

## Why are we changing our logo?

It's been almost 20 years since we changed our logo. So why now? Well, the very simple answer is: because **the way we communicate has changed**. When our previous logo was developed in 2003, simply having a website was high-tech; smartphones and tablets weren't yet invented; and social media platforms like Facebook, Twitter, and Instagram didn't exist. As new technologies and digital marketing have emerged, the way people interact has changed, and graphic design has changed along with it. In light of this, when we evaluated how our current logo worked in today's marketing platforms, we identified a variety of opportunities for improvement.

The graphic style, font, and color palette of the new logo provides a fresh look, which we believe will position our brand well into the future, especially connecting with a younger market that we're hoping to reach. It's **approachable** to a broader demographic, **Christian-forward**, and **Easy To Use** for affiliates of varying size and resources. Additionally, this new logo will provide a new launching point for **revitalized brand promotion and consistency** across the entire Love INC Movement through new and improved marketing materials and systems that allow for **greater resourcing and sharing**.

## Where do I find all of the new logo files and resources?

You'll find all of our files, resources, and information on how to get your Canva Brand Kit and templates within the Resource Library. We are currently working to transfer them and hope to have them all available within the next few weeks.

## How do I sign up for my free Canva Pro for Nonprofits account?

Grab your proof of 501(c)3 status, then visit [this link](#) and click "apply now" to get started.

## When is Love INC National transitioning to the new logo?

Love INC National will transition our affiliate-facing communications (Affiliate Resource Center, Emails, etc.) immediately following the January 18 reveal to affiliates. Due to the vast amount of items in the Resource Library, however, the transition of those materials will be ongoing into late spring 2022. National's outward-facing communications to donors and the public community will turn over on February 7, 2022.

## When can affiliates begin using the new logo?

February 7, 2022.

## Is it required that all affiliates transition to the new logo?

Yes.

## What is the time period for transitioning to the new logo?

We are viewing 2022 as a logo transition year across the Love INC Movement. With the advanced notice, support, and resources, we believe this is an achievable goal to allow affiliates to roll out their communication strategy and convert resources. Please see our article sent out on October 15, 2021 that identifies the benefits and initial information on how to approach a new logo roll out.

**This survey** was sent to affiliates and resides on the Branding Resources page for affiliates to communicate their anticipated transition date, and then confirm when their transition is complete.



**What happens if your affiliate can't complete the new logo transition in 2022?**

If your affiliate anticipates not being able to complete the new logo transition in 2022, you are asked to email [communications@loveinc.org](mailto:communications@loveinc.org) by October 1, 2022 with the details of your situation. We will work with you to identify a reasonable extension.

**What happens after I transition my affiliate?**

After you fully convert to our new logo, please inform Love INC National by filling out the **New Logo Affiliate Transition Survey**. We look forward to celebrating with you! We'll also be available to answer any questions that may have come up during the process. After that, be sure to keep an eye on our Resource Page, as we will continue to create ready-made materials and templates throughout the year.