



## **Centers for Spiritual Living™**

### **Brand Implementation Plan Information, Policies, and Procedures**

Since 2006, United Centers for Spiritual Living and International Centers for Spiritual Living have worked to create a brand identity and provide the components of that identity to our member churches and centers. We have spent over \$250,000 in the research and development of a brand identity package that accurately reflects who we are, identifies who we want to talk to, and provides images, key messages and phrases, colors, and web site layouts that resonate with our target market.

United Centers for Spiritual Living and International Centers for Spiritual Living own the trademark rights through SOMARK Inc. to the name, Center for Spiritual Living, and to the starburst logo. We did this so that individual centers are better protected in their geographic areas, and to better allow the organization to prevent unaffiliated churches and groups from using those trademarks. We have also carefully written the copy about Centers for Spiritual Living and Science of Mind for our new brochures, web sites (both for headquarters and spiritual communities), and other materials, which are the subject of copyright protection.

We are jointly providing this Brand Implementation Plan to explain the benefits and responsibilities of using the "Center for Spiritual Living" brand identity and to answer questions about implementing it at the local level. In the last section of this document, we provide some legal documentation regarding the trademark use and policies.

The information in this plan comes from more than a year of testing the identity and tracking the results. We learned that Centers that changed their name and used the Center for Spiritual Living brand identity in general experienced a significant increase in attendance and giving in their centers. To date, more than 100 centers have changed their name to Center for Spiritual Living.

Following are step-by-step guidelines designed to help Centers effectively put the brand identity package to work at a local level. For more information, you can contact:

- Dr. Judy Morley, RScP, at 720-279-1640 or [jmorley@religiousscience.org](mailto:jmorley@religiousscience.org), or
- Eric Samuelson, RScP, at 760-772-7906 or [erics@intcsl.org](mailto:erics@intcsl.org).

#### **I. Changing Your Center Name**

Research has shown that the name, "Center for Spiritual Living" resonates with both

potential congregants and our members, and most accurately reflects our teaching. While no church or center is being required to change its name, **we believe it is in the best interest of each center to change its name to “Center for Spiritual Living” plus a geographic designator because they will be better poised to benefit from the collective impact of hundreds of centers using the same name, and take advantage of the organizational efforts to promote the brand identity in the years to come.** Ultimately, however, this decision is at the discretion of each center.

When changing the name of a center, there are two options.

a. Change the corporate name of the center. This option legally changes the name of the church or center. Every state’s procedure is different, but in the case of corporations, this generally requires filing amended articles of incorporation with the Secretary of State’s office (this varies from state to state). This was the option taken by International Centers for Spiritual Living, which legally changed its name from Religious Science International.

b. Keep the corporate name of the center the same, but file for a "DBA," or "doing business as" document. These are typically simple forms filed with the department of licensing of the state in which your center is located. This option allows the center to keep its original name, but to use the new “Center for Spiritual Living” name in all aspects of its daily business and interaction with the public. This is the option chosen by United Centers for Spiritual Living, whose legal corporate name is still United Church of Religious Science.

## II. Adopting the Center for Spiritual Living Logo

If a center’s name was “Center for Spiritual Living” prior to July 1, 2008, there is no requirement for that center to use the organizational starburst logo. However, if a church or center changed its name to “Center for Spiritual Living” plus a geographic designator after July 1, 2008, we are requiring that the center consistently use “Center for Spiritual Living” in combination with the starburst logo.

Because the name and logo are trademarked, there are some guidelines that each center is required to follow when using the logo for their center. There are several options a center can take to obtain the Center for Spiritual Living logo and the associated printed materials:

If a center has its own graphic design person, all of the component design files, in professional graphic design software, can be obtained through Judy Morley at United Centers for Spiritual Living or Eric Samuelson at International Centers for Spiritual Living. If a center does not have access to a professional graphic designer, they can contact Judy or Eric to discuss options to have their logo designed for them.

