

Welcome to our Love INC Brand Resources page. Here you'll find everything you need to transition to our new logo and color palette. Plus, as time goes on, we'll continue to add non-Canva-based resources here, so be sure to bookmark this page for future reference.

## Love INC Brand Kit

### Logos, Fonts, + Guidelines

Looking for the right file? Look no further. Below you'll find access to all of our logos and fonts. Before using them, however, please be sure to review our detailed brand guide. This guide not only contains insights on our voice, look, and feel, but the road map for making sure we all present a consistent, high-quality brand experience, because just like people, brands need boundaries to thrive. Please also be sure to direct any volunteer designers to the review the Brand Guide before they begin, and we can all create great work together.

[Download Logos >](#)[Download Fonts >](#)[Download Brand Guide >](#)

### Design Assets + Templates

Being on-brand has never been easier. These Canva templates include everything for your digital marketing, including email headers, social icons, cover images, and post templates. Prefer to go analog? Letterhead, business cards, notecards, and postcard templates are in here, as well. Click the links below to learn how to get your free Canva Pro account set up, then download the Canva Brand Kit and Templates, add them to your account, and you're ready to go.

[How To Sign Up for Canva Pro > +](#)[Download Canva Brand Kit > +](#)[Download Canva Templates > +](#)

### Videos

If a picture says a 1000-words, a video say a million. Use these animated videos below to cast the vision for Love INC at your partner churches, in your volunteer orientations, on social media, and more.

[Download 3-Minute Explainer Video >](#)[Download 60-second Social Media Video >](#)[Download Animated Logo For Use on Videos >](#)

### Website Templates

Your website is your first impression. It's the hub where your neighbors, partners, and future volunteers will go to get a picture of who you are and what opportunities are available before they reach out. So let's make sure that this first impression is a great one. The 3 options below were created to meet a variety of needs, from full-service development with ongoing management/support, to an easy-to-use template you build, host, and manage yourself, and finally, a simple, unifying header for affiliates that aren't ready to undertake a website change at this time. Click each box to learn more and figure out which option is best for you.

[Learn More about our Full-Service Build/Support Plan > +](#)[Download A Branded Web Template to build on your own > +](#)[Download A Code Header for your current site > +](#)

## Ready to Communicate This Change to Your Community?

Here are a variety of resources to help you get started. Check out the documents below for ideas on how you can maximize this change to capture attention and build equity in your community.

[Download Sample Launch Strategy >](#)[Why The Change: Info For Your Community > +](#)[The Meaning Behind The Mark: Talking Points for Staff, Board, and Volunteers > +](#)[Download Email Announcements by Target >](#)[Download 60-second Social Media Video with Logo Announcement >](#)[Download Sample Press Release >](#)

## Let's Journey Through This Transformation Together

Not sure where to start? Don't worry, we'll be with you every step of the way. In early 2022, we're holding a variety of training and support webinars to walk you through the brand guide, resources, and more.

[Visit our Training Page to learn more >](#)

## Have Questions? Don't Hesitate To Contact Us

We're here to help. So if you have questions or simply want some advice on a change you're making, be sure to reach out to [brandsupport@loveinc.org](mailto:brandsupport@loveinc.org)