



OUR BRAND



[February 2012]



Our Vision

We envision a world
that works for
everyone and for all
of creation.

Centers for Spiritual Living™ New Brand For A New World



I N S I D E

| | |
|--|------|
| INTRODUCTION FROM SOMARK | P 2 |
| NAMING POLICY | P 4 |
| CENTERS FOR SPIRITUAL LIVING LOGO USAGE REQUIREMENTS AND SPECIFICATIONS FOR CENTERS | P 8 |
| RESOURCES FOR CENTERS | P 11 |
| ONGOING RESOURCES | P 12 |
| BRANDING FREQUENTLY ASKED QUESTIONS | P 13 |

Beloved Colleagues,

Welcome to the wonderful world of Brand Identity. As many of you may remember, our logo and brand identity was adopted after investing almost \$500,000 in market research and creative development. The intention was always to increase the impact of Centers for Spiritual Living and introduce the teaching of Science of Mind® to a wider audience. The brand identity materials were specifically developed and tested to reach the Cultural Creatives, a sociological group that makes up 24% of the population. This group has an affinity for spiritual principles and is made up of individuals seeking spiritual community.

In 2009, Centers for Spiritual Living acquired the trademark to our name and logo. The organization has now formalized the ownership of its intellectual property at a new level than it has in the past. Following is a list of the names/phrases and graphics that are currently owned by SOMARK, the subsidiary corporation that owns all intellectual property:

*Science of Mind®
Centers for Spiritual Living™
Center for Spiritual Living™
Centre for Spiritual Living™
International Centers for Spiritual Living™
United Centers for Spiritual Living™*

Because Centers for Spiritual Living owns the trademarks to these names and images, we must “defend” them in the legal sense, meaning that we must be sure that our affiliated members use them according to our guidelines. If we do not defend the trademark, other organizations could use them and be confused with our centers in their local markets. In the most extreme case, we would lose the rights to the trademark, thereby losing our name and brand identity.

Needless to say, we would like to avoid this outcome. To that end, we are producing the following materials so that all our members and affiliates can easily understand their rights and responsibilities regarding use of the logo and trademarked material.

Although some of the material in this manual may seem restrictive to ministers used to an ideology of individualism, every decision related to the brand identity was made to aid individual centers in attracting more congregants and gaining broader recognition through affiliation with a national organization with a cohesive and unified identity. We appreciate your support in this far-reaching endeavor.

– SOMARK Board of Directors

SOMARK Trademarks



Science of Mind®
and the Teaching Symbol

Naming Committee Policy

We have created a naming policy for three categories of affiliated members: new works, existing centers that haven't yet adopted the "Center for Spiritual Living" name, and existing centers using the name "Center for Spiritual Living" but not the brand identity materials.

New Works Policy

- Beginning February 15, 2012, all new works must use a name that is consistent with the Centers for Spiritual Living branding.
- Preferred name format is "Center for Spiritual Living" with a geographic designator at the end, for example, "Center for Spiritual Living Anytown."
- Each new work applying for a name must fill out a "New Work Naming Packet," available online at the CSL website. New Work Naming Packets include:
 - A Preapproval Name Request Application Form containing three choices for a name, in order of preference
 - Along with the application, the new work will need to submit an inquiry form or screen shot from their Secretary of State's office or other state government agency showing the name availability
 - A map of the area, highlighting the location of the new work
 - A questionnaire about your location
- The Naming Committee will give preference to the most specific geographical name. For example, "Center for Spiritual Living Cheyenne" will be chosen over "Center for Spiritual Living Southern Wyoming." A more specific center name is actually a benefit to the center, providing potential congregants with information about the location and attracting people most likely to want to go to that place.
- If a new work follows the format consistent with the Centers for Spiritual Living branding (i.e. "Center for Spiritual Living Anytown"), and their geographic location is a duplicate of another town in another state, the naming committee will allow the duplication and use state designators for internal CSL and website URL purposes.

For example, if a center in Lafayette, Louisiana already has the name “Center for Spiritual Living Lafayette,” and a new work in Lafayette, Indiana, applies for the same name, the naming committee will approve it, using the state designators of LA (Louisiana) and IN (Indiana) for internal and URL purposes only.

- New works are strongly discouraged from choosing a name with anything other than a geographic designator. If a new work requests a name with a “special” designator (i.e. Center for Spiritual Living Namaste), the applicant must provide a brief but thorough rationale for deviating from the CSL branding.
- The naming committee will not approve “special” designators that are duplicates of the names of existing centers.

