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FIGHTING FOR GOOD

COMMUNITY ACTION LEHIGH VALLEY

Allow Us To Reintroduce Ourselves

By CACLV

BETHLEHEM - We have grown and evolved since our humble beginnings in 1965, and it's time for a change. Today, we are excited to launch our brand redesign and share our new logo with our community.

Nearly two years ago, Klunk & Millan took a deep dive into our marketing and communications. They found that as we've expanded our programs and services to meet the growing needs of the region, our brand structure became increasingly fragmented and lacked clear identity. Most folks knew of our larger programs like Second Harvest Food Bank or Sixth Street Shelter, but didn't know they fell under the Community Action umbrella.

At one point in the not-so-distant past, we had 15 different logos — one for each of our programs and subsidiaries. Cohesion and consistency were not words used to describe our marketing; few programs had marketing material, and even fewer had branding guidelines. We knew we needed to simplify the way we presented ourselves and think more strategically about our identity — or, multiple identities if you will.

Last fall, Fig Industries started working on our brand redesign. Our goal, rooted in the research conclusions of the brand positioning study begun two years ago, is to unify the look and feel of the programs and subsidiaries that form Community Action— and give us a more consistent, powerful, authentic platform to engage audiences, share our message, and meet our new tagline: Fighting For Good.

Over the next few months, we'll be updating all of our marketing material and online presence with this new direction. Meanwhile, we invite our community partners who are currently working on projects with us to contact us at marketing@communityactionlv.org to get the new logo guidelines.

We're still the same Community Action that's been here for the last 50+ years — just more consistent and, soon to be, more recognizable.

Always Fighting For Good,
The Team at Community Action Lehigh Valley

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