**Esther Funds Foundation, INC**

**Mini Branding & Marketing Handbook**
*"Every Future Fulfilled.*

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Welcome to the Esther Funds Foundation (EFF) National Branding and Marketing Handbook for 2025. This is the highest-level guide that governs how EFF is visually, verbally, and publicly represented across all platforms — from social media to merchandise to public relations.

This document ensures that all chapters, ambassadors, designers, content creators, and partners reflect the same excellence and mission that drives EFF: **preventing college dropouts and empowering students to fulfill their God-given future**.

Our brand is a testimony. It must be unified, clean, Christ-centered, and inspiring. Let this handbook serve as your compass.

**Core Brand Identity**

**Colors**

* **Royal Purple (#60269E):** Power, purpose, and spiritual royalty
* **White (#FFFFFF):** Purity, hope, and new beginnings
* **Accent (Use Sparingly):** Soft gold, gray, or beige for elegance and warmth

These colors should dominate flyers, merchandise, headers, backgrounds, and promotional designs.

**Logos and Shields**

EFF has two official logos:

1. **The Shield Logo (Official Emblem)**
	* Reserved for: certificates, official documents, press releases, onboarding packets, headquarters communication
	* Placement: Top center or upper left corner only
	* **Must not be altered, distorted, recolored, or overlaid with text**
2. **The Casual Logo (Community Emblem)**
	* Used for: chapter flyers, social media, merchandise, event posts, giveaways, and day-to-day outreach
	* Can be placed freely but must not be stretched, pixelated, or distorted

**Correct Logo Use:**

* Must have adequate spacing around all edges
* Use high-resolution files
* Background should not conflict with logo visibility

**Incorrect Logo Use:**

* Never use transparent logos on complex images
* Do not warp, rotate, or recolor the logos
* Logos may not appear on inappropriate or off-brand items

**Fonts**

* **Primary Headlines:** Playfair Display, Montserrat Bold
* **Body Copy:** Open Sans, Montserrat Regular
* **For Merch:** Montserrat or other bold, legible fonts only

Avoid using fonts that are:

* Handwritten or script-heavy
* Difficult to read or overly playful

**Voice & Tone**

* **Faith-Based:** Scripture-rooted, God-honoring
* **Professional:** Clear, educated, and structured
* **Empowering:** Focused on hope, leadership, and purpose
* **Warm & Wise:** Friendly but mission-driven, never shallow

**Social Media Guidelines**

**Posting Style**

* Stick to royal purple and white for templates
* Include logo or @estherfundsfoundation or chapter names handle on every graphic
* All content must speak to students, donors, and the community

**Content Types to Include**

* Student Spotlights
* Scripture Sundays
* Behind-the-Scenes (Leadership, Service, Training)
* Emergency Aid & Ambassador Program Highlights
* Inspirational statistics or facts

**Captions**

* Use short paragraphs (2-3 lines max)
* Always close with a call to action or reflective line
* Avoid slang or emojis unless part of a casual series (like “Little Miss Finals”)

**Examples:**

* “God’s grace covers every assignment. Trust Him through your finals. #ScriptureSunday”
* “You were called for this. Don’t let hardship take you out. Let us help. @estherfundsfoundation”

**Handling DMs**

* Response time: 24–48 hours
* Always professional: “Hi, thank you for reaching out!”
* Escalate any signs of distress, crisis, or confusion to HQ immediately

**What Not to Post**

* Personal grievances or organizational conflicts
* Poorly designed or blurry graphics
* Any political stance not directly tied to educational equity
* Unauthorized uses of EFF branding by third parties

**Flyers & Promotional Materials**

**Must-Have Elements**

* EFF Casual Logo
* Title of Event or Topic
* Date, Time, Location
* Instagram Handle or Website
* “Every Future Fulfilled” slogan (when space allows)
* Purple and white dominant color scheme

**Types of Flyers**

* **Informational:** Workshop details, program highlights
* **Membership:** Clear and exciting “Join Us” designs
* **Fundraisers:** Include impact language and scholarship tie-ins

**Design Standards**

* One or two fonts max
* Use grid layout — avoid cramming
* Provide breathing room around logos and headers

**Merchandise Guidelines**

**Approved Merchandise**

* Polo shirts, t-shirts, hoodies, tote bags, wristbands, tablecloths
* All products must align with EFF color scheme and branding

**Design Requirements**

* Must include one of the two logos
* Only use approved fonts
* No designs that conflict with Christian values or EFF's mission

**DO:**

* Print “Every Future Fulfilled” on merchandise
* Use shirts to promote events (i.e., “Drop Buckets Not Out” campaign)

