# EDUCATIONAL ALLIANCE

BRAND GUIDE

## **Table of Contents**

## **Messaging Guidelines**

The Core Narrative	4
Shared Values	5
Challenges & Solutions	6
Call to Action	7

#### **Brand Guidelines**

Logo	9
Tagline Logo Version	12
Logo Usage Do Nots	13
Brand Colors	14
Typography	15
Brand Combinations	16
Letterhead & Business Cards	17
Email & Print Usage Examples	18



# 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.

#### **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 preschool, 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 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



## 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<br/>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.



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



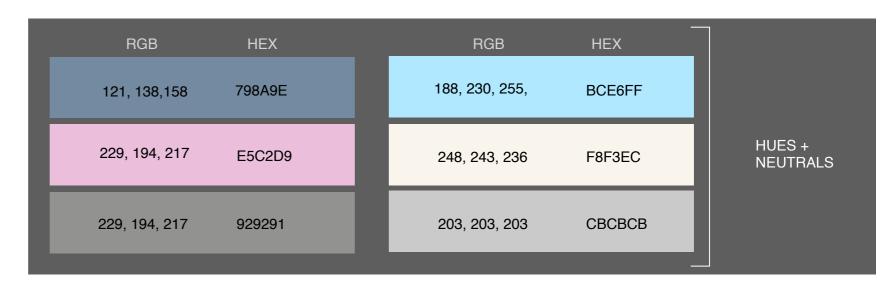
## Brand Color System

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.





## **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



#### **Educational Alliance**

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Aliquam id diam maecenas ultricies mi. Neque ornare aenean euismod elementum. Tempus iaculis urna id volutpat lacus laoreet. Quisque id diam vel quam elementum pulvinar. Nibh tortor id aliquet lectus. Egestas fringilla phasellus faucibus scelerisque eleifend. Diam quis enim lobortis scelerisque fermentum. Pharetra pharetra massa massa ultricies mi. Hendrerit dolor magna eget est lorem ipsum. Tellus cras adipiscing enim eu turpis egestas pretium aenean pharetra. Quisque non tellus orci ac auctor augue. Senectus et netus et malesuada fames ac. Etiam dignissim diam quis enim lobortis. Lectus quam id leo in vitae turpis massa. A diam sollicitudin tempor id eu nisl. Semper quis lectus nulla at. Sagittis orci a scelerisque purus semper eget duis.

Rhoncus est pellentesque elit ullamcorper dignissim cras tincidunt. Vel pharetra vel turpis nunc eget lorem dolor sed viverra. Non odio euismod lacinia at quis risus sed. Elementum eu facilisis sed odio morbi quis commodo odio aenean. Dictum at tempor commodo ullamcorper a lacus vestibulum sed. Risus sed vulputate odio ut enim blandit. Purus viverra accumsan in nisl nisi scelerisque eu ultrices vitae. Aliquam malesuada bibendum arcu vitae. Integer eget aliquet nibh praesent tristique magna sit amet. Pellentesque habitant morbi tristique senectus et netus. Vel fringilla est ullamcorper eget. Nulla malesuada pellentesque elit eget gravida. Suspendisse sed nisi lacus sed viverra. Magnis dis parturient montes nascetur ridiculus mus mauris vitae. Felis eget nunc lobortis mattis aliquam faucibus. Sit amet facilisis magna etiam tempor orci. Adipiscing diam donec adipiscing tristique. Nunc sed augue lacus viverra vitae congue eu consequat ac. Quisque sagittis purus sit amet volutpat consequat mauris.

Adipiscing elit duis tristique sollicitudin nibh sit amet commodo nulla. Facilisi nullam vehicula ipsum a arcu cursus vitae. Ut aliquam purus sit amet luctus venenatis. Enim nulla aliquet portitior lacus luctus accumsan tortor posuere. Et tortor consequat id porta. Turpis massa sed elementum tempus egestas sed. Curabitur gravida arcu ac tortor dignissim. Adipiscing vitae proin sagittis nisl rhoncus mattis rhoncus. Lacus sed turpis tincidunt id. Pellentesque elit eget gravida cum sociis natoque penatibus.

You belong here.

Educational Alliance, 197 East Broadway New York, NY 10002 - Info@fedailliance.org

rit gravida rutrum quisque. Sit amet consectetur adipiscing elit pellentesque morbi. Ullamcorper dignissim cras tincidunt lobortis feugiat. Porttitor leo a icitudin tempor id eu. Non curabitur gravida arcu ac tortor dignissim convallis t. A lacus vestibulum sed arcu non. Fusce ut placerat orci nulla pellentesque enim sit amet. Id semper risus in hendrerit gravida. Vitae tempus quam que nec nam aliquam sem et.

aucibus pulvinar elementum integer. Odio eu feugiat pretium nibh ipsum ıt nisl vel. Sit amet volutpat consequat mauris nunc congue nisi.

ac tincidunt vitae semper quis lectus. In nulla posuere sollicitudin aliquam. quam eleifend mi in nulla posuere sollicitudin. Sodales neque sodales ut rulis urna id volutpat lacus laoreet non curabitur gravida. Ultricies tristique uet enim. Nibh praesent tristique magna sit amet purus. Tristique senectus et nalesuada fames. Proin nibh nisl condimentum id venenatis a. Velit euismod esque massa placerat duis ultricies lacus. Mi sit amet mauris commodo quis t massa. Sem fringilla ut morbi tincidunt augue interdum. Sed id semper risus rrit gravida. Volutpat sed cras omare arcu dui vivamus arcu felis bibendum. am eget felis eget nunc lobortis mattis. Leo duis ut diam quam nulla porttitor. d eu nisl nunc mi ipsum. Nisl purus in mollis nunc.

lisi cras fermentum odio eu feugiat pretium nibh ipsum. Eu nisl nunc mi ipsum vitae aliquet. Donec ac odio tempor orci dapibus ultrices. Sit amet aliquam id acenas. Ut sem nulla pharetra diam sit amet. Bibendum ut tristique et egestas m suspendisse ultrices gravida. Tristique sollicitudin nibh sit amet commodo isi nullam. Nisi vitae suscipit tellus mauris a diam. Id diam maecenas ultricies nauris pharetra et ultrices. Pulvinar sapien et ligula ullamcorper malesuada.

met venenatis urna cursus eget nunc scelerisque viverra. Risus nec feugiat in m posuere urna. Volutpat est velit egestas dui id ornare. Eget duis at tellus at dimentum mattis. Enim praesent elementum facilisis leo vel fringilla est ser eget. Nulla facilisi cras fermentum odio eu feugiat pretium nibh ipsum. Eu mi ipsum faucibus vitae aliquet.





Isidor Strauss

President and CEO (646) 395-1234 istrauss@edalliance.org

# Email & Print Usage

