

National Community Action Partnership

- Toolkit & Style Guide



This updated Community Action Toolkit and Style Guide aims to provide the necessary tools and guidance for Community Action Agencies and State Associations to enhance the national brand and maintain a unified presence across the country. Whether agencies choose to fully adopt the national logo, use logo components or taglines, or maintain a unique local brand, this guide will provide tools necessary to strengthen our network's connection to each other and to our collective audiences across America.

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INTRODUCTION

In 2002, the National Community Action Partnership underwent a major rebranding initiative that brought with it a new name, logo, tagline, and the Promise. Rollout was uneven but many across Community Action Network embraced it, or at least components of it. In recent years, a new push for use of the national brand has taken place, and this updated style guide contains a variety of elements enabling individual agencies to adopt a consistent brand. While the previous style guide contained a lot of “musts,” this style guide embraces the uniqueness of each agency and the modern benefit of encouraging each organization to use the components that have value at the local and state level, and to modify pieces for social media, web communications, and special events.

A brand is more than a logo; ***it is a strategic asset that embodies the mission and values of any organization.*** A strong brand enhances nonprofit mission impact as well as provides clarity to staff, partners, and the community as a whole. Community Action Agencies, staff, and board members across the country are all stakeholders and valuable brand ambassadors. Each person can help the network as a whole maintain an effective brand while gaining national recognition and momentum. At the National Community Action Partnership, we encourage each agency to actively participate and engage their communities to build trust and confidence in our network all while illustrating that we will continue to be good stewards of public funds and care for our neighbors in need.

The network as a whole continues to recognize the need to maintain a consistent brand image. Doing so will increase our national visibility and connect us as a network. However, we understand the need for some agencies to maintain an independent and local brand. In our effort to maintain and strengthen our national brand and connection to each other, this revised Style Guide offers tips, ideas, and suggestions to incorporate the national brand with your own individual imagery.

MISSION, VISION, VALUES, AND PROMISE

In 2018, the Partnership approved a new mission, vision, and value statements. These pieces are available for the Network to use, borrow, or promote as local needs arise.

Mission: To ensure all causes and conditions of poverty are effectively addressed and to strengthen, promote, represent, and serve the Community Action Network.

Vision: To build a nation that creates opportunities for all people to thrive, build strong, resilient communities, and ensure a more equitable society.

Values: Equity, respect, commitment, excellence, hope, community, caring, innovation, opportunity

- We believe all people should be treated with dignity and respect, and recognize that structural race, gender, and other inequities remain barriers that must be addressed.
- We believe that this nation has the capacity and moral obligation to ensure that no one is forced to endure the hardships of poverty.
- We believe that with hope, adequate resources and opportunities, everyone can reach their fullest potential, and we are committed to achieving that vision.

- We pledge ourselves to create an environment that pursues innovation and excellence through multi-sector partnership and collaboration.

The Community Action Promise is probably the most utilized element of the national branding effort. This Promise can be found on websites, business cards, meeting agendas, as well as being posted in agency board rooms and entrances. Some agencies use just a piece of the Promise on materials or as part of a local brand promise.

The Community Action Promise: Community Action changes people’s lives, embodies the spirit of hope, improves communities and makes America a better place to live. We care about the entire community, and we are dedicated to helping people help themselves and each other.

TAGLINES

These taglines are used by many CAAs. While the formal logo contains both lines, many CAAs that use a different logo will include these taglines on websites, t-shirts, business cards, letterhead, etc.

- Helping people. Changing lives.
- America’s Poverty Fighting Network

LOGOS

The “Huggy Heart” logo was adopted by the National Community Action Partnership in 2002 and is still used today at the national, state, and local levels. A second version of the heart was created in 2018 providing additional options for local agencies.

