

Why Are We Changing Our Logo?

The known history of Love INC logos goes back to 1981, just 4 years after we were founded. You'll notice that the heart and cross were a part of the logo way back then. In 1984, the logo took on some more design components before being simplified and adding INC to the word mark in 1988 when Love INC came under World Vision. This was our logo for 18 years until World Vision released Love INC to become its own National organization in 2003, and that's when our current logo was established.

1981



1984



1988



2003



It's been almost 20 years since we last 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 platforms 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 climate, we identified a variety of opportunities for improvement.

Our fonts, colors, and graphic styles had become dated and difficult to layout across a variety of digital marketing platforms*, while at the same time, the rise of social media and content marketing has made staying up-to-date more important than ever.

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. We also believe this new logo will connect well with a younger market so that we might expand our reach in that area. 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.**

*If you'd like to know the specifics of the design assessment, email communications@loveinc.org and we'd be happy to share the evaluation.