



## BRAND REFRESH UPDATE

Over the past few months, we've been sharing tips and updates around the upcoming Brand Refresh to engage and inform our affiliates as we lead up to the reveal. All of these communications can be found [here](#).

### Important Dates To Know (And Pray For):

- Jan 18 The Big Reveal
- Jan 26 Support Series—Brand Guide Walk Through
- Feb 9 Support Series—Affiliate Resource Ctr Webpage Walk Through
- Feb 23 Support Series—Canva Walk Assets Through/Brand Kit Set Up Tutorial
- Mar 9 Support Series—Website Templates with Well Design

## LAUNCH RESOURCES

The resources we have created will be distributed in one of two ways online.

### [Affiliate Resource Center Landing Page](#)

This webpage will hold all the resources an affiliate needs to transition to our new logo and color palette.

- The Love INC Brand Kit (Logos (Full Name and Affiliate Specific), Fonts, Brand Guide)
- Design Assets and Templates (Including instructions on how to get a free CanvaPro account)
- Our new 3-minute Explainer Video, and 60-second social video
- Website templates
- Strategy/Planning documents (Including talking points for staff/volunteers, pre-written email announcements and a press release)

### [Canva Brand Kit + Templates](#)

Canva is a free, online design program that makes it easy for anyone to design beautiful graphics. In here, we will provide:

- A brand kit that includes logos, fonts, and graphic elements
- A plethora of pre-designed templates that affiliates can simply personalize and use.
  - Stationary (Business cards, Letterhead, Envelopes, Notecards, Thank You cards, Postcards, Notepads)
  - Social media profile icons, cover images, and post/story templates
  - Email header images
  - Annual report template
  - Digital presentation template
- Additionally, new marketing materials and assets will be created in this program going forward, so that any affiliate can access them, and add them to their Canva account with the click of a button. (This will solve a prior problem we experienced where a number of people who couldn't access and use the materials we made for them.)

## ONGOING RESOURCES

A few miscellaneous items will be staggered over the spring/summer so that we are able to offer continual resources, and not overwhelm everyone with everything at once.

Ancillary Materials:

- Illustration assets and guide
- Tri-fold Church Partnership Handout
- Standard Building Sign template
- Remittance Envelope template
- Table Tent Cards
- SWAG Resource information and files (so affiliates can purchase some of the SWAG items we've created, for their staff/volunteers/etc)
- Updated versions of our current resources, such as the Meditations on the Core Values, etc.

## SWAG BOXES

Shortly after the reveal, we will send SWAG boxes to each Operating Affiliate and DNA's who are in stages 7-9.

(Total Count is 125) We've already got custom packing tape made so it'll make a great first impression and will included:

- Love INC 2022 Calendars (3)
- Note Cards (2 different designs) + Envelopes (25)
- Personalized Return Address labels (120)
- Pens (20)
- Note Pads (3)
- Table Tent Cards (8)