



From September 5 Press Release:

Fresh look supports agency's work to deepen relationships with supporters and create lasting change for communities worldwide

Episcopal Relief & Development unveiled a new logo and tagline, to inspire and deepen engagement with supporters and program partners, and to better represent its work around the world.

The logo features colors that reinforce a connection to the Episcopal Church and the Anglican Communion. The tagline, "Working Together for Lasting Change," highlights the importance of collaboration, and achieving a measurable and sustained impact in all aspects of its global programs.

"I am excited about the fresh look. It is bold, forward-looking and energetic," said Rob Radtke, President & CEO for Episcopal Relief & Development. "The new logo reflects our core values and commitment to our faith while conveying how we work together with partners and supporters to create lasting change for communities worldwide."

Episcopal Relief & Development launched its current strategic plan in 2017. Working closely with staff, board and stakeholders across the Church and the Anglican Communion, the organization identified three signature program priorities where it is making a measurable difference: Women, Children and Climate.

BrandTuitive, a branding and marketing firm located in New York City, partnered with Episcopal Relief & Development on this project. Part of the goal was to develop a new look that reflects the depth of the organization's global work and core values in a way that is meaningful to partners, donors and supporters.

"We are honored to elevate the critical work of Episcopal Relief & Development," said Todd Brenard, Chief Strategy Officer for BrandTuitive. "Through our approach, we helped "reveal" the organization's core identity and how it is making a lasting difference for communities."

"In collaboration with our consultant, we explored the essence of who we are and the unique way Episcopal Relief & Development works in the world," stated Malaika Kamunanwire, Sr. Director for Marketing & Communication. "The new look marks a strategic shift in our work, positioning the organization for significant growth and opportunities."

Starting in September, the new logo and tagline will debut on the organization's website and across online channels. Full adoption of the new logo will happen in phases throughout the fall of 2018.

"Since its founding over 75 years ago, Episcopal Relief & Development has continuously grown and evolved," said Rob Radtke. "The new logo conveys how we remain connected and embedded in

communities worldwide, listening, learning and working together to build upon local knowledge and existing strengths for lasting change.”

For over 75 years, Episcopal Relief & Development has been working together with supporters and partners for lasting change around the world. Each year the organization facilitates healthier, more fulfilling lives for more than 3 million people struggling with hunger, poverty, disaster, and disease. Inspired by Jesus’ words in Matthew 25, Episcopal Relief & Development leverages the expertise and resources of Anglican and other partners to deliver measurable and sustainable change in three signature program areas: Women, Children and Climate.