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To: Kester, Tonykester@aging.sc.gov
Date: 7/7/2016 11:38:05 AM
Subject: New Look. Same Misson.

Dear Friend,

Today we officially unveil our new logo and brand identity, and we wanted you to be the first to know!

View the video below to learn more about our new look:

The new logo and brand identity will appear across our online platforms today, including our website. In addition to the theme updates, we have also launched a series of structural changes and new pages on our website in an effort to simplify messaging and make the site more user-friendly. Highlights include a new [resources page](#), information on our [technical assistance services](#), and [borrower stories](#).

We are very excited to share this news with you and invite you to celebrate with us next Tuesday, July 12th at one of our [open houses](#)! Stop by our Charleston, Spartanburg or Columbia office any time between 9:00am and 1:00pm on Tuesday to see the new look in person and meet and greet with our growing staff.

We can't wait to hear what you think and hope to see you next week!

In Partnership,

The SCCLF Team

Since 2004, we have provided 297 loans for \$27.4 million in financing that facilitated more than \$221.6 million in community development projects; we financed 1,291 housing units, 7 healthy food outlets, 9 community facilities, and 10 community businesses, creating or retaining 2,929 jobs and providing a safe, affordable place to call home for 2,228 individuals and families.

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