

Non-profit Hands Across America needs signature ANIMATED gif for widespread distribution

We are a rebranded non-profit dedicated to fighting hunger & homelessness in the US. Our virtual hand-holding campaign will be launched on May 25th, 2021. We would like to include this design (ANIMATED GIF) in our initial press outreach, as it will be emailed to every donor ahead of our 12/31/2021 virtual event. Donors will be invited to simultaneously post this design on their social media for what is projected to be a nationwide, virtual show of solidarity & dedication to fight poverty.

CONTENT:

- Short **ANIMATED** GIF of two hands reaching and eventually holding/joining hands
- Glowing shape in the background as the two hands collide; may or may not incorporate logo (attached)
- Could be vertical, horizontal, or perspective; simulate/symbolize the viewer "joining hands with the movement"



STYLE:

- Clean, simple, and modern
- Line art concept is great; open to other creative concepts
- White background; brand colors are:
 - White: #FDF9F9
 - Red: #ED2925
 - Blue: #18447D

