



ESTHER FUNDS FOUNDATION:

Official Brand Guidelines

“Every Future Fulfilled.”

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Brand Introduction: The Birth of a Movement

Esther Funds Foundation (EFF) was born out of a burden—one placed deeply on the heart of its founder to stand in the gap for students facing impossible odds. In 2023, amidst spiritual reflection and student leadership at Florida A&M University, what began as a vision rooted in the Book of Esther—“*for such a time as this*”—quickly became a national movement.

By 2024, EFF was officially founded as a Christ-centered nonprofit ministry with a focused mission: to **prevent college dropouts** by addressing the real-life, real-time needs of students—especially those who are first-generation, low-income, or systemically overlooked.

What started with a prayer, a few volunteers, and a handful of students has now expanded into a growing network of collegiate chapters, national ambassadors, emergency aid initiatives, and faith-based support systems. Students across the Southeast and beyond are now being equipped not just to survive college, but to finish boldly—with faith, purpose, and the tools they need to graduate.

EFF’s brand is more than visuals. It’s a calling. It reflects the identity of a generation committed to completion. With every logo, flyer, t-shirt, and post—we declare:

Every Future Fulfilled.

As we grow, our brand must remain consistent, honorable, and unmistakably mission-driven. This Brand Guidelines Document will ensure every chapter, ambassador, and partner represents EFF with excellence and integrity—visually, spiritually, and culturally.



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Our Identity, Our Assignment

Esther Funds Foundation is a **Christ-centered educational equity movement** built to prevent college dropouts and break generational cycles of poverty through faith, access, and higher education. Inspired by the biblical story of Esther, our brand stands for bold advocacy, student empowerment, and divine purpose in academic spaces. We represent the student who was overlooked, the leader who almost gave up, and the future that deserves to be fulfilled. Our identity is expressed through **Royal Purple**, symbolizing royalty, change, and the story of Esther, and **Pure White**, representing the Holy Spirit, divine direction, and spiritual integrity. Every part of our brand—from our shield to our slogan—reflects our commitment to students who are walking through the fire, but finishing strong.

EFF is not just a nonprofit. It's a Kingdom assignment.

Brand Vision

To build a future where **every first-generation, low-income, and underrepresented college students graduates with purpose, faith, and financial stability**, equipped to lead in every sector of society.

We envision a world where underrepresented students are **economically empowered, spiritually grounded, and academically completed**—ending cycles of dropout, poverty, and silence.

Brand Mission

We exist to **prevent college dropouts** by equipping students with the **support, faith-based mentorship, academic tools, leadership training, and community they need** to stay in school and graduate.

Brand Principles

Our brand is guided by the following foundational principles:

Christ-Centered Always	Clarity & Consistency	Equity in Action
Jesus is at the center of our mission. Our language, leadership, and visuals must reflect humility, faith, and spiritual integrity. We combine powerful spiritual leadership with high-level professionalism, branding, and data-driven impact.	We use our brand consistently across all platforms—from Instagram posts to induction ceremonies—to maintain trust and recognition.	We never exploit, shame, or pity students. We honor their journey, elevate their testimony, and protect their identity with excellence. We reflect the diversity of our students and uphold justice, access, and opportunity in all our messaging and services.



Brand Voice

The voice of **Esther Funds Foundation (EFF)** is more than just how we speak—it reflects who we are. We are **faithful, bold, compassionate, and purpose-driven**, speaking directly to students who are fighting to stay in school, walk in purpose, and break generational cycles through Christ. Every word—spoken or written—should uplift, educate, protect, and empower.

EFF’s voice should always reflect the values of our foundation: **honor, excellence, spiritual integrity, leadership, and equity**. Whether we are speaking to students, donors, advisors, or social media followers, our tone must blend professionalism with warmth and faith.

Tone and Style

- **Encouraging, not performative**
- **Confident, not arrogant**
- **Christ-centered, not preachy**
- **Professional, not robotic**
- **Inclusive, not tokenizing**
- **Empowering, not pity-based**

Faith Integration

EFF is a ministry. We incorporate prayer, scripture, and spiritual encouragement throughout our communications. Our brand language should reflect spiritual truth without judgment, and faith should be woven in with wisdom and care.

Example:

✗ “You need to pray harder if you want to succeed.”

✓ “We believe in praying through challenges and trusting that God equips those He calls. You're not alone.”

Inclusive Language

EFF serves **all students**, regardless of race, background, gender, or denomination. Our language must reflect *equity and dignity* at all times. We never assume someone's story—we invite them to share it. We speak **to students, not at them**, and we never use messaging that reinforces shame, trauma, or exclusion.

