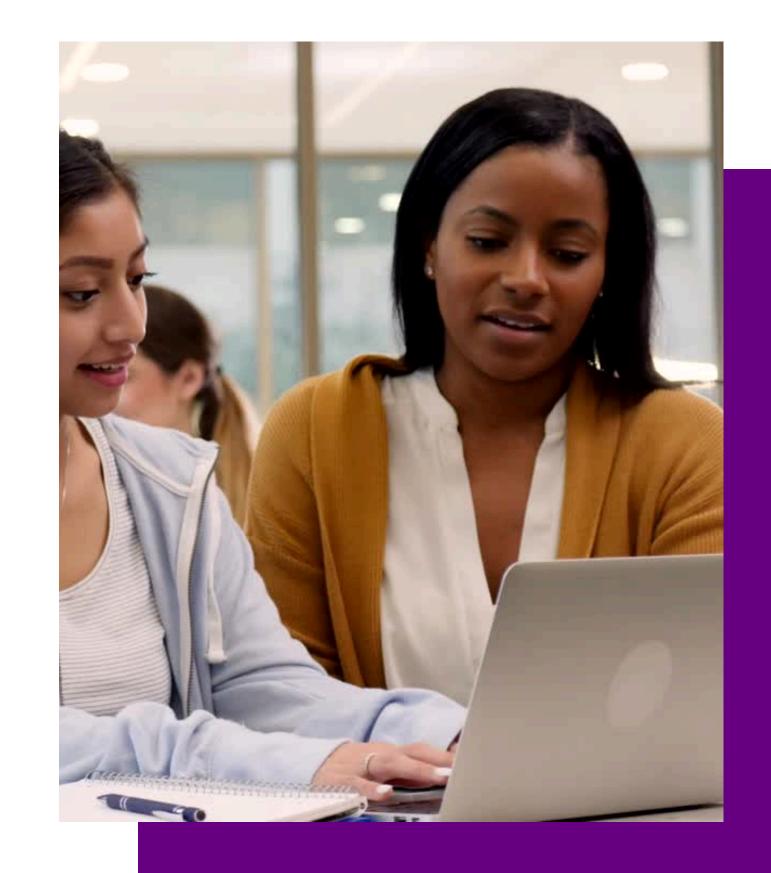
Esther Funds Foundation Branding, Social Media, & Merch Guidelines

Protecting the Mission. Honoring the Brand.



Why This Matters

- EFF is a legally trademarked nonprofit.
- Every flyer, post, or shirt reflects our identity.
- Misuse can damage our reputation or cause legal issues.
- We're not just a brand—we're a ministry.





Logo Do's

- Use the chapter-specific logo on all flyers
- Get all flyers approved by HQ before posting
- ✓ Use only official logo files—no recreations
- ✓ Keep it clean, centered, and professional

Logo Don'ts



- X Do not use the national shield logo on chapter flyers
- X No cropping, recoloring, or altering logos
- X No remixing with mascots, other orgs' logos, etc.
- X Don't use old Canva templates without approval



Social Media Etiquette

- Post faith-centered, uplifting, and professional content
- Maintain an active presence (2 posts/month minimum)
- Respond to DMs with kindness and professionalism
- Only media team or e-board may post on chapter page



WHAT NOT TO POST

- Profanity or suggestive captions
- X Party culture or substance use
- X Inappropriate memes or song lyrics
- X Vague shade, subtweets, or inside drama
- X Unapproved collaborations or giveaways



MERCH & FUNDRAISING RULES

- No one may create or sell merch for EFF without approval
 - This includes t-shirts, wristbands, hoodies, mugs, etc.
 - Unauthorized merch = permanent removal & legal action

Email

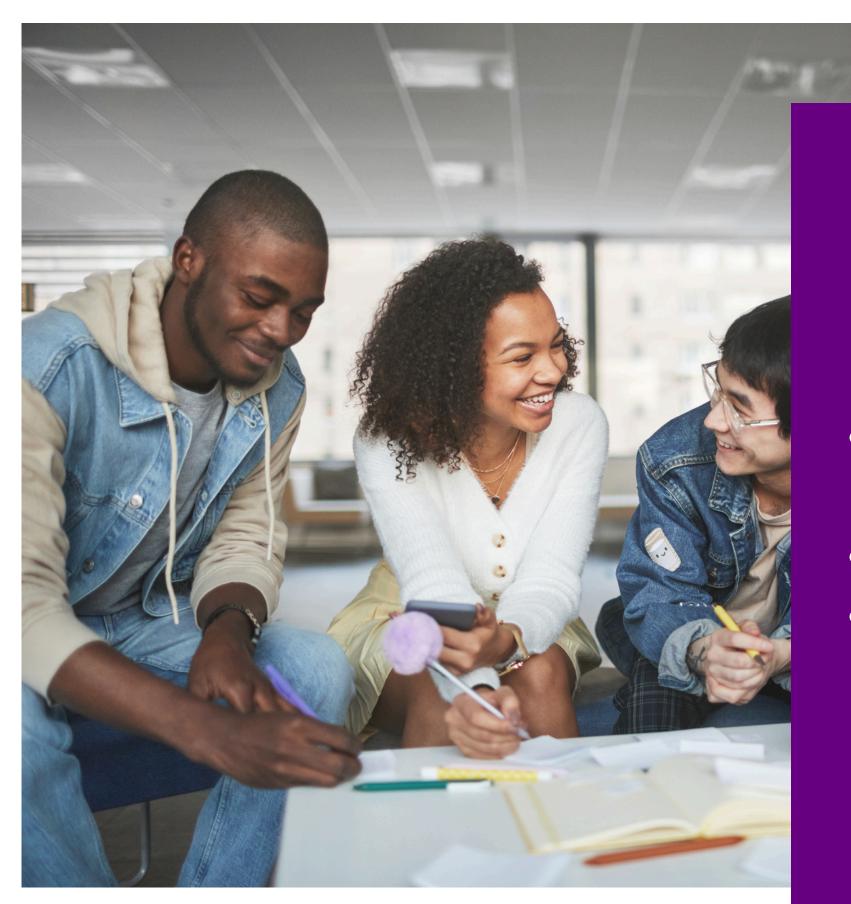
info@estherfundsfoundation.org for approvals



MUSIC & LANGUAGE ON FLYERS

- ✓ Uplifting, Christ-centered, or neutral tones
 - X No explicit music or lyrics on promoreels
- X Avoid slang like "baddies," "trap," "turn up," etc.

Stick to our mission: faith, advocacy, student success



ASK BEFORE YOU ACT

- Confused about a logo, post, or song choice?
- Want to collab or post a flyer?
- Just ask: info@estherfundsfoundation.org

Final Reminder

- THIS BRAND IS ANOINTED, PROTECTED, AND SERIOUS.
- WE ARE HERE TO REPRESENT CHRIST, PROTECT STUDENTS, AND PREVENT COLLEGE DROPOUTS—
- WITH INTEGRITY, FAITH, AND EXCELLENCE.

