



Public Sector San Diego

PO Box 601370
San Diego, CA 92160-1370
optumsandiego.com

March 24, 2022

To whom it may concern:

The Optum logo and brand has undergone a recent update. The new branding wordmark and refreshed color scheme continues to satisfy all the existing expectations of Optum's mission and purpose while simultaneously moving the brand forward.



Optum Public Sector San Diego is currently working on rolling out updated Optum branding by 12/31/2022. During this transition, you will see updates occur throughout the year across various platforms such as our website optumsandiego.com, Access and Crisis Line outreach materials, visual presentations, reports, communication templates and more.

We continue our commitment of delivering exceptional service and fulfillment of the Optum mission and purpose: To help people live healthier lives and help make the health system work better for everyone. To create a healthier world, one insight, one connection, one person at a time.

If you have any questions regarding this branding update, please reach out and we will be happy to assist.

Sincerely,

Stephanie Moore
Project Manager, Optum Public Sector San Diego