

UPDATING THE SPHERE TEMPLATE

Our “On A Mission” brand campaign begins January 25, 2016! On the [Brand Center](#), you’ll find plenty of resources, templates, and tools to help you implement the new brand. While we are sticking with our existing web template in Sphere for now, we have some tips and tricks to help you bring it up to speed with the new branding. If you have technical questions, please contact webmaster@ywca.org. To brand questions, contact communications@ywca.org.

1. Update the YWCA logo. We have put together step-by-step instructions to help you to this.
2. Replace the boilerplate above the “donate, act, connect” buttons with the campaign language “YWCA is on a mission to eliminate racism, empower women, stand up for social justice, help families, and strengthen communities.”
3. Make your first slider the mission graphic. [Here is one](#) that is already sized for your convenience. Link this first slider to the [YWCA USA homepage](#) (campaign headquarters!).
4. Update the copy on your website to meet the guidelines outlined in our new [brand book](#). To help you get this done – check out our webinar on [Writing Compelling Web Content](#).
5. To really pull in the look in feel of the new branding, begin following the brand guidelines for photography on your website as well. If you don’t have photos on your website – now is a great time to start!