✓ Use: “First-generation students,” “students of color,” “students from low-income backgrounds,” “faith-based support,” “we,” “our community”

✗ Avoid: “At-risk,” “uneducated,” “underprivileged,” “you people,” “dropouts,” “they need saving”

Do's	Don'ts
<ul style="list-style-type: none">• Use clear, respectful, and professional language.• Speak from a place of humility and truth.• Incorporate scripture and prayer when appropriate.• Encourage students through affirmations and facts.• Use people-first language (e.g., “students navigating hardship”).• Celebrate diversity and use accurate, inclusive terminology• Redirect questions and concerns with care and transparency.• Use approved branding, hashtags, and national messages.	<ul style="list-style-type: none">• Use slang, sarcasm, gossip, or passive-aggressive tone.• Speak from ego, superiority, or shame.• Over-spiritualize hardship or force religious language on others.• Exaggerate, use trauma for impact, or make false promises.• Define people by their circumstances (e.g., “poor kids”).• Use divisive, stereotypical, or coded language.• Ignore or argue online, especially in public comment sections.• Go off-script or post personal opinions under EFF branding.



Brand Typography

Typography is one of the most recognizable parts of our brand identity. It must communicate clarity, purpose, and spiritual strength while remaining accessible to students, donors, and campus partners across digital and print platforms.

<div><div>Main Font</div><div>For Headers</div><div>League Spartan</div></div>	<div>Aa</div>	<div>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</div> <div>1 2 3 4 5 6 7 8 9 0</div>
<div><div>Alternative Font</div><div>For Subheaders</div><div>Libre Baskerville</div></div>	<div>Aa</div>	<div>Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz</div> <div>1 2 3 4 5 6 7 8 9 0</div>

Font Overview and Hierarchy

<div>Font Pairing</div>	<div><div>Primary Font: League Spartan</div><div>A bold, geometric sans-serif font that commands attention and speaks to our strength as a movement. Used for:<ul style="list-style-type: none">Titles and main headersEvent announcementsBold calls to action (e.g., “Every Future Fulfilled”)Flyers and campaign visuals</div><div><div>Secondary Font: Libre Baskerville</div><div>A classic serif font that adds warmth, wisdom, and credibility. Used for:<ul style="list-style-type: none">Body text in printed materials or blog-style resourcesPull quotes and devotionalsScriptural references or reflective contentLong-form writing like guides, manuals, and training slides</div><div><div>Tone it conveys:</div><div>Faithful, thoughtful, grounded</div></div></div></div>
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Font Use	Font	Weight/Style	Use Case
H1 – Main Header	League Spartan	Bold / All Caps	Website banners, campaign posters, title slides
H2 – Subheader	League Spartan	Regular or Bold	Flyer sections, program titles, social carousels
H3 – Accent Text	Fira Sans Regular	Regular	Subtitles, FAQs, minor labels or forms
Body Text	Libre Baskerville	Regular	Documents, manuals, paragraphs, devotionals
Quotes/Scripture	Libre Baskerville	Italic	Pull quotes, captions, verse callouts



Brand Logo

The official **Esther Funds Foundation** logo is a powerful representation of our mission to protect, equip, and guide students through higher education with the help of Christ. Designed in a **royal purple tone**, our logo is more than aesthetic—it's an emblem of **spiritual leadership, academic empowerment, and generational transformation**.

Each element of the logo reflects a core aspect of the EFF identity:

- **The Open Hands:** Represent covering, protection, and servant leadership. EFF exists to *hold students up* as they walk through college and life.
- **The Arch (Crescent):** Symbolizes the divine presence of God and the covering of the Holy Spirit over every student's journey.
- **The Graduation Cap & Diploma:** Speak directly to our mission of **college completion** and the value of education as a tool for deliverance and legacy.

- **The Laurel Wreath:** Represents victory, academic achievement, and the crowning of students who push past adversity.
- **The Dove:** A sacred representation of the **Holy Spirit**, divine guidance, and peace.
- **The Tagline: “Every Future Fulfilled”:** A prophetic declaration of our brand’s purpose—**not one future left behind.**

Logo Formats & File Types

EFF’s logo may appear in the following formats:

- **Full Color (Purple on White)** – Primary and preferred version.
- **White on Purple** – For dark backgrounds and professional wear (e.g., polos, banners).
- **Transparent PNG** – For presentations, websites, and flyers.
- **Monochrome** – Reserved for black-and-white printing and select merchandise.

Logo Use Guidelines

✔ Approved	✗ Prohibited
Use only official logo files from HQ	Do not stretch, recolor, or distort the logo
Center or top-align the logo on flyers, docs	Do not crop or rotate logo elements
Use transparent version on light/dark backgrounds as needed	Do not add shadows, outlines, or third-party icons
Maintain clear space around the logo	Do not layer other graphics over the logo
Get approval for flyers, events, shirts, or merchandise	Do not repurpose the logo for other brands or clubs

Logo Placement Examples

Use Case	Placement
Social Media Profile Picture	Centered, high-resolution
Event Flyers	Top center or top left
Certificates & Manuals	Top center with ample padding
Branded Merchandise (e.g., shirts)	Chest or center placement, 3–4 inches wide
Website Header/Footer	Top left or centered

Logo Variations

Main Logo

Secondary Logo





Logo Best Practices



For dark backgrounds, use the whiteout version of the logo.

Collegiate Chapter Logos

Chapter Identity. Unified Branding.

