



EDUCATIONAL  
ALLIANCE

B R A N D   G U I D E



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# Messaging Guidelines



## The Core Narrative

Every brand begins with a story. The core narrative is a jumping-off place to tell your story. It is not the same thing as the history of the organization, but it serves to introduce, position, and define the agency. It speaks to your audiences' shared values, connects your cause to solutions, and highlights the impact of your work. It serves as the foundation for your content, whether the content is a fundraising appeal or a speech.

### Core Narrative:

New Yorkers understand struggle. And New Yorkers understand opportunity. For generations, Lower Manhattan's neighborhoods have attracted people from all over the world seeking promise and transformation. Since 1889, these residents have had a community anchor giving them the tools to overcome struggles and take advantage of opportunities — Educational Alliance (EA).

As one of New York City's original settlement houses, EA was founded to offer educational, social, and cultural services to Jewish immigrants arriving to the Lower East Side. Today, EA is a proudly Jewish institution that partners with different communities throughout Lower Manhattan. We celebrate the individuality every person brings when they walk through our doors because we know that we are all connected, and the diversity of our city is one of its strengths.

Through the work of our community centers, we provide New Yorkers with high-quality, transformational programs that enhance their well-being and socio-economic opportunities. From free meals for older adults to addiction treatment and recovery supports to innovative early childhood education to Jewish cultural and educational events, EA's programs reflect our core belief that everyone in our city should be given the tools to thrive.

Join us as we pave the way for more generations of New Yorkers to flourish – because changing the world starts with your own community. #You belong here.

### Boilerplate Language for Our Centers:

[Insert name of center] is part of Educational Alliance (EA), which brings together diverse communities in Lower Manhattan, offering individuals and families high-quality, multi-generational programs and services that enhance their well-being and socioeconomic opportunities. One of New York City's original settlement houses, EA was founded in 1889 to offer educational, social, and cultural services to Jewish immigrants arriving to the Lower East Side. Today, EA partners with diverse communities throughout Lower Manhattan. Across our network of community centers, we empower people of all backgrounds to flourish, recognizing the intrinsic value of within each individual and the importance of building community. [www.edalliance.org](http://www.edalliance.org).



## Shared Values

What are the values shared by Educational Alliance and its audiences? These values are universal and reflect the beliefs and emotions of your audience.

### Power of Community

- *Educational Alliance believes strong communities can transform lives.*
- *We believe in the transformative power of communities to lift up people of all ages and turn strangers into neighbors.*
- *The diversity of New York City has been its strength throughout its history.*

### Inclusion

- *Everyone belongs here.*
- *You belong here.*
- *While our country faces extreme division, our centers bridge divides and foster unity.*
- *Our community centers are a place where everyone is welcome. A place where community is built. A place where New Yorkers grow.*

### What Educational Alliance Believes

- *New Yorkers deserve quality education, health and wellness services, arts and culture, and civic engagement opportunities.*
- *Changing the world starts within your own community.*

# Challenges & Solutions

## Challenges:

After communicating a value, let people know about the opportunities you see in spite of the factors that threaten or run counter to the value.

## Solutions:

Put Educational Alliance and its mission at the center of the solution. Your audience will be inspired if you can tell them you know what to do.

## Challenges

- For hundreds of years, New York City has been a big, fast-moving place with serious obstacles, especially for newcomers. Despite its proud multicultural identity, the city can feel divided and unwelcoming.
- New Yorkers face tough challenges; many older adults are aging with inadequate support, families are struggling to access quality child care and affordable pre-school, while others urgently need health and rehabilitation services.
- In a city of nearly 9 million people, New York can feel daunting. Isolation as well as job and language barriers make it challenging for residents to adapt to the larger community, raise a family, and achieve their goals.

## Solutions

- For over 135 years, Educational Alliance has remained a constant for the residents of Lower Manhattan in the ever-evolving city of New York.
- We partner with individuals and families to maximize their potential through education, engagement, and community.
- We are a community hub that integrates education, health and wellness, arts and culture, and civic engagement programs to enhance the lives of residents as diverse as the city in which they reside.
- We improve New York City by helping New Yorkers improve themselves. The people we serve are building blocks of this city; when they are strong, we strengthen NYC as a whole.

## Call To Action

What is the listener/reader/viewer to do? This can be as simple as learn more, visit our website, or please write/call/visit your elected officials. Asking for financial support is also a call to action.

- Educational Alliance welcomes all New Yorkers to join us today for a lifetime of community. Visit us at [edalliance.org](http://edalliance.org) or at one of our centers.
- Make a direct impact in your community. Donate to Educational Alliance today and help transform the lives of your fellow New Yorkers.
- Join Educational Alliance and discover your deeper connection with New York.
- Join the Educational Alliance community - because you belong here.

