



WVFDCOA Member Toolkit: Using the New Association Logos and Best Practices for Web and Social Media

Welcome to the WVFDCOA Member Toolkit!

As part of our exciting rebrand, we've created this toolkit to help you seamlessly integrate our new logo and branding into your materials, website, and social media. Our goal is to ensure a unified and professional appearance across all platforms, enhancing our collective identity and visibility.

1. Downloading the WVFDCOA and WVFT logos

Step-by-Step Guide:

1. Access the Download Link:

[DOWNLOAD HERE](#)

2. Choose the Appropriate File Format:

- For **Print Materials**: Use high-resolution formats such as PNG or EPS.
- For **Web Use**: Use optimized formats such as JPEG or PNG.

2. Updating Your Materials

Business Cards, Letterheads, Brochures, and Other Printed Materials:

1. Replace the Old Logo:

- Ensure that the new logo is prominently displayed on all printed materials.
- Maintain the original aspect ratio and color scheme to preserve brand integrity.

2. Adjust the Design as Needed:

- Ensure the new logo fits well with the existing design elements.
- Avoid stretching or distorting the logo.

3. Print Quality:

- Use high-resolution files to ensure the logo appears crisp and clear.

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3. Updating Your Website

Best Practices for Web Integration:

1. Homepage:

- Place the new logo in a prominent location, such as the header or footer.
- Ensure the logo links back to the WVFDA homepage to enhance user navigation.

2. Consistency:

- Use the new logo consistently across all pages of your website.
- Update any instances of the old logo, including downloadable PDFs or embedded documents.

3. Image Alt Text:

- Add descriptive alt text to the logo image for better accessibility and SEO.
- Example: "West Virginia Funeral Directors & Crematory Operators Association Logo"

4. Responsive Design:

- Ensure the logo displays correctly on all devices (desktop, tablet, mobile).

4. Social Media Best Practices

Enhancing Your Social Media Presence:

1. Profile and Cover Photos:

- Update your profile and cover photos with the new logo.
- Ensure the images are sized correctly for each platform (e.g., Facebook, Twitter, LinkedIn).

2. Post Content:

- Use the new logo in social media graphics, ensuring it is clear and visible.
- Share the announcement of the rebrand with your followers, highlighting the new logo and website.

3. Hashtags and Tags:

- Use relevant hashtags to increase visibility (e.g., #WVFDARebrand, #ModernWVFDA).
- Tag WVFDA in your posts to connect with the broader community.

4. Engagement:

- Encourage your followers to share your posts featuring the new logo.
- Engage with comments and messages to build community around the new brand.

5. Contact for Assistance

If you need any help with the transition or have questions about using the new logo, please do not hesitate to reach out:

Contact Person: Dr. Melissa A. Cyfers

Email: wvfuneral@outlook.com

Phone: 304-345-4711