

Our Logos & Story



Our Organizations

When Valor HospiceCare & The Valor Institute for Palliative Medicine, Valor PalliativeCare and Valor Health Services were formed, we wanted names that signified strength, compassion and caring for the patients and loved ones that we serve. By definition, in the English language, “Valor” means courage and bravery. In Spanish, in context, it also means courage, but also signifies value and meaningful purpose. For our companies, and continuum of care we believe that our name strongly reflects the commitment that our staff brings to working with our organization and the determination to make the most of every day for patients, families and the community.

Our Logos

The Circle of Care Surrounding the Heart of the Patient

Our logos were designed by a well-known artist in Arizona, whom had experienced the power of hospice in his own family. In the middle of the circle, the heart is used to show the life, love and respect of each patient. Surrounding the heart as the patient, are four connected circles that signify those that will work with the patient once in our palliative and hospice programs. Represented are the medical professionals, caregivers, family and community. The community also includes the volunteers who are a vital part of our team.



The “V” in Valor Supporting the Hospice Team and Patient

The “V” in Valor is designed as a pedestal to signify holding, supporting and directing the circle of care that surrounds the patient. For our colors, we selected blue. Blue, along with its softened light blue, is the color of spirituality and inspiration and reflects the calming color of the sky and our oceans.

Our trademarked slogan is “We Provide the Gift of Peace, Comfort and Dignity.” Our official flower is the African Violet – commonly referred to as the “Valor Violet”.

The Valor Institute for Palliative Medicine

Our academic-based organization ensures that we view patient care, public health, quality, education and research as essential elements of our mission. The Valor Institute for Palliative Medicine members serve Valor HospiceCare interdisciplinary teams to facilitate critical evidence-based knowledge between clinical and academic settings.

Following our brand of our original logos, the copper “flower” in the middle of the Valor Circle of Care signifies growth, learning and life.



*You matter to the last moment
of your life, and we will do all we can,
not only to help you die peacefully,
but to live until you die.*
Hospice Care Nurse

www.valorhospicecare.com