

LYERLY L A T I M E S



Lyerly Agency provides clients with a full range of brand marketing and communication solutions. Imagine what we can do for you.

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MSK's Growth Calls For Fresh New Branding Into FeedNC

Since 1987, Mooresville Soup Kitchen (MSK) has dished out hot meals with a side of compassion for needy families in Mooresville and the surrounding region. But after 33 years, the organization grew beyond much-needed meals. MSK has expanded to local markets, a food pantry, education and workforce development through culinary training as well as a desire to make those programs and offerings more relevant to the populations it serves. No

longer a soup kitchen alone, MSK needed an identity makeover. The organization hired Lyerly Agency for its proprietary *BrandSavvy™ Strategic Branding Process*, which engaged stakeholder input as the foundation for developing an entirely new name and brand.

FeedNC is an acronym for Food Education Essentials Dignity and is accompanied by the tagline – “It takes more than a meal to end hunger.” – to better illustrate the organization’s commitment to the community, its full breadth of services and its dedication to decreasing social stigma. Lyerly also created brand messaging, a color palette, graphic standards and a brand rollout communication plan for future marketing initiatives. This new brand better communicates the nonprofit’s mission and effectively engages donors and volunteers in providing a hand up and a pathway for a better future for the audiences it serves.

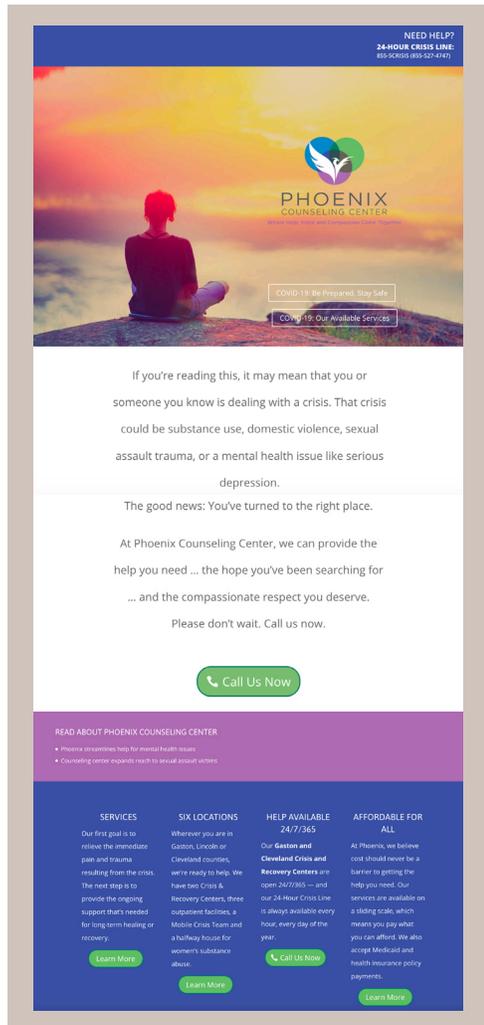


It takes more than a meal
to end hunger.



LA Builds Brand Awareness For Phoenix Counseling Center

Asking for help should be a sign of strength, not embarrassment. To emphasize this message and raise awareness about its extensive mental health services, Phoenix Counseling Center engaged Lyerly Agency for solutions. Lyerly's goal was to reduce the stigma of seeking mental health services while showcasing all that Phoenix Counseling offers



in the areas of substance abuse, domestic violence, assault trauma and other crises. After assessing the brand's perception in the marketplace, Lyerly created a logo and the tagline, "Where Help, Hope and Compassion Come Together."



**PHOENIX
COUNSELING CENTER**

Where Help, Hope and Compassion Come Together.

Also included were brand messaging and a new, easy-to-navigate website. Lyerly chose a peaceful color combination reflective of healing and health. This updated branding will positively influence and develop Phoenix Counseling's culture, build its reputation and influence clients to discover a defined road to recovery.

The new website features a soothing color palette and easy access to information about crisis, inpatient and outpatient services.

LA Creates 65th Anniversary Logo For Holy Angels

Sixty-five years ago, Holy Angels began its story with the arrival of its very first angel, Maria Morrow. Paralyzed with severe disabilities, baby Maria was expected to live only a few months. But surrounded by love, learning and unwavering care, she lived a remarkable 54

years. She was the inspiration for the growth of Holy Angels, which currently serves approximately 100 children, women and men with special needs. To celebrate 65 years of loving, living and learning for the differently able, LA created a special logo with bright colors and a welcoming font to convey the joyful essence of Holy Angels' history and its truly uncommon accomplishments.

