

MAY 2025

# 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



- ✗ Do not use the national shield logo on chapter flyers
- ✗ No cropping, recoloring, or altering logos
- ✗ No remixing with mascots, other orgs' logos, etc.
- ✗ 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
- ✗ Party culture or substance use
- ✗ Inappropriate memes or song lyrics
- ✗ Vague shade, subtweets, or inside drama
- ✗ 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](mailto:info@estherfundsfoundation.org) for  
approvals





## MUSIC & LANGUAGE ON FLYERS

- ✓ Uplifting, Christ-centered, or neutral tones
- ✗ No explicit music or lyrics on promo reels
- ✗ 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](mailto: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.

