

GREYSTON

News Release

Greyston signs Pentagram, bringing together progressive design and a revolutionary social enterprise

New York, New York (March 15, 2019) -

Greyston, the pioneering social enterprise and world-renowned bakery in Yonkers, New York, has joined forces with Pentagram, a leading international design studio, to redesign and reposition the Greyston brand as it evolves from a visionary pioneer in inclusive hiring, to a global leader driving radical change. Pentagram Partner Michael Bierut will lead the project for Greyston.

Greyston has been providing job opportunities to the people of Yonkers, no questions asked, for 36 years through Open Hiring™. Since its founding in 1982, Greyston Bakery, best known for making the brownies that go into Ben & Jerry's ice cream, has employed over 3,500 people and supported over 19,000 families.

Following the launch of The Center for Open Hiring at Greyston, which is advancing the model by championing how it can be applied to other businesses, Greyston views this as a pivotal moment for the development of Open Hiring, and has signed with Pentagram to reflect this opportunity in the brand look and feel.

Known for its identity work with international brands and several non-profits such as Do The Green Thing, The Robin Hood Foundation and The Heart and Stroke Foundation, Pentagram will work to differentiate the various elements of Greyston's unique organization which incorporates both for- and non-profit elements with a collective mission to create thriving communities through Open Hiring.

Speaking about the partnership, Jennifer Ocean, Vice President, Marketing & Communications at Greyston said *"It's exciting to be working with Pentagram at this juncture in Greyston's journey. We're on the cusp of bringing Open Hiring, a radically inclusive model, to an even more impactful and soon-to-be international level. Having a team on board that fully understands the importance of this step in our journey, as well as the nuances of our organization, is invaluable. This rebrand represents an opportunity for Greyston Bakery, The Center for Open Hiring and the overall Greyston social enterprise to have a strategic repositioning and a brand identity that will take us from a visionary organization to a household name, known for leading the inclusion agenda globally."*

Michael Beirut commented on the partnership and said, *"Greyston is remarkable because it operates at two radically different scales at once. For years it has served its local community in Southwest Yonkers by giving individuals, one at a time, the opportunity to transform their lives through work. At the same time, it is developing tools for others around the world to inspire the same transformation in their own communities. To tell the Greyston story with design and branding is the kind of challenge we live for."*

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