



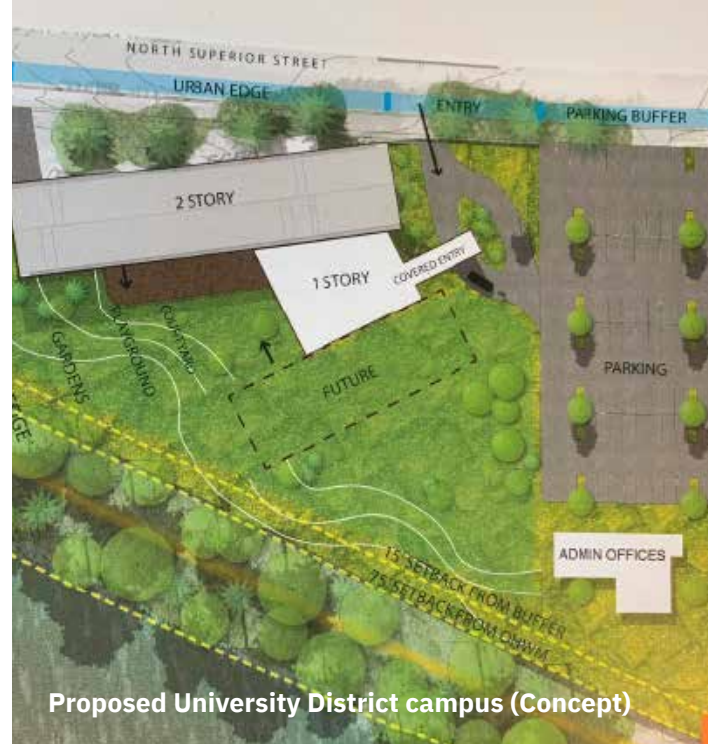
Joya provides families the hope, belief and compassionate care to reveal a child's potential.

Where every child is limitless.



CHILD & FAMILY
DEVELOPMENT

Joya started in 1960 as the Spokane Guilds' School & Neuromuscular Center when the Guilds, a group of caring women, started providing respite care for families of children with developmental disabilities. Since then, our organization has grown from volunteered to a Neurodevelopmental Center of Excellence staffed by certified teachers, therapists, pediatric nurses, a pediatrician, and social workers. Each year, we serve nearly 300 children in Spokane County, providing comprehensive expertise and resources that help kids and families thrive.



Proposed University District campus (Concept)

A new name, brand & facility

In 2018, we embarked on a new name and brand to better reflect the joy, positivity, care and experience we deliver to children and families. With plans underway to pursue a larger facility in the University District, our goal is to double our capacity to continue to serve as many children and families in Spokane County as possible. As one of the only non-profits in our region that provides a comprehensive program of therapy and special education to children birth to three with developmental disabilities and delays, we wanted to ensure families know the total care we provide to help children realize their potential, whatever it may be.



The name

Inspired by the word “Joy,” our name “Joya,” has roots which mean “jewel,” “gem” or “treasure.” To us, it is especially strong, because this is how we think of the children we serve. Each child is a person to be discovered, revealed and treasured — and cherished for unexpected beauty and joy. Joya also has strengths because it’s easy to say, which helps our brand be friendly, approachable and easy-to-remember.

The logo

We developed a logo mark that conveys optimism and possibility, symbolized by the light that rises above and shines through a cloud. We used bright colors to bring the joy of our name to life. Even the “y” in the logo mark seems to be a smile.