



LESSONS LEARNED FROM THE MEALS ON WHEELS BRAND

AUGUST 29, 2018

AGENDA

- Why We Introduced the Meals on Wheels Brand
- Member Resources
- The Process of Joining On
- The Brand In Action
 - **Tara Huffman**, Meals on Wheels Johnson & Ellis Counties
 - **Karl Robillard**, Meals on Wheels San Francisco
 - Quick Q&A
 - **Susannah Meyer**, Meals on Wheels Diablo Region
 - **Sarah Campbell**, Meals on Wheels London, Ontario
- Q&A

WHY WE INTRODUCED THE BRAND

A Great Brand Deserves a Great Identity

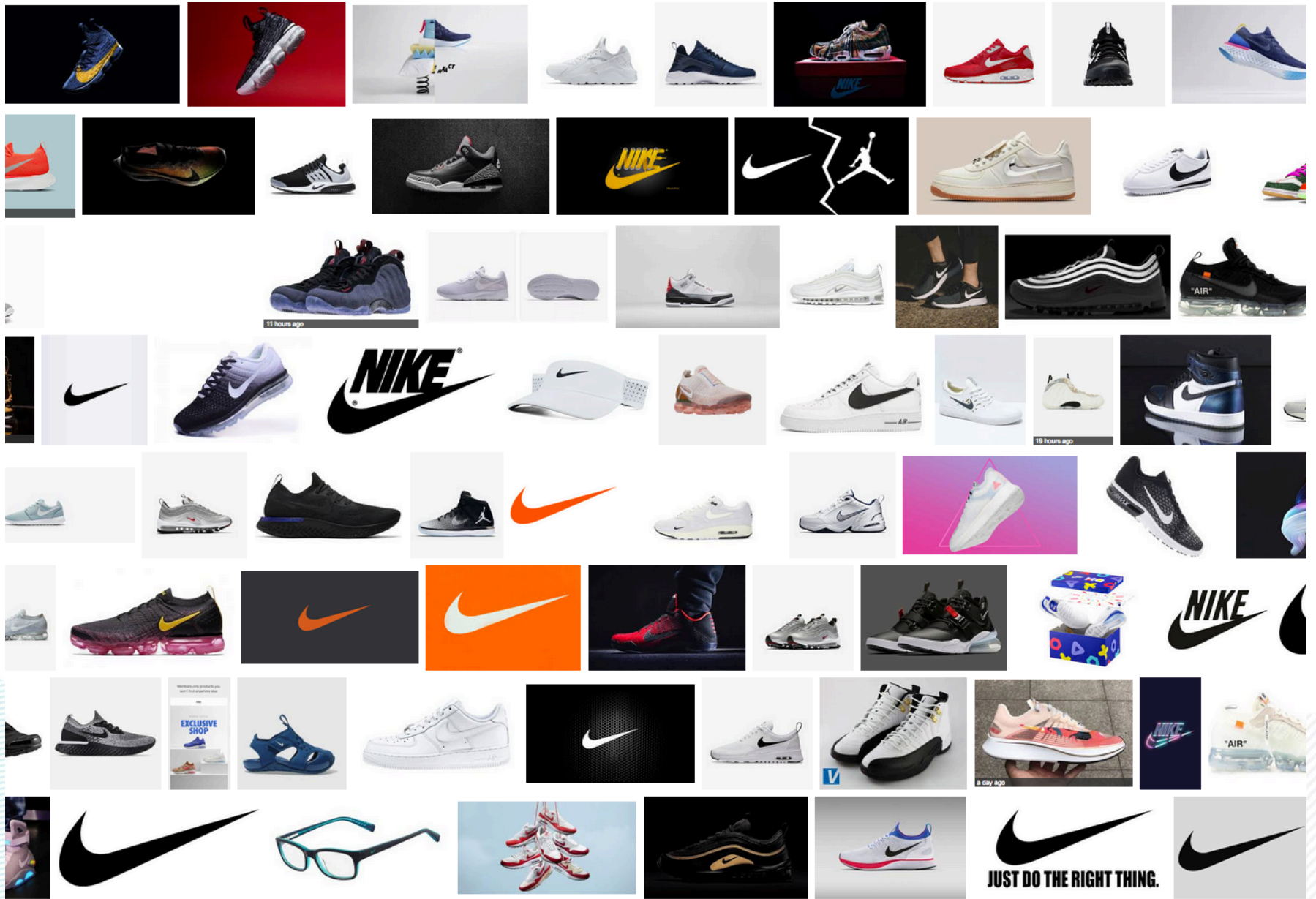
Meals on Wheels already had a **great brand reputation** – it needed a great **graphic brand identity** to represent that great reputation

