



CAPITAL REGION VEGAN NETWORK  
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**FOR IMMEDIATE RELEASE**  
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## CAPITAL REGION VEGAN NETWORK LAUNCHES COMPLETE ORGANIZATIONAL REBRANDING

AREA'S LARGEST VEGAN NONPROFIT DEBUTS UPDATED LOGO AND WEBSITE

**ALBANY, NEW YORK** Capital Region Vegan Network, formerly Albany Vegan Network, announces updated logo and website.

The new logo represents a months-long effort on behalf of Capital Region Vegan Network Board, volunteers, and staff to meet constituent requests for a modernized look and more user-friendly website.

The new logo was designed by local graphic designer Emily Borst. Emily's design incorporates the three pillars of veganism that Capital Region Vegan Network (CRVN) promotes through outreach, education, support, and advocacy; leaves for plant-based foods, a valley representing environmental sustainability, and a rabbit to represent animal rights. Part of the rebranding process includes a new color palette featuring warm, earthy tones drawn from nature.

Capital Region Vegan Network's new website, [www.capitalregionvegannetwork.org](http://www.capitalregionvegannetwork.org) was configured by Taryn Sipperly of Sipperly Graphics. The new website will be a landing place for current members, prospective members, and serve as a resource for veganism to the larger community.

Members of CRVN were treated to a soft reveal of the new logo on January 13, 2019.

Name change and use of the new logo will take effect immediately, including on CRVN's [Twitter](#), [Instagram](#), [LinkedIn](#), and [Facebook](#) pages. All Network emails will continue to maintain [@albanyvegan.org](mailto:@albanyvegan.org) until further notice.

**Capital Region Vegan Network empowers our community to adopt and maintain a vegan lifestyle through outreach, education, support, and advocacy.**