

Loving God and Loving People

THE HISTORY OF LOVE'S LOGO...

1981



1984



1988



2003



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.

It's been almost 20 years since we last changed our logo. So why now?

WHY ARE WE GETTING A NEW LOGO?

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**.

Here is Our New Look!



The Meaning Behind the Mark

Over the past 20 years the heart and cross has been iconic for Love INC, so rather than move to an entirely different icon, we wanted to honor our history while also advancing our messaging by imbuing more information about what we do into our mark.

As we were working to distill down exactly how Love INC benefits the community, we came upon two kernels of truth:

We are connectors. We connect churches to one another and their community. We connect community members to resources and support. We bring people together, and in those intersections, they experience divine encounters with God.

OPERATING HOURS UPDATE:

- **Help Office:** M/T/TH/F: 9 am - 3 pm
Wednesday: 10 am - 3 pm
- **Food Pantry:** Tuesday - Thursday: 10 am - 2 pm
Tuesday Evenings: 5 pm - 7 pm
- **Resale Store:** Monday - Saturday 9 am - 4 pm
Tuesdays ONLY: Open until 7 pm

OUR VISION

is to see all people living out, in words and actions, the life transforming love of Jesus Christ.

Visions Become Reality Through Missions

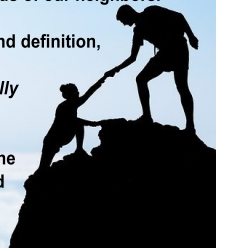
OUR MISSION

is to mobilize local churches to transform lives and communities in the Name of Christ.

LOVE In the Name of Christ, in its most basic form, is a partnership of local Christian churches working in a coordinated way to address and respond to the needs of our neighbors.

The Church is ideally suited, by design and definition, to address human needs... spiritually, physically, relationally and emotionally.

Love INC brings churches together into one working unit to share the love of God with our neighbors in need.



UPCOMING Events

- **APRIL 7TH: NEWAYGO COUNTY PRAYER GATHERING.**
At Trinity Fellowship Church in Newaygo @ 6:30pm.
- **APRIL 11TH: AFFIRMING POTENTIAL, BUDGET CLASS & GH4W CLASS**
Contact Laura @ 231-652-4099 ext. 115 to sign up.
- **APRIL 15TH: LOVE INC CLOSED**
In observance of Good Friday.
- **APRIL 23RD: SPRING BLING SALE!**

MARK YOUR CALENDAR!

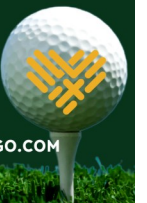
6TH ANNUAL

LOVE INC'S GOLF OUTING FUNDRAISER

JUNE 18, 2022

AT WATERS EDGE GOLF COURSE

CONTACT KIT FOR MORE INFO!!
231-652-4099 OR KITKAT@LOVEINCNEWAYGO.COM



Resale Store Coupon

Buy 1 Get 1 FREE
clothing item up to \$5.00

One coupon per customer

Location:
11 W. 96th Street, Grant.
(Corner of M-37 & 96th Street)

Expires: 3/31/2022

simply give

together, we can help end hunger in our community.

• FREMONT LOCATION ONLY! •

Double Match Days
March 5th & 26th!

Purchase \$10 cards now through 4/2/22 to provide food to the Love INC Food Pantry for families in need.

meijer

IF YOU'RE NOT ABLE TO GO TO THE FREMONT MEIJER ON ONE OF THE TWO DOUBLE MATCH DAYS, PLEASE BRING YOUR DONATION TO LOVE INC HELP OFFICE OR RESALE STORE MARKED FOR "FOOD PANTRY" & WE WILL GET IT MATCHED FOR YOU!

SATURDAY, APRIL 23

Love INC presents...

SPRING BLING SALE!

9AM - 2PM

HELD AT THE LOVE INC STORE
11 W. 96th St., Grant

Jewelry, watches, handbags, & accessories!
High quality and hundreds of pieces!
Large selection of Sterling Silver!

PERFECT FOR MOTHER'S DAY!!