A high level of consistency is the most effective and far-reaching way to educate people about who we are and what we teach. We understand that this policy of having consistent logos is new to the cultures of our organizations; however, centers who adopted the logo and brand identity materials during the test marketing phase saw as much as a 30% increase in attendance, with a corresponding increase in giving. A Brand Identity Manual containing all of the appropriate guidelines is available at either [www.intcsl.org](http://www.intcsl.org) or [www.unitedcentersforspiritualiving.org](http://www.unitedcentersforspiritualiving.org).

### III. Creating a Website

Each center's website is an important aspect of the brand identity, and therefore we strongly recommend that the website reflect the organizational brand and graphic identity we have established and tested with our desired target audiences. Our research also shows that certain images, key messages and phrases, colors, and web site layouts resonate more readily with newcomers to our philosophy than others.

United Centers for Spiritual Living and International Centers for Spiritual Living have developed and are providing materials for each center to create a consistent and effective website. These materials are provided for the convenience and benefit of our centers, so that no one needs to reinvent the wheel.

Please note that the website templates we have developed for Centers perfectly reflect the brand identity both visually and in its content, and are designed to be optimized for search engines. Although we encourage our centers to take advantage of this template we're providing, there is no requirement to do so, and a center may choose to create its own website.

The following are website options:

- a. Customized websites are available from United and International Centers for Spiritual Living. If you do choose to use one of these packaged websites, the overall design for your center's website must be substantially unchanged and look the same as the provided website.
  - i. We have developed websites in the content management systems of Drupal and Joomla so that the ongoing cost to maintain and update these sites is minimal. The websites perfectly reflect the brand identity research, and are designed to be user-friendly and easy to create and maintain. The websites also come with content that is in alignment with the organizational websites and the brand identity materials.
  - ii. The Joomla! and Drupal websites are available for order at <https://webhosting.csl.org>. For more information about the Joomla! or Drupal websites, please contact Rev. Leigh Waddell at [LeighW@intcsl.org](mailto:LeighW@intcsl.org).

- b. Creating your own website
  - i. A center may decide to create its own website. In that case, we recommend that the center incorporate certain design elements to take advantage of a consistent look. Following are some design recommendations:
    1. That if the trademark “Center for Spiritual Living” is adopted, it must be used with the starburst logo, which must be represented against a white background in the upper left hand corner of the page.
    2. That the “Welcome” bar be at the top of the page
    3. That the navigation bar be on the left side of the page
    4. That the color be chosen from the color palette in the Brand Identity Manual. Four examples of how the color palette can be applied to website designs have been created (though you are not limited to using one of these designs).
  - ii. Visual representations of consistent websites are available. For a center wanting to create its own website but also wanting guidance about the look and design of the web pages, there are representations of each page available. Please contact either Eric Samuelson or Judy Morley.
- c. United Centers for Spiritual Living and International Centers for Spiritual Living are providing photos and images that have been licensed and can be used at no charge by centers. These images are based on the market research, resonate with the target market, will draw people’s attention, and represent who we really are. Licensed photos can be obtained by calling Eric Samuelson or Judy Morley.

Some centers may want to create their own images using pictures from their community. This is fine; however, to maximize effectiveness we highly recommend that the images have similar themes and a look and feel that is in alignment with the market tested images. Also, if a center is using its own images it must assure it has the license to use the photograph and images, and for those images that include people, each center must have a release form on file for each person featured.

#### IV. Using the Marketing Materials

- a. United Centers for Spiritual Living and International Centers for Spiritual Living have created a variety of marketing materials that are available for our communities to use. These include:
  - i. Camera-ready print advertisements and post cards that need only to have the individual center’s logo, address, and other center-specific messaging added.

ii. Tri-fold brochures that include background on the teaching of Science of Mind and allow for a personal message from and photo of each center's minister.

iii. Welcome card for new visitors to the center.

b. United Centers for Spiritual Living and International Centers for Spiritual Living are also in the process of negotiating an agreement with a printer that will enable centers to purchase business cards, letterhead, #10 envelopes, offertory envelopes, CD sleeves, a variety of greeting and thank you cards and envelopes, three versions of 8.5 x 5.5 postcards, 9 x 12 envelopes, tri-fold brochures, and a 4 x 9 postcard.

c. Contact Eric Samuelson or Judy Morley for more information.

