

CONCEPT TWO

EVOLUTION

REPOSITIONS CENTRAL  
IN A NEW LIGHT, FOCUSING  
ON FUTURE ASPIRATIONS  
AND NEW GROWTH.

A young girl with long, wavy blonde hair and bangs is shown from the chest up. She is wearing dark red-rimmed glasses and has her eyes closed. Her hands are clasped together in front of her mouth, a gesture of prayer or deep concentration. She is wearing a light-colored, possibly white, top. The background is a soft-focus outdoor scene with green foliage and a bright, overexposed area, suggesting a sunny day. The word "GROWING" is overlaid in white, sans-serif capital letters across the lower middle of the image.

GROWING



RELATABLE



DIVERSE



INSPIRING



FAITH IN  
ACTION



APPROACHABLE