Policy for Existing Centers Changing Their Name

- Centers that want to change their name to adopt the Centers for Spiritual Living branding can either legally change their name or apply to “Do Business As (DBA)” through their Secretary of State or appropriate government agency.
- If a center uses the name “Center for Spiritual Living,” it **must** use the Centers for Spiritual Living branding, which is part of the trademark.
- Centers changing their name must follow the policy for New Works, above, with the following exceptions:
 - While still encouraged to use a geographic designator with the Center for Spiritual Living name, existing works will be given more consideration for an exception to this.
 - A center that has a history with a specific name that is not a geographic designator, and would like to adopt the use of the Centers for Spiritual Living trademarked branding material, can write a rationale for using a non-geographic designator with “Center for Spiritual Living,” citing history and tradition within the congregation and community.
- Any existing center that wants to use the CSL starburst logo or font must have the name “Center for Spiritual Living.” Because the materials are trademarked, they cannot be altered, “cut and pasted,” or used in part in any way.

Policy for Existing Centers Using the Name But Not the Logo

- If a center changed its name to “Center for Spiritual Living” after July 1, 2008, and is not using the trademarked branding materials, that center needs to move toward adopting the logo and branding.
- The legal requirements for trademarks state that CSL must protect the trademark from unauthorized use, in whole or in part. In order to keep non-members from infringing on our trademark, CSL must show that it requires member communities to use trademarked materials correctly.
- Because there are several centers that use the name “Center for Spiritual Living” without using the branding, CSL will work individually with those centers to bring them into alignment with the Brand Identity Manual.
- Centers for Spiritual Living will provide logos for all centers
- Centers for Spiritual Living will work with communities to develop reasonable transition timelines

For all Naming correspondence, including the required forms please contact Gina MacLean at gmaclean@csl.org



Our Objective

To be a single,
unified organization
that presents a harmonious,
accessible and consistent
public identity.

Logo Usage Guidelines and Specifications for Centers

Because of the importance of having the trademarked material used exactly according to the guidelines, Centers for Spiritual Living will provide an approved logo to any center that needs one, in various file formats that will work in Microsoft, Adobe, and other commonly used desktop publishing software.

Centers for Spiritual Living is committed to the success of each of our centers! If you have any questions about using the logo, or need assistance with creating a logo, please contact **Judy Morley at 720-279-1640 or jmorley@csl.org**.

The Logo

The logo was designed to be flexible enough to work for hundreds of centers that can individualize and differentiate themselves via a geographic designator. The logo also needs to ultimately represent one brand (Oneness) that is recognizable and determined to bring the teaching of Science of Mind to the world. Every aberration, however well intended, dilutes our brand identity in the world. So please get familiar with the logo and use it with integrity, knowing that it and you represent our organization as a whole. We are Centers for Spiritual Living, let's do this thing!

The following are examples of the suggested uses of the logo:

CENTER LOGO



CANADIAN CENTER LOGO



NEW HORIZONTAL CENTER LOGO



The Logo [CONTINUED]

The following are examples of alternative acceptable uses of the logo:

CENTER LOGO



CANADIAN CENTER LOGO



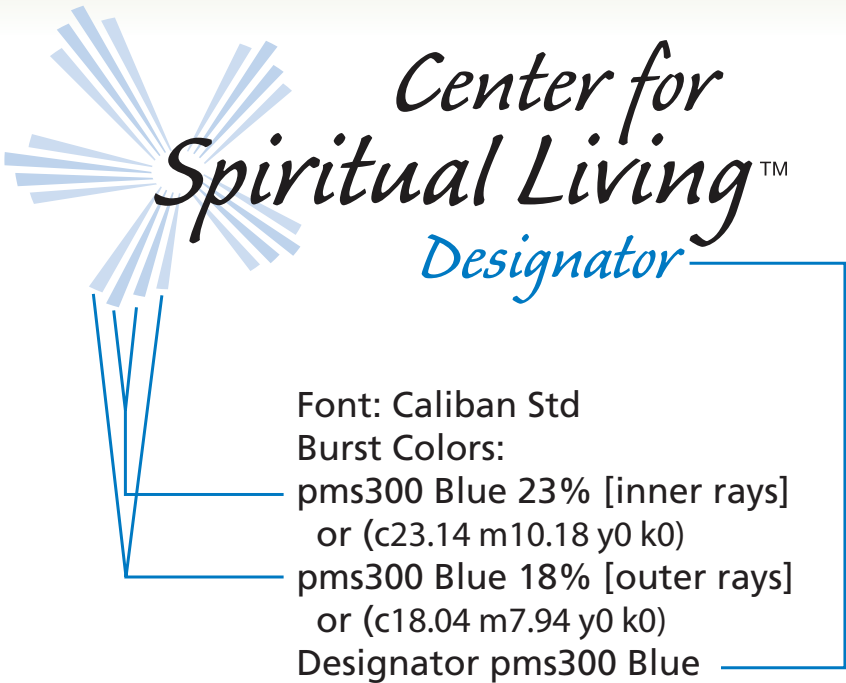
NEW HORIZONTAL CENTER LOGO



THE LOGO CANNOT BE CHANGED OR ALTERED FROM THE ABOVE USES AND MUST ALWAYS APPEAR WITH THE "TM"

