



Emergency
Family
Assistance
Association

BRAND STANDARDS AND GUIDELINES

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MESSAGING

NAME

EFAA (EH-fuh) - Internal audiences (donors, volunteers, participants)

Emergency Family Assistance Association (EFAA) - external audiences

MISSION

EFAA provides stabilizing services, innovative programs, and transformative advocacy to strengthen families and create a thriving community.

VISION

A community where everyone is stable, healthy, and thriving.

TAGLINE

Neighbors helping neighbors

ELEVATOR PITCH

EFAA is building a community where all of our neighbors can meet their basic needs to springboard themselves and their children out of poverty. For over 100 years, EFAA has served as boulder county's safety net, working in collaboration with volunteers, donors, partners, and participants. We ensure our community has access to food, housing, and other resources to move toward financial stability and resilience. When families thrive, our community is stronger.

MESSAGING

VALUES

Being clear on how EFAA as an organization identifies itself serves as a strategic foundation on which all other activities are built. These elements are so intrinsic to the organization that they serve as its “north star” and guide all decision-making. Through careful consideration and thoughtful discussion, EFAA identified and reaffirmed the following core identity elements:

- 1. Community:** We know we’re all in this together. We create warm and inclusive environments, where compassion is an everyday practice and everyone feels like they belong. We focus on partnering with the people we serve and with organizations throughout boulder county and beyond. We honor our connections and aspire to leverage everyone’s contributions for the greater good.
- 2. Resilience:** We know that our participants are capable and powerful. We enhance people’s confidence, agency and sense of self-determination. We serve as both a safety net and a trampoline toward self-sufficiency. We are strengths-based and participant-led, encouraging people to step into their own leadership styles and stories. We believe that our participants are resourceful, and we prioritize dignity and personal choice.
- 3. Innovation:** We know that thinking outside of the box produces transformation. We are willing to be vulnerable with our community and ourselves in order to find creative, inventive and courageous solutions. We share our knowledge and ideas, contributing to shifts in awareness, understanding and action at both individual and systems levels. We see ourselves as leaders in our field, and we are willing to experiment and to be uncomfortable to create lasting change for all.
- 4. Integrity:** We know that respect is the cornerstone of relationships, and we model this throughout our organization. We engender trust by earning it through being reliable, transparent, and true to our word and our values. We honor our community by sincerely doing our best and holding ourselves accountable for our actions.
- 5. Equity:** We know that access to opportunity is a key to success. We celebrate diversity, build pathways for inclusion and seek a community where identity (e.G., Age, class, gender, race, etc.) Does not determine advantage or disadvantage. We make decisions and allocate resources that are responsive to divergent needs. We confront our biases and aim to serve everyone in the most fair and just way. We remove barriers to services so that all community members can experience a healthy and thriving life.
- 6. Impact:** We know that outcomes matter and are meaningful to our community. We succeed when we align individual needs with appropriate services, emphasizing quality over quantity. We are a results-oriented organization that pairs our goals with measurement systems to keep us focused and accountable. We believe that we are most effective when we implement timely evaluation, which informs our services and supports our sustainability.

MESSAGING

AUDIENCE

Who are we talking to in our external communications?

1. Donors
2. Volunteers
3. Participants
4. Issue-curious
5. Local thought leaders/influencers, policy makers, and media
6. Partner agencies

“Volunteer victor” volunteers in the food bank every week.

“Generous Gina”, local boulder donor who has invested significant financial resources in EFAA over the years

“Participant Pam” engages with EFAA services

“Issue Enthusiast Isaias” is passionate about local issues like housing and economic justice

“Journalist Jesse” is a local thought leader and journalist.

MESSAGING

BRAND PERSONALITY

The set of qualities that shapes how people relate to EFAA as a brand

- 1. Neighborly.** EFAA was founded by neighbors helping neighbors more than 100 years ago. Those humble beginnings have carried us through centuries of community service and remain at the heart of what we do. Helpful, welcoming, caring, kind, supportive.
- 2. Knowledgeable.** EFAA is a trusted voice that people in our community turn to for insight about the lived experience of poverty and homelessness. We encourage our audience to deep-dive with us into the problems and solutions related to poverty, recognizing the deep economic and racial inequality that exists in our community. Informed (or aware), educated, curious.
- 3. Empowering.** We believe people should have control over their decisions and resources. We do not take credit for the work a participant does, which is a result of their own grit and determination. We work to eliminate the stigma associated with poverty by building on our participants' strengths. Our program delivery and design is collaborative and seeks direct participant voice. Supportive, celebratory, participant-centered.
- 4. Dependable.** EFAA is a longstanding community fixture that neighbors can turn to in times of need without judgment, time and time again. Consistent, reliable, and trustworthy.