To ensure clarity, consistency, and organizational unity, **all Esther Funds Foundation collegiate chapters must use their assigned chapter-specific logo** when creating chapter-level materials. These logos are adapted from the official EFF national logo and feature the **EFF dove symbol** alongside the chapter's university or college name.

This structure allows each chapter to have its own identity while remaining rooted in the national brand.

Structure & Format

Each collegiate logo follows this standardized format:



These logos are created and issued by **National Headquarters only** and must not be recreated, modified, or stylized by local chapter leaders.

✓ Allowed	✗ Not Allowed
Use your chapter-specific logo on flyers, posts, and presentations	Do not use the national EFF logo on chapter-only flyers
Place the chapter logo at the top of all event promotions	Do not crop out or alter the dove symbol
Include full chapter name in the logo text	Do not abbreviate your school name without approval
Request updated logos if your chapter name changes	Do not create your own graphic version of the chapter logo

Important Notes

- **All chapter flyers must include the chapter-specific logo only.**
Do **not use the national EFF crest or shield logo** on chapter flyers, graphics, or social media unless the flyer represents a **national campaign or national initiative** (e.g., “Drip Don’t Drop” or Founders Week).
- **Each chapter is responsible for using their assigned logo** in all public-facing communications, including:

- Social media posts
- Event flyers
- Presentations
- Interest meetings
- Induction ceremonies
- Branded documents or slide decks
- **Chapters may not customize the dove, hands, or add university mascots, extra colors, or unrelated icons.** All modifications must be approved by National HQ.



Brand Colors

Main Corporate Colors

Display the trademark colors of the brand and the exact values for it for easier reference.

Hex Code #660080	Hex Code #7c309c	Hex Code #9300ab	Hex Code #ffffff
COLOR: ROYAL PURPLE	COLOR: PURPLE	COLOR: PURPLE	COLOR: WHITE

Secondary Colors

Hex Code #fff6ea
COLOR: OFF WHITE

Accessible Color Pairings

These are the suggested color pairings for texts and respective background colors.

Color Pairing 1

This is a sample text to show accessible color pairings with backgrounds.

This is a sample text to show accessible color pairings with backgrounds.

Color Pairing 2

Another sample for accessible pairing.

Another sample for accessible pairing.

Color Pairing 3

Another sample for accessible pairing.

Another sample for accessible pairing.

07

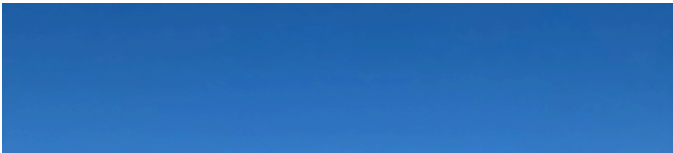
Photography and Videography

Brand-appropriate Images



Brand-appropriate Videos





Brand Gear



Brand Protection & Enforcement

EFF Is a Legally Trademarked Brand

Esther Funds Foundation is a **registered and legally protected trademark**. All logos, names, visual assets, and brand language are the exclusive intellectual property of EFF National Headquarters. Any misuse, unauthorized replication, or unapproved merchandising is a **violation of federal trademark law** and will be met with **immediate legal action**.

Strict Merchandise Policy

No chapter, student, leader, or partner may create, sell, or distribute merchandise with the EFF name, logo, or likeness without written approval from National Headquarters.

This includes but is not limited to:

- T-shirts
- Hoodies
- Wristbands
- Mugs
- Flyers or banners with the logo for resale
- Any product containing “Esther Funds Foundation,” “EFF,” or the EFF dove/shield/hand symbols

⚠️ Violation Consequences:

Anyone caught producing or selling unapproved EFF merchandise—whether online, on campus, or in private group chats—will be issued an immediate **cease-and-desist order** and may be subject to:

- Permanent removal from Esther Funds Foundation
- Chapter suspension
- Campus reporting
- Civil legal action and financial penalties

Flyer and Branding Restrictions

All **flyers, presentations, social media posts, and branded graphics must be created by authorized leaders** (e.g., chapter executive board, official ambassadors, national media team). Chapters **may not use Canva templates, logos, or design materials from past semesters or other chapters without approval.**

National flyers and logos are not to be used for local events.

Chapters must use their **chapter-specific logo** for all event promotions. Unauthorized use of the national logo on local flyers is prohibited.

No Remixing, No Freelancing, No Counterfeits

EFF branding may **not be customized, stylized, recolored, renamed, or repurposed** for any side project, student club, scholarship group, or alternate faith-based movement.

This includes:

- Making your own version of the logo
- Changing the font, dove, or color scheme
- Using EFF's identity under another name (e.g., "Esther Movement," "EFF Youth," etc.)

This is considered **brand tampering** and will result in immediate review by National Headquarters.

Questions or Branding Approvals?

All questions, design approvals, logo requests, and clarification on what's allowed must be directed to:

✉ info@estherfundsfoundation.org

Subject: **Branding Guidelines / Approval Request**

Remember:

This isn't just a brand. It's a legally protected movement covered by prayer, strategy, and trademark law.

Protect the brand. Honor the mission. **No exceptions.**