There is strength in our numbers

- ... Consistency is the hallmark of a great brand
- Our voices get louder
- ... Our messages are magnified

Brand Goals

- Build a powerful, unified message and look
- Contemporize and modernize
- Launch inclusive system: national, state and local
- Ramp up the volume of our marketplace voice





NEW BRAND CENTRAL IDEA

A national movement of everyday people,
all doing our own small parts, and
together, making great things happen

THE LOGO FAMILY

LOCAL PROGRAMS



MEALS ON WHEELS AMERICA



STATE ASSOCIATIONS



NEARLY 150 PROGRAMS TO DATE



MEALS **on** WHEELS™ PICKENS COUNTY

MEALS **on** WHEELS™
WESTERN MICHIGAN

MEALS
on WHEELS™
LIBERTY

MEALS **on** WHEELS™
JEFFERSON AND HARDIN COUNTIES

MEALS
on WHEELS™
STARK & WAYNE COUNTIES

MEALS **on** WHEELS™
BROWARD



MEALS **on** WHEELS™
FAIRFIELD COUNTY



MEALS
on WHEELS™
EASTERN ONONDAGA COUNTY



MEALS **on** WHEELS™ MACON COUNTY



MEALS **on** WHEELS™
GREATER SPOKANE COUNTY

THE BRAND IN ACTION



Matthew Hodges @MattTheGweat · 21s

While we're all talking about [#MealsonWheels](#), can we just take a moment to admire their very clever logo.



BRAND RESOURCE CENTER

- www.mealsonwheelsamerica.org/brand

The screenshot displays the 'BRAND RESOURCE CENTER' page. On the left, a white sidebar lists navigation options: 'BRAND RESOURCE CENTER HOME', 'THE FOUNDATIONS OF THE BRAND', 'GETTING STARTED', 'TESTIMONIALS AND ACCOLADES', 'BRAND MESSAGING', 'BRAND COMMUNICATIONS TOOLS', 'BRAND GRANTS', and 'MEMBER BADGE'. The main content area features the Meals on Wheels America logo at the top, followed by a dark blue navigation bar with links for 'SIGN UP', 'TAKE ACTION', 'THE ISSUE', 'STORIES', and 'GIVING'. Below this is a green header for the 'BRAND RESOURCE CENTER'. A left-hand menu lists the same navigation options as the sidebar. The main content area includes a 'WELCOME TO THE BRAND RESOURCE CENTER' section with introductory text, a 'LOCAL PROGRAMS' section with three logos for Sheboygan County, America, and California, and a 'WHAT THE NEW BRAND CAN DO FOR YOUR PROGRAM' section with descriptive text.

BRAND RESOURCE CENTER HOME

THE FOUNDATIONS OF THE BRAND

GETTING STARTED

TESTIMONIALS AND ACCOLADES

BRAND MESSAGING

BRAND COMMUNICATIONS TOOLS

BRAND GRANTS

MEMBER BADGE

MEALS on WHEELS AMERICA

SIGN UP TAKE ACTION THE ISSUE STORIES GIVING

HOME **BRAND RESOURCE CENTER**

BRAND RESOURCE CENTER HOME

THE FOUNDATIONS OF THE BRAND

GETTING STARTED

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BRAND MESSAGING

BRAND COMMUNICATIONS TOOLS

BRAND GRANTS

MEMBER BADGE

WELCOME TO THE BRAND RESOURCE CENTER

Here you'll find all the information you need to know about the new Meals on Wheels brand and how to adopt it for your local program!