The Logo [CONTINUED]

The logo specifications are as follows:



The logo was created in Adobe Illustrator and we highly recommend having your logo created in professional software where a vector file can be created – vector files are the preferred (and often required) files for logos, as they can be resized without losing any image quality. The logo can be saved or exported into various file formats for general use and most desktop publishing software.

Resources for Centers

Websites

Centers for Spiritual Living has created the following resources to support our centers in having professional, high-quality materials at a fraction of what it would cost to create individually. Centers can order customized websites from Centers for Spiritual Living for \$750. The website is designed according to a standard format, but will be customized with each center's individual information. You can order a website for your center at <http://webhosting.csl.org>.

Webhosting

Centers for Spiritual Living offers webhosting at www.csl.org. Centers for Spiritual Living purchased the domain name [csl.org](http://www.csl.org) with the intention of creating and building a dynamic, relevant, and scalable web presence to better serve our integrated organization, our centers, and our members. This web presence is vital to the growth of our movement, since Cultural Creatives and the younger generations will primarily seek us out and find us on the internet.

The [csl.org](http://www.csl.org) package includes hosting, domain name, email boxes, SSL certificate for e-commerce, and automatic software upgrades, depending on your site configuration. That means that every center has a web address in this format: www.centername.csl.org.

For example, the Center for Spiritual Living Cheyenne, Wyoming, would have the url of www.cheyenne.csl.org. Hosting packages start as low as \$20/month.

For more information, go to <http://webhosting.csl.org>

Online Customized Print Service

Centers for Spiritual Living and Sir Speedy have teamed up to create a customized online print service with special pricing just for our centers. For a one-time fee of \$35 to set-up your account, you get your very own web pages where you'll be able to customize and order your center's stationary, business cards, offertory envelopes, various greeting cards, brochures, and CD/DVD sleeves. Plus, we'll continue to add items as we develop them, such as Sunday programs and postcards.

Just go to <http://cslsignup.info> to create your account and upload your center logo – once your account is set-up, you'll be able to create and order Centers for Spiritual Living branded material in minutes.

Sign-up online at <http://cslsignup.info>

Ongoing Resources

All of the branding information and materials are available at www.cslbranding.org. This site contains sample ads, marketing materials that have been successful at other centers, templates for creating a marketing plan, market research results, links to the print service, and other valuable marketing tools.

An additional resource is the staff at the International Headquarters.

If you have any questions about marketing your center, please contact Judy Morley at 720-279-1640 or jmorley@csl.org.

Recommended Reference Materials

- Centers for Spiritual Living branding site: www.cslbranding.org
- Centers for Spiritual Living Brand Identity Manual, available at www.cslbranding.org
- Feig, Barry. Hot Button Marketing. Adams Media, 2006.
- Ray, Paul H., Ph.D., and Anderson, Sherry Ruth. The Cultural Creatives: How 50 Million People Are Changing the World. Three Rivers Press, 2000.
- Scott, David Meerman. The New Rules of Marketing and PR. John Wiley and Sons, 2007.
- Stevens, Mark. Your Marketing Sucks. Crown Business, 2003.

Branding Frequently Asked Questions

1. How did we develop our brand identity?

Beginning in 2007, both International and United Centers for Spiritual Living began doing market research into ways to spread the teaching of Science of Mind® to a wider audience. Both organizations retained Brand Solutions, a Seattle-based marketing firm with abundant experience in non-profit marketing, to help develop our brand identity. After extensive market research, including surveys of ministers, practitioners, laity, and people who had never heard of us, we developed our current brand identity.

2. Who is our target audience?

Our target audience is a sociological group known as the “Cultural Creatives.” The Cultural Creatives are a growing group that make up 24% of the population. The people who identify themselves as Cultural Creatives want to act, and are willing to spend money on their values. They have an active concern for the biosphere and future of the planet, believe in the sacredness of nature, crave authenticity and simplicity in life, and classify themselves as spiritual, but not religious.

