

THE REBRAND

MEET THE MATI

Our new look, the little blue eye watching over all of it, and why our first logo had to grow up

BY PETE PROIMOS, FOUNDER & PRESIDENT



NOW
The mati

THEN
The mandrake

Hi friends! Filotimo has a fresh look, a brand new website, and a little blue eye watching over all of it.

That eye is called the **mati**. And it wasn't a random design choice. It's the clearest way we've found to say what this foundation is here to do.

I want to walk you through what we changed, why we changed it, and why I think it matters for every adult with CF who finds us.

Let's start at the beginning. →

WHERE WE STARTED



- 1 The mandrake**
A flower that means fertility, sitting where the O would be.

- 2 The text**
Strong, yet elegant

- 3 Soft, muted blues**
Calming and trustworthy

Before I tell you about the mati, I want to honor where this all came from.

Filotimo started with hardship support. Before there was a foundation, it was me helping friends with CF cover the things that pile up when you're sick: a medical bill here, groceries there, gas money to get to treatment.

When we launched Filotimo, I chose two symbols. The flower is a **mandrake**, which means fertility. And the **phi (Φ)**, the first letter of Filotimo in Greek, was a nod to fertility too. Family building sat right alongside hardship support from day one, because so many of us were told we'd never have kids. Those two things are still the heart of what we do, side by side.

That logo meant a lot to me. It was the first time I said it out loud. The start of my new life as Pete, a guy with CF.

Now look what it's become. Filotimo isn't one guy's story anymore. It's a family of tens of thousands.

UP CLOSE

THE "PHFLOWER"



- 1 Φ at the heart**
Phi plus flower: the "phlower"
- 2 Five petals**
Five kinds of growth: family, physical, professional, mental and lifestyle
- 3 The text**
Strong, yet elegant

WHY WE CHANGED

Because the family grew, and it needed a bigger home.

130+

hospital partners today,
up from just 1

22,000+

adults living with CF our
support can now reach

150+

fertility clinic locations, up
from 1

1,500+

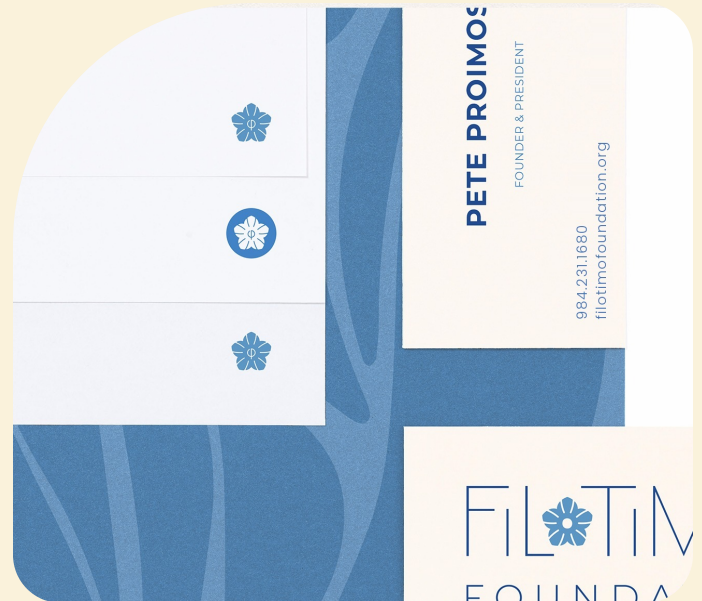
acts of kindness and
counting

In 2025, we had 1 hospital partner. Today we have over 130, which means support can now reach 22,000+ adults living with CF. We went from 1 fertility clinic location to 150+.

In over 1,500 acts of kindness we've covered everything from medical bills to groceries to gas money to get to treatment.

That's incredible growth. The mandrake and phi were perfect for the foundation we were starting. But a community this big deserves a nurturing environment we can all be a part of.

A home, not just a logo.



THE FIRST LOOK

Our original identity on letterhead and business cards. Hopeful, approachable and intentional.

WHY THE MATI

2

1

FILOTIMO FOUNDATION

3

1

The mati in the O

Right where the flower used to be.

2

The text

A little uneven on purpose. We embrace and celebrate imperfection.

3

Mediterranean blues

Inspired by the coast and our Greek roots.

If you grew up in a Greek family like I did, you know the mati. It's on bracelets, hanging in doorways, pinned inside baby blankets.

