

CAMP HILL, Pa. (March 13, 2023) — United Concordia Dental’s logo is getting a more contemporary look in the coming weeks to signify its evolution and innovation as a company.

“Logos create strong first impressions. As we evolve as a company, it’s important that our logo reflect our focus on offering more products that meet our customers’ total health needs,” said Ed Shellard, DMD, president and CEO, United Concordia Dental. “UC ClearVision™, our new vision plan powered by VSP® Vision Care, is a good example of this. Since launching it last year, we have been able to help employers promote employee well-being through dental-vision bundles.”

The more streamlined logo incorporates modern design elements, like a new font and two new shades of green and blue, to symbolize United Concordia’s emphasis on making it easier for customers to do business with the company and on improving their total health.

The rollout of the new logo will be implemented in stages, with a mixture of both old and new versions being used until its completion later this year.

“New products and a new logo — it is an exciting time,” said Shellard. “Going forward, our goal is to provide our customers with more bundling options, greater choice in coverage, higher value in service and the ability to seamlessly take care of their overall health.”

To learn more about United Concordia, visit [UnitedConcordia.com](https://www.unitedconcordia.com).

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