There are many ways for a CAA to use the heart and we welcome your creativity. Some CAAs prefer not to use the Huggy Heart and instead use the text logo only or adopt an individual brand. That’s okay, too! Though we recommend and prefer that all Community Action agencies and associations maintain the national brand, we strongly encourage all members to connect with us in ways that best meet their needs. Some CAAs and State Associations have connected with the national brand by fully adopting the Huggy Heart visuals, others have incorporated the Huggy Heart into an updated color theme or design. Others have incorporated the national color theme into a new logo, or even strategically placed text in marketing materials making their connection to the network.

Below are a few samples of how other CAAs and State Associations across the country incorporated the national brand with slight modifications to meet their needs. Vector and pixel-based logos are available on the Partnership’s website at www.communityactionpartnership.com/branding and are open for use for all Partnership members.

If you have a high res version of a modified heart that you’d like to share, send it along!



WEBSITE

Whether or not you are using the national brand it is vital that our network maintain our connection. To do that, we request that all Community Action Agencies and State Association members of the National Community Action Partnership visually connect with the Partnership on their website and other media outreach where possible. Suggestions include adding the national brand logo to your agencies' website footer and/or homepage and adding text to build the connection. This is especially important for agencies that do not have "Community Action" in their organizational name. Adding links to the Partnership, your state association, and other national CAA partners also strengthens our connection as a network illustrating that we are "1000 Strong."

- XYZ Community Action Agency is a member of the Community Action Partnership, which is the national hub that links the nation's 1,000+ local Community Action Agencies and State Associations to each other and to leaders looking for solutions that connect families to great opportunity.
- We are a proud member of the National Community Action Partnership
- A Community Action Agency

FONTS

The Community Action logo, which includes the “huggy heart,” will maintain the original Formata font. To simplify and reduce costs, we are suggesting new fonts—which are free, open source, and readily available—for use in new materials as follows. The fonts suggested are also available in common and popular design programs including Adobe and Canva.

- Headings:
 - **OSWALD BOLD**
 - To be used for headings and titles. The font can be used in ALL CAPS or standard case. (available here: <https://www.fontsquirrel.com/fonts/oswald>)
- Subheadings:
 - Century Gothic
 - Subheading and other text needs. (available here: <https://www.wfonts.com/font/century-gothic>)
- Body:
 - Arial
 - To be used for body text. (standard font available on most platforms)

COLORS

The colors suggested in this toolkit include the original color palette released in 2002. The recommendations provided in this guide are not required. Secondary colors are also optional and based on agency preference. It is also suggested that each agency check with their printer(s) as settings may differ causing variations in color outputs. Digital codes may differ significantly from Pantone codes based on the print material.

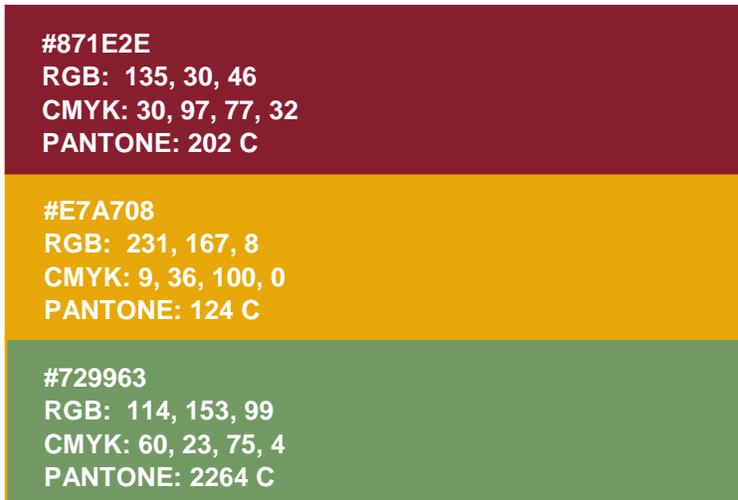
If additional colors or shades are needed or desired for your unique design needs, it is suggested that value increments be reduced or increased by 20% for each color. A full color palette is available on the Partnership’s website: www.communityactionpartnership.com.