We created this brand to spark new life into the Meals on Wheels movement. It is the product of a comprehensive research and strategic process that guided it into a modern, energetic and unifying representation of the vitality of programs across the country.

LOCAL PROGRAMS MEALS ON WHEELS AMERICA STATE ASSOCIATIONS

MEALS on WHEELS SHEBOYGAN COUNTY
TOGETHER, WE CAN DELIVER.

MEALS on WHEELS AMERICA
TOGETHER, WE CAN DELIVER.

MEALS on WHEELS CALIFORNIA
TOGETHER, WE CAN DELIVER.

WHAT THE NEW BRAND CAN DO FOR YOUR PROGRAM

When your local program or State Association adopts the Meals on Wheels brand as your own, you create a strong, instantaneous tie to this amazing movement – making your voices even louder and enabling you to better serve your seniors. And, when the Meals on Wheels Ad Council Public Service Announcement campaign asks millions of potential volunteers and supporters to step up and join our

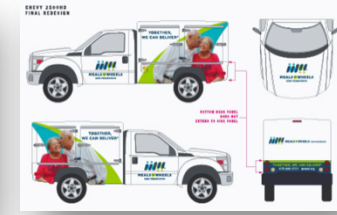
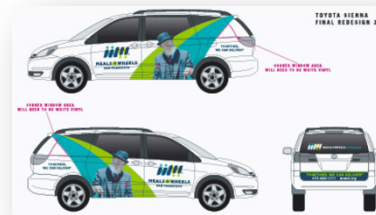
WE MAKE IT EASY FOR YOU












Meals on Wheels Print & Design Shop

MEALS on WHEELS[®]
DOUGLAS COUNTY
 JOHN DOE
 DIRECT 123-456-7890
 EMAIL john@mealsonwheelsmain.org
 123 MAIN ST., DOUGLAS COUNTY, NY 12345



www.mealsonwheelsmain.org



			
MEALS ON WHEELS LAPEL PIN \$5.00	LADIES' MEALS ON WHEELS V-NECK T-SHIRT \$16.00	MEALS ON WHEELS T-SHIRT \$16.00	CHINO TWILL CAP \$10.00
			
CONTRAST STITCHING & MESH BACK CAP \$10.00	KNIT CAP \$10.00	14 OZ. CITRUS MUG \$8.00	28 OZ. H2GO ALLURE WATER BOTTLE \$10.00
			
NEOPRENE KOOZIE \$4.00	COTTON CANVAS TOTE \$11.00	Medium Car Oval Magnet \$5.45	UNI-BALL JETSTREAM SPORT ROLLER PEN \$3.00

Member Store

WE MAKE IT EASY FOR YOU

Website Templates – OneEach Technologies

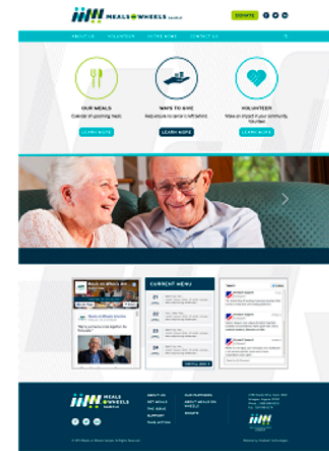


Photo Gallery

HOW DOES THE PROCESS WORK?

1. Sign the license agreement (located in the Brand Resource Center)
2. Submit a “Doing Business As” document (DBA) -> Not required if you have “Meals on Wheels” and your geographic service area already in the name
3. Receive your new design files and gain access to online tools along with discounted services

ON TO OUR PANEL