# Brand Guidelines



## Primary Logo

The Educational Alliance logo should primarily be displayed in the dark blue and pink, as depicted here.

In instances of design conflict, alternative color combinations are acceptable, and outlined on the following slides.

### Primary Logo Usage



EDUCATIONAL  
ALLIANCE

## Horizontal Logo

When necessary, the Educational Alliance logo may be displayed horizontally using the dark blue and pink as shown here.

### Horizontal Logo Color Usage



## Single Color Usage

### Logo

#### *Single Color*

When featured against a solid or off-brand color (i.e., when partnering with an outside organization), the Educational Alliance logo may be displayed in white with **all logo elements in the same color**. Varying the opacity of the logo in these circumstances is acceptable.



## Tagline Logo Version

The Educational Alliance tagline can be incorporated with the logo beneath, in either a vertical or horizontal layout.

The tagline should be colored in the dark blue hue.



EDUCATIONAL  
ALLIANCE

You belong here.



EDUCATIONAL  
ALLIANCE

You belong here.



## Logo Usage

### *Do Nots*

In order to maintain distinction and brand integrity, the branding should not be modified outside of the brand guidelines.

#### DO NOT REMOVE/REARRANGE ELEMENTS



#### DO NOT OUTLINE



#### DO NOT STRECH



#### DO NOT CHANGE FONTS



#### DO NOT ADD ELEMENTS



#### DO NOT CHANGE COLORS



# Brand Color System

The Educational Alliance Colors consist of the two primary colors, a dark blue and a muted pink.

The secondary colors, a bright blue and a light beige can be used as accent colors or backgrounds.

Also provided are 4 variants of hues and neutrals based on the main 4 colors, to provide a larger range of options for various design situations.

	PANTONE	CMYK	RGB	HEX	
	2377 XGC	86, 55, 24, 21	55, 80, 107	37506B	PRIMARY
	2375 XGC	15, 52, 2, 0	202, 134, 179	CA86B3	
	297 U	45, 5, 1, 0	131, 203, 242	83CBF2	SECONDARY
	11-0503 TSX Meringue	2,3,10,0	249, 243, 229	F9F3E5	

RGB	HEX	RGB	HEX	HUES + NEUTRALS
121, 138,158	798A9E	188, 230, 255,	BCE6FF	
229, 194, 217	E5C2D9	248, 243, 236	F8F3EC	
229, 194, 217	929291	203, 203, 203	CBCBCB	

# Typography

Educational Alliance's typeface is **Avenir**. All weights and italics of Avenir are acceptable for use across brand materials.

## AVENIR REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%&

## AVENIR ITALICS

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%&*

## AVENIR SEMI BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%&**

## AVENIR BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$\$%&**

## Brand Combinations

### *Using EA Branding with Community Center Branding*

Being a parent brand can be tricky, so we have devised solutions for how to reconcile different brand appearances.

When used in materials produced by the community centers with preexisting branding, the logo should use the **"EA foundation lockup."**

When used for all other programs and centers, the program or center name should be spelled out using the full **"EA brand lockup"**

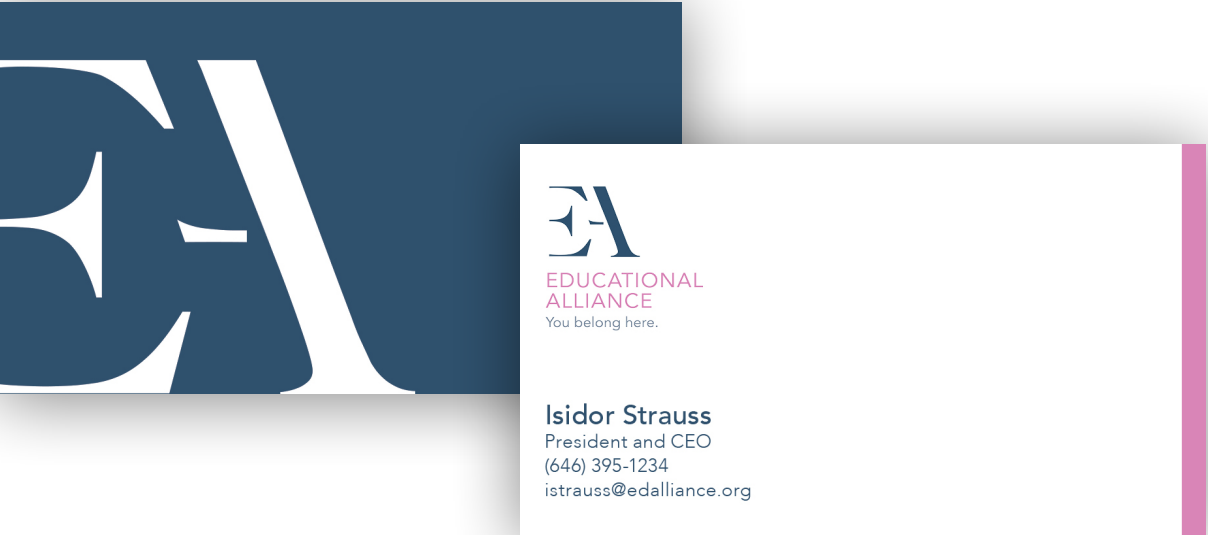
### EA Foundation Lockup:



