member of the YLF Class of 1991.

“That year, one thing I learned is that when you are selective and speak up about things that matter, people listen and take you seriously. Today, I try to make sure that the things I speak up about will make the greatest impact and do the greatest good,” says Short. “YLF was an eye-opening experience for me.”

Leadership Birmingham also sports a new, eye-catching logo and a stronger digital presence with a redesigned and unified website, providing a dynamic and centralized hub for all Leadership Birmingham and Youth Leadership Birmingham resources and programming. The shared history of the programs informs the new branding, designed to highlight their complementary nature and collective impact.

“This rebranding strengthens our identity and highlights the fact that Leadership Birmingham and Youth Leadership Birmingham are interconnected pillars of our organization,” says Libba Vaughan, Executive Director of Leadership Birmingham. “Creating a visual alignment between our programs emphasizes our commitment to educating, inspiring, and connecting leaders across generations.”

The rebrand was made possible by grants from the Community Foundation of Greater Birmingham and the Alabama Power Foundation. Big Communications led the creative development and implementation of the new brand identities and unified website redesign.

Leadership Birmingham educates and inspires leaders to drive positive change. For more information about Leadership Birmingham and Youth Leadership Birmingham, please visit www.leadershipbirmingham.org.