MESSAGING

SOUND BITES

Quick little tidbits to emphasize about EFAA in conversation.

EFAA's longevity in the community, trustworthiness, and stewardship. One of boulder's oldest nonprofits.

EFAA provides food, housing, financial assistance, and other resources

Participants are seen as engaged, having a voice, and co-managing to increase impact, improve programming, and build leadership skills.

Participants are the experts of their own lives and drivers of their own success

Our work depends upon the deep commitment of our donors, volunteers, and partners

EFAA as a local thought-leader on poverty and economic instability in our community

Innovative new programs that seek longer term impact and increase resilience

Responsive to community needs

EFAA provides food and financial assistance to the city of boulder and is the leading provider of housing for families with children experiencing homelessness in boulder county.

MESSAGING

STRENGTHS-BASED GUIDE TO LANGUAGE

Use this:

Strengths-based messaging: messaging that emphasizes the strengths, opportunities, and power of an individual, group, or community. It represents people's assets and aspirations, in a way that feels true and empowering to them. Strengths-based messaging moves away from deficit-framing and the idea that people are "abusing the system", and toward humanizing people. Sometimes we refer to this as "people first language".

Not this:

Stereotype-based messaging: any type of communication that exploits the condition of a group that experiences disadvantages in order to generate the necessary sympathy for increasing support and charitable donations for a cause.

STEREOTYPE	→	STRENGTHS-BASED
Homeless families/people	→	families/people experiencing homelessness
Struggling families	→	families who are working hard to make ends meet
Help	→	support, navigation and resources
Survive	→	getting by
Empower	→	use deliberately. It does convey an inherent power dynamic, but at the same time it reminds us of the responsibility of the power dynamic that does exist in this work.
Us/them	→	we, together
Shelter	→	housing
Client	→	participant
In need	→	experiencing hardship, experiencing challenges, currently in need, seeking support
Undocumented	→	immigrants, regardless of immigration status, immigration status can be a barrier to accessing opportunities, may not qualify based on immigration status
In crisis	→	in need of immediate support, experiencing hardship, in an emergency situation
They need your help	→	together, let's ensure that everyone in our community can be economically stable and resilient.
Shut-ins	→	homebound
Learning loss	→	interrupted learning
Achievement gap	→	opportunity gap

MESSAGING

STRENGTHS-BASED GUIDE TO LANGUAGE

[continued from previous page]

STEREOTYPE	→	STRENGTHS-BASED
At-risk youth/individuals	→	children experiencing homelessness, under-resourced households, households unable to afford services for their children
Low-income individuals/families	→	economically disadvantaged, individuals/families who face barriers to financial security
“Give people a hand up not a handout”	→	this is dated EFAA jargon. Some people will always require basic needs support, and EFAA is happy to offer this support even if the hope of not needing support is never a viable possibility for that individual/household.
We focus primarily on families, seniors, and people with disabilities	→	move away from this. EFAA serves any individual or family seeking support or experiencing hardship. Our intensive programming focuses on families with children.

JARGON REPLACEMENT

JARGON	→	PLAIN LANGUAGE
Case management	→	coaching, navigation, resources, family development coaching, ongoing 1:1 staff support
Stabilizing services	→	safety net, ongoing support (lenora does not like safety net)
Basic needs	→	food, housing, and financial assistance
Stable	→	financially stable (or clarify what you mean by “stable”), economic resilience

MESSAGING

JARGON REPLACEMENT

[continued from previous page]

	JARGON	→	PLAIN LANGUAGE
	Self-sufficient	→	resilient, able to “absorb shocks” or bounce back (not in need of external assistance). Lenora input – we should not use this word at all because many people (such as with disabilities or mental health issues) will never be self-sufficient. Avoid this word altogether
	Family resource center	→	when talking broadly about EFAA to an external audience, focus on how EFAA works within our community to strengthen families rather than talking about EFAA as an frc. Describing EFAA as an frc is helpful in more advanced, technical conversations about how we benchmark our work against a statewide model that includes standards of quality, etc.
	Direct financial assistance	→	financial assistance
	Unduplicated	→	avoid

For the next few terms, you can use the acronym as long as you explain what it is.