The mati, or evil eye, is a form of protection. It offers peace and a sense of security.

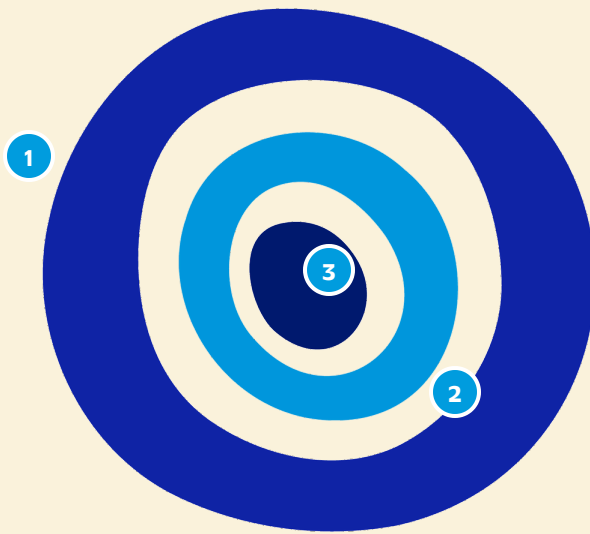
So do we.

That's the whole idea. Filotimo exists to protect adults with cystic fibrosis. Not in a clinical way, but in the way family looks out for family. When rent is due and you just got out of the hospital. When IVF feels out of reach. When a bill shows up that you can't cover. We want people to feel that same sense of **being watched over.**



"The mandrake was about new life. The mati watches over all of it, the lives we're living and the families we're building."

ANATOMY OF THE MATI



1 Watched over

The outer ring holds everything inside it, the way family looks out for family.

2 The ripple

Organic circles growing larger, signifying one act of support rippling out within a whole community.

3 Imperfect on purpose

Hand drawn shapes that feel human, not clinical.

And then there's the ripple. You'll see it all over the new site. Every act of support creates a ripple that reaches way beyond one person.

FILOTIMO

(fee-LOH-tee-moh)

Greek. No direct English translation.

It also ties back to our name. Filotimo means doing right by others and expecting nothing in return.

The mati and filotimo come from the same place: our Greek roots, and a belief that taking care of each other is just what you do.

THEN & NOW



THEN

- **Mandrake** flower with Φ at its heart
- About **creating new life**
- Strong, yet elegant



NOW

- The **mati**, the Greek evil eye
- About **watching over** all of it
- Warm and welcoming

CHAPTER FOUR

WHAT'S NEW ON THE WEBSITE

We rebuilt Filotimo Foundation around one question: what does someone need when they land here? Here's what you'll find.

- **Get Help, front and center.** Find the path to get help with [Hardship Support](#) or [Family Building](#) at the top and bottom of every page. If you're struggling, you shouldn't have to hunt for an application.
- **The Filotimo Family.** Filotimo has never been just me. It's adults with CF, parents, doctors, social workers, clinics and friends. We've never met a stranger. Find others with stories like yours. And if you want to join, add your information to be welcomed into the family.
- **[Unexpected Life.](#)** We're living longer now, and the support systems never caught up. Stories of adults with CF building the careers, families and full lives they were told not to expect. Artists, authors, comedians and more. Want to be featured? Hit us up via the [Contact](#) page.
- **[Our Story and What Is CF.](#)** Why I started this, and a plain-English intro to CF for anyone new.
- **[Impact.](#)** Real numbers, real quotes, and our 2025 Impact Report. Over \$1,000,000 and counting in direct financial support to adults with CF.

SAME HEART, NEW LOOK

Here's what didn't change: why we exist. For most of our lives, people like me were told not to plan for the future. Not to expect long-term relationships. Not to expect to have kids. We're here to give adults with CF a real shot at a full life.

The mandrake and phi are where it started. The mati is where we're going: a protective, nurturing home for the whole Filotimo Family. The new brand just makes that easier to see.

So take a look around and tell me what you think!

NEED SUPPORT?

[Apply for Hardship Support](#) or [learn about Family Building grants](#).

WANT TO HELP?

[Donate](#) and start a ripple of your own.

STAY CLOSE

Sign up for updates at the bottom of any page and follow us on [Instagram](#), [Facebook](#), [LinkedIn](#), [TikTok](#) and [YouTube](#).



Thank you for being part of the [Filotimo Family](#).
It means the world.

With love. No conditions.

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