**DON’T:**

* Print logos near inappropriate areas (e.g., pants backsides)
* Use logos without HQ approval for outside vendor printing

**Vendor Requirements:**

* Must use approved logos and branding
* Must sign a Vendor Compliance Agreement with EFF

**Public Relations & Marketing**

**Representing EFF in Public**

* Be polished, welcoming, and well-dressed in EFF-branded attire
* Introduce EFF’s mission before activities or events

**Collaborations**

* Partners must align with student support, education, and/or faith
* All co-branded materials must show EFF logo equally or more prominently
* Get written approval from HQ for national campaigns

**Press & Professional Communications**

* Use formal fonts and shield logo in print materials
* Email templates should include EFF signature and brand language
* HQ must approve all press releases, statements, or mass media involvement

**Chapter Identification**

* Chapters are required to **clearly identify themselves by full chapter name** in all visual and written materials (e.g., “Esther Funds Savannah State University Chapter”).
* Under no circumstances should a chapter advertise, promote, or host events using only the name “Esther Funds Foundation” without chapter designation. This creates confusion with national communications and may mislead students or stakeholders.
* On all digital flyers, printed handouts, event slides, merchandise, and table setups, the chapter name must be included.
* For social media bios and handles, include your chapter name clearly or use a variation like @effsavstate, @effpvamu, etc.
* In formal documents, chapters must always identify as a **collegiate chapter of Esther Funds Foundation**.
* The **Shield Logo** may not be altered, recolored, or overlaid with chapter names. If chapters wish to develop **customized logos** (i.e., incorporating mascots or campus-specific elements), they must submit a request and draft to EFF National Headquarters for review and approval.

**Chapter Logos**

* Chapters may be granted use of **custom logos**, but only if aligned with national design standards.
* Approved chapter logos must:
	+ Include the chapter's full name
	+ Use national brand colors
	+ Not resemble sorority, fraternity, or unassociated organizational marks
	+ Be reviewed and filed by EFF HQ
* If a chapter develops unauthorized logos or uses unapproved fonts/colors in logos, they will be asked to remove and replace all designs immediately.

**Vendor and Sales Rules**

* **No chapter is allowed to print, sell, or distribute EFF-branded items (shirts, wristbands, bags, etc.) without written approval from EFF National Headquarters.**
* All vendor relationships must be disclosed to and approved by EFF HQ. Chapters must complete the **Vendor Approval Request Form** before entering any agreement.
* This includes online vendors, local print shops, third-party sellers, and crowdfunding campaign merchandise (i.e., Bonfire, Custom Ink).
* Chapters must use **pre-approved merchandise templates** provided by HQ whenever possible.
* National branding policies apply to all chapter gear: correct logos, colors, fonts, slogans, and taglines must be used.

**Vendor Requirements:**

* Must provide proof of business registration
* Must use high-quality print and abide by logo and color specifications
* Must agree not to reuse EFF branding for other clients or resale
* Must sign a Vendor Compliance Agreement issued by EFF HQ

**Fundraising Sales**

* All chapter merchandise sold for fundraising must:
	+ Be pre-approved
	+ Be reported in the chapter’s fundraising summary
	+ Reflect EFF’s values (no slang, no inappropriate slogans or imagery)
	+ Never be sold for personal profit or non-EFF causes

**Violations**

* Chapters or individuals found to be selling unauthorized items or using unapproved vendors may face disciplinary action, including:
	+ Immediate halt of merchandise sales
	+ Financial restitution to EFF
	+ Temporary suspension of chapter activities
	+ Permanent loss of branding privileges if repeated

**Tip for Chapters**

**If you're unsure, ask. All design drafts, vendor links, or custom logo mockups should be emailed to info@estherfundsfoundation.org for feedback and approval before public use.**

**Crisis Management**

**In the Event of a Problem:**

1. Stay calm and avoid posting in emotion.
2. Notify HQ via email (info@estherfundsfoundation.org)
3. Hold social media posts until guidance is given
4. Log any screenshots if needed for review

**Emergency Messages Received Online:**

* Respond kindly: “Thank you for reaching out. We are here to help.”
* Send our intake form link or emergency aid application
* Alert HQ with a screenshot

**Final Notes**

This handbook reflects the **national brand standard** for the Esther Funds Foundation. All chapters must comply with these rules to ensure consistency, professionalism, and mission clarity.

Creativity and cultural relevance are encouraged — but they must always align with:

* Christian values
* Brand clarity
* Professional integrity

**Remember:** You are not posting for attention. You are posting for impact.

Contact: info@estherfundsfoundation.org

Instagram: @estherfundsfoundation

Website: estherfundsfoundation.org

Let’s build a brand that fulfills futures and honors God. Every post. Every flyer. Every time.