	SNAP	→	SNAP (“supplemental nutrition assistance program”), formerly known as food stamps, is a government program that helps people buy the food they need for healthy lives.
	WIC	→	WIC (“special supplemental nutrition program for women, infants, and children”) is another government food assistance program specifically for women, infants, and children under the age of 5..
	TANF	→	TANF (“temporary assistance for needy families”), a government program that provides cash assistance to economically disadvantaged families with dependent children
	Section 8	→	Section 8, the federal housing voucher program for economically disadvantaged families, seniors, and people with disabilities

STYLE GUIDE

LOGO

Whenever possible, the color logo should be used. Some instances may allow for the one color logo to be reversed out of a dark background, as long as there is enough contrast to see the logo clearly.

Please refer to this artwork as the official approved use. Logos should not be distorted, recolored, or altered in any way.

COLOR LOGO



**Emergency
Family
Assistance
Association**

ONE COLOR LOGO



**Emergency
Family
Assistance
Association**

STYLE GUIDE

LOGO: MINIMUM SIZE AND SAFE AREA

The logo must not be reduced beyond the minimum size illustrated here. This ensures legibility at small sizes.

Graphics, typography and illustrations should not enter the clear space around the logo. As shown, the clear area is equal to the width of the EFAA “E”.

MINIMUM SIZE | MAIN LOGO



1.5"

SAFE AREA | MAIN LOGO



STYLE GUIDE

LOGO: MISUSE

The logo must not be altered in any way. Approved uses are shown in this manual. The examples shown here illustrate misuse of the logo.

DO NOT CHANGE LOGO COLOR



DO NOT STRETCH



DO NOT REARRANGE ELEMENTS



DO NOT ADD OR REMOVE ELEMENTS



DO NOT CHANGE LOGO FONT



DO NOT EDIT THE ICON



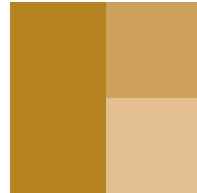
STYLE GUIDE

COLOR

EFAA's primary brand colors are as follows.
Please do not alter or introduce new colors to the logo.

The secondary color should be used to accent or highlight the primary brand colors.

PRIMARY BRAND COLORS



PANTONE 1255
CMYK 30 | 44 | 100 | 8
RGB 174 | 132 | 31
HEX #AE841f



PANTONE PROCESS BLACK
CMYK 0 | 0 | 0 | 100
RGB 35 | 31 | 32
HEX #231F20

SECONDARY BRAND COLOR



PANTONE 563
CMYK 59 | 6 | 36 | 0
RGB 101 | 186 | 175
HEX #67BAAF

STYLE GUIDE

TYPOGRAPHY

The following are the approved fonts, weights and their general uses.

<https://www.google.com/fonts/specimen/Montserrat>

HEADLINE FONT

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SUBHEADING FONT

Georgia
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BODY FONT

Calibri Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

STYLE GUIDE

PHOTOGRAPHY

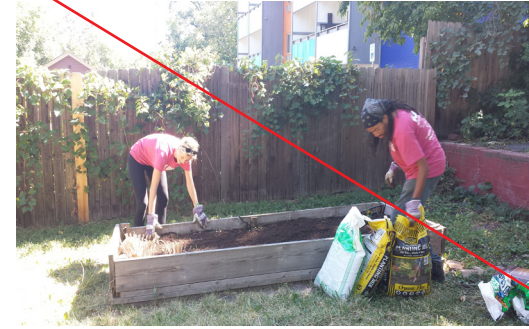
Look and feel: empowering, friendly, action-oriented, bright colors, people interacting, clearly recent

Logistics: high resolution, good lighting, no shadow, standard size

USE THIS: EFFECTIVE LIGHTING



DON'T USE THIS



USE THIS: SHARP FOCUS



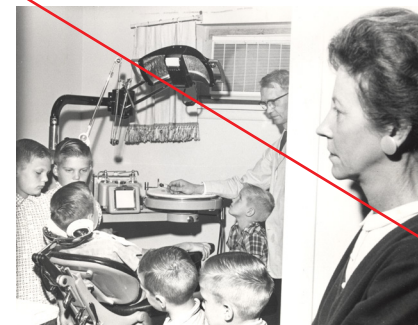
DON'T USE THIS (GRAINY OR PIXELATED)



USE THIS: CURRENT



DON'T USE THIS (OUTDATED)



THANK YOU



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