Original Colors:

CMYK: 100, 45, 0, 37
 RGB: 0, 82, 136
 HEX: #006699
 PANTONE: 2955 U

CMYK: 0, 100, 43, 18
 RGB: 200, 4, 82
 HEX: #CC0066
 PANTONE: 207 CVU

Additional Colors:



SOCIAL MEDIA

The Partnership has embraced social media to share the message of Community Action. By using hashtags, we can connect audiences with other Community Action Agencies, share the story of our network, and illustrate what makes our network special: that each Community Action Agency is unique and focuses on the needs of their unique and local community.

Hashtags include:

- #BeCommunityAction
- #1000Strong
- #CommunityAction
- #CSBGWorks

Campaigns will vary and may include additional hashtags as appropriate including special hashtags each May during Community Action Month and other commemorative celebrations. To stay up-to-date on national campaigns, subscribe to the Partnership's weekly eNews and follow us on [Facebook](#), [Twitter](#), [LinkedIn](#), [Instagram](#), and [YouTube](#). You can also follow the Partnership's CEO, Denise Harlow, on [Twitter](#).

MESSAGING

About Us

The Need	<p>America was built on the promise that every family should have opportunity for success. Yet, today’s uneven economy has put a good quality of life out of reach for too many Americans. National, state, and local responses will be more effective when we tap into the proven expertise of local agencies with real-life experience helping families succeed.</p>
How XYZ Agency Addresses the Need	<p>The XYZ Agency is a local nonprofit/public agency that creates opportunities to connect neighbors in need with resources that stabilize and improve lives and communities. This includes:</p> <ul style="list-style-type: none"> • <u>Stabilizing families:</u> Families whose basic needs are met are more likely to be successful in planning and meeting their long-term goals to become self-sufficiency. • <u>Improving Lives:</u> Our programs help neighbors develop and work toward goals such as education, workforce preparation and training, housing, whole-family development, • <u>Community Change:</u> XYZ Agency works with our local, state, and nationwide agencies throughout and beyond our Network to pursue community-wide solutions to barriers holding families back from success, including through community and economic development and Racial Equity programs •
Vision	<p>The nation’s Community Action Agencies embody our nation’s spirit of hope, change people’s lives, and improve communities. When national, state and local leaders tap into these agencies’ experience, they can promote workable solutions that connect more families to opportunity – and make America a better place to live for everyone.</p>

MESSAGING

The Network

The Need	<p>Whether our neighbors are experiencing a temporary set back from an event like Hurricane Harvey or have been priced out of affordable housing– too many people struggle to achieve a good quality of life. Despite America’s economic recovery, 43 million of us are still living in poverty, and even more are just one missed paycheck away from hardship. Everyone should be able to take care of their families and have an equal opportunity at success.</p>
How XYZ Agency Addresses the Need	<p>The nation’s 1,000-plus Community Action Agencies are a robust, state and local force – reaching children and families in 99% of America’s counties with life-changing services that create pathways to prosperity. These Agencies:</p> <ul style="list-style-type: none"> • Connect individuals and families to approaches that help them succeed – including quality education programs for children, job retraining for adults, stable and affordable housing for families, utility assistance for seniors, and so much more. • Promote community-wide solutions to seemingly stubborn challenges throughout our cities, suburbs, and in rural areas – whether it’s the lack of affordable housing or the need to promote economic growth that benefits all families. • Share expertise with national, state, and local leaders looking for evidence on what works to promote greater economic opportunity for children and families. <p>Community Action Agencies are locally run but receive a range of public and private resources for their work. This includes funding from the federal Community Services Block Grant – America’s commitment to putting tax dollars back into communities to strengthen the economic security of families. Community Action Agencies have the expertise and dedication it takes to serve families and communities best.</p>
Vision	<p>America’s Community Action Agencies connect millions of children and families to greater opportunity, transforming their lives and making our communities – and our nation – stronger. By focusing on a range of community challenges, Community Action works to ignite economic growth and ensure all families can benefit. Across the country, Community Action Agencies are the nation’s eyes and ears about what’s getting in the way of a family’s economic stability and what’s working to help them succeed.</p>