#### V. Writing a Marketing Plan

Marketing is one of those things that many ministers don't have much experience doing. There may also be a perception that marketing is too "sales-y" for our centers, or that our communities don't need to do it because people will find a center based on consciousness rather than advertising. Although it is true that congregants are drawn to a center based on consciousness, there is also no need to "hide our light under a bushel." Centers that create a marketing plan are providing a service to their communities by figuring out ways to bring the teaching of Science of Mind to the greatest number of people.

a. Creating a marketing plan is a simple process that can be done by the minister or any number of groups within a center.

b. Templates for creating a marketing plan are widely available on the internet.

c. International and United Centers for Spiritual Living have created a sample template, as well as guidelines for developing an effective marketing plan, and both are available by contacting Eric Samuelson or Judy Morley.

#### VI. Summary: Policy and Legal Requirements

##### a. Brand Identity Policy Summary

The Center for Spiritual Living plus designator logo must be represented and used as specified in the Brand Identity Manual. This is consistent with all theories of brand recognition and because the logo and the name are trademarked, and we must retain the right to control the quality and nature of the use of these trademarks.

Although we do strongly recommend centers adopt and implement the brand identity materials as developed and created by International Centers for Spiritual Living and United Centers for Spiritual Living, we realize the need for centers to express their own identity in the process. To that end, we are creating materials with built-in flexibility to accommodate this need.

If you have any questions about whether your communications material meets the brand standards, please feel free to run your materials by Eric Samuelson or Judy Morley and they will be glad to help you. We recommend you do this before you produce or print so to be sure that the communication fits the Center for Spiritual Living brand identity.

## b. Legal Requirements

### i. About SOMARK

SOMARK, Inc. is an independent corporation created by United Centers for Spiritual Living and International Centers for Spiritual Living in 2000 as a jointly owned company. The purpose of the company was initially to hold copyrighted and trademarked intellectual property that both organizations used, such as the teaching symbol and the phrase “Science of Mind.”

As the Integration process began to unfold it became apparent that SOMARK, Inc. provided the best legal vehicle to protect our intellectual property. This provides protection for the organizations and the member centers.

SOMARK has invested a significant amount of time and money to develop brand and trademark identities. As part of the brand identities, SOMARK owns certain trademark rights related to the Centers for Spiritual Living, its logo and other identifiers; and also owns certain copyrights to website templates, text, layout and other copyrightable expressions designed.

In balancing its desire to facilitate and share the branding opportunities and protections, and to further allow all the Centers to potentially benefit from the evolving best practices of the collective group, SOMARK has assembled website templates and is making them available to the entire community. We must, however, still work within the legal requirements to control and protect our intellectual property so it can continue to benefit the entire community and to satisfy the lawyers with what we are doing.

### ii. Legal Options

There are different options available to community members. The following summarized each center's individual options and the requirements for each:

1. A center may choose to use or continue to use an unrelated trademark
  - a. Its website content and materials must be consistent with the common teachings; and
  - b. It should ensure that it owns all rights to the trademark(s) and copyrighted material contained therein. In order to accomplish this, it must use the appropriate contract language with its vendors to assure it owns the copyrighted material it assumes it owns; and
  - c. Third party vendors should sign copyright assignment documents.
2. A center may choose to use "Center for Spiritual Living" and/or other SOMARK-owned trademarks and identifiers as part of the individual center's identity
  - a. It must use the trademarks in compliance with the SOMARK Trademark Use Specifications, including Signage, Written materials, Websites, Communications, etc. These specifications can be obtained by contacting Judy Morley or Eric Samuelson.
  - b. It should ensure that it owns all rights to the trademark(s) and copyrighted material contained therein. In order to accomplish this, it must use the appropriate contract language with its vendors to assure it owns the copyrighted material it assumes it owns; and
  - c. Third party vendors should sign copyright assignment documents.
3. A center that additionally chooses to use part or all of a SOMARK provided website template must use that template in accordance with the Website Template Use Specifications. For allowed changes and additions to the SOMARK template, each center should ensure that it owns all rights to any copyrighted material developed on its behalf, including items developed by third-party vendors, employees and non-employees. This will generally require that the third party vendors sign copyright assignment documents.