3. I’m not crazy about an aspect of the logo. Do I have to use it?

No church or center established prior to November 1, 2011 is required to change its name to “Center for Spiritual Living.” However, if the community chooses to change the name to include the words “Center for Spiritual Living,” then the community must use the trademarked blue starburst logo.

4. Do I have to use it the way it is?

Yes. Because Centers for Spiritual Living owns the trademark to the name and the graphic that accompanies it, we must use them exactly as stated in the Brand Identity Manual.

5. How do we know these materials will reach the people we want to reach?

Centers for Spiritual Living did an extensive survey of ministers, practitioners, lay leaders, and Cultural Creatives. All of the images and phrases we chose for our brand identity package were those that resonated with the Cultural Creatives who had never heard of us. Many of the phrases we use in our branding materials do not necessarily resonate with our ministers, practitioners, and laity, because they are “insiders” and already attend our centers.

CSL Branding Frequently Asked Questions [CONTINUED]

6. How do I find more information on the brand development?

All of the results from the market research, the materials that have been developed, and other information are available at www.cslbranding.org. Much of it is in the material in this packet, as well. If you have more detailed questions and can't find the answer in these two places, you can contact Judy Morley, Director of Communications, at jmorley@csl.org.

7. Why can't I have two designators in my name, one before the "Center for Spiritual Living" and one after?

For consistency, each center can have only one designator, either before or after the name. This is to avoid confusion with other centers in the vicinity. It is preferable to use a geographic designator so as not to dilute the power of the "Centers for Spiritual Living" brand. As the Headquarters begins to do advertising and marketing, the intention is that Cultural Creatives will learn the basic identity of who we are, and so will be motivated to find a center near them based on a geographic designator. Having two designators is just confusing.

8. I don't like blue. Can I make the rays of the logo a different color?

Because Centers for Spiritual Living owns the trademark on the logo design, all our centers must use it exactly as it is designed and shown in the Brand Identity Manual, and that includes the color blue. Just as McDonalds must always have their arches be golden, and Coke-a-Cola cans must always be red, our starburst must always be blue.

9. I don't have access to a graphic designer. How can I get my marketing materials created?

Beginning March 1, 2012, Centers for Spiritual Living will provide a logo and a layout of letterhead to any center that needs it. Simply contact Judy Morley, Director of Communications, at jmorley@csl.org For the convenience of our centers, we also offer customized websites for a fraction of the price of an outside website designer. You can order these at webhosting.csl.org – just click on the "Our Products" page.

Centers for Spiritual Living also negotiated to have a discounted print service available for our centers through Sir Speedy, sign-up online at <http://cslsignup.info>.

CSL Branding Frequently Asked Questions [CONTINUED]

10. Do I have to use one of the CSL-provided website designs?

No. The CSL-provided website designs were created for the convenience of our centers. By using the power in numbers, we are also able to provide these websites for a much lower price than a standard website of the same quality and caliber. However, if you have resources within your community that you would like to use for your website, you are welcome to do so.

11. Who is SOMARK?

SOMARK is a non-profit organization created in 2000 jointly by ICSL and UCSL to manage the intellectual property that was common to both organizations. At the time, that was predominantly the phrase “Science of Mind” and the teaching symbol. SOMARK now holds all of the trademarks, including names, graphics, and website addresses associated with Centers for Spiritual Living.

12. What is included in the branding package?

The branding package includes a logo, images, website layouts, and other collateral material for use by affiliated members of Centers for Spiritual Living.

Everything is available for download at www.cslbranding.org.

13. Why aren't all the materials available in Microsoft Word or Publisher, so I can just cut and paste them together on my computer?

You will notice that most of the graphic and marketing materials were created in Adobe software, mainly Photoshop, Illustrator and InDesign. This is professional graphic design software. We purposely did not create materials in Microsoft products because we want our brand identity to reflect the highest quality production value possible. Cut and pasted materials in Word or Publisher lose their integrity and begin to look grainy and, well, cheap. We don't want our public face to look like it was pieced together without care.



By using the Centers for Spiritual Living™ Brand Identity consistently, conscientiously and repetitively...

- Centers for Spiritual Living is a household name
- Centers for Spiritual Living is the recognized expert on the principles of spiritual living
- Individual centers experience increased membership
- Public awareness of Centers for Spiritual Living principles and work increases
- Centers for Spiritual Living is a reputable, reliable, and recognizable brand, uplifting millions of lives
- Centers for Spiritual Living and its affiliated members are fully supported and financially prosperous



Our Mission

To provide spiritual tools
to transform personal lives
and help make
the world a better place.



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