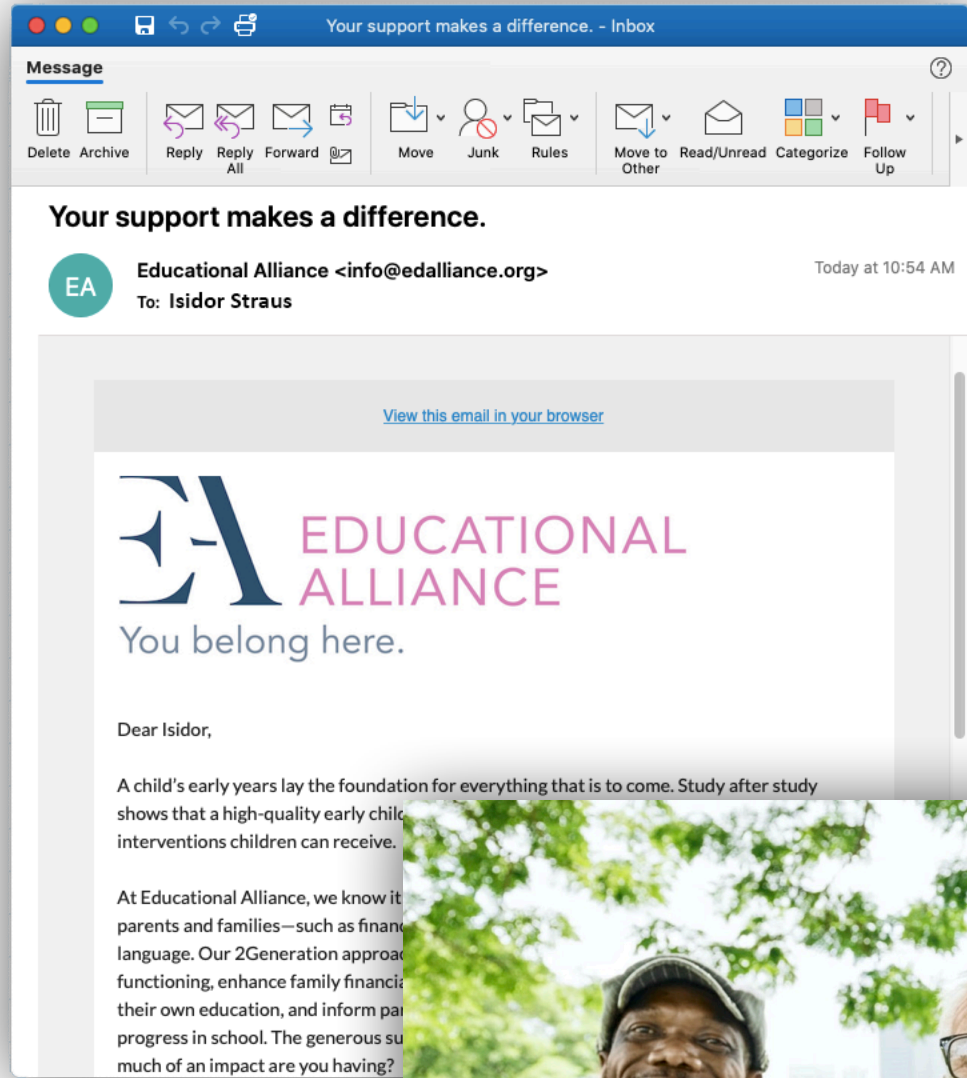
### EA Brand Lockup:



# Letterhead & Business Cards



# Email & Print Usage



## HEADLINE

Subhead

Lorem ipsum dolor sit amet, consectetur adipiscing elit,

- Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.
- Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.
- Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo

*"quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi"*

