



# EMPath

Economic Mobility Pathways

# Brand Book

Last Revised 02/19/21

# What is a brand?

There is no one, single definition of a brand. Sort of like chili, everyone’s recipe for a brand is a little different, but the core ingredients often remain the same. A brand typically includes guiding principles and cues for visual, spoken, and written presentations. A company uses its brand to communicate its values and goals to internal audiences (staff, participants) and external audiences (general public, donors, partner organizations, members of the media) clearly and consistently. A coherent brand provides a pleasant and predictable experience.

Employees play an integral role in a company’s brand expression. In addition to using the brand’s visual elements (logos or photography), employees can represent a brand through their language, both written and spoken. ***The editorial elements of a brand are just as important as the visuals.***

EMPath’s brand guidelines are the product of organization-wide collaboration. These guidelines are subject to change as the organization continues to self-evaluate and evolve.

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*The Brand Book should be reviewed and revised at regular intervals. Questions can be directed to the Department of Institutional Advancement.*

# Editorial Guidelines

Statements and Language

## Mission Statement

EMPath transforms people's lives by helping them move out of poverty and provides other institutions with the tools to systematically do the same.

## Vision Statement

Economic Mobility Pathways will be the poverty disruption industry leader, consistently delivering tools and approaches that enable families with low incomes to cross the opportunity divide to economic independence. We will significantly improve the ways that government and other organizations do the same.

## Brand Values

What are the values that drive our work?

**Respect (?)**

**Equity (?)**

## Brand Qualities

What are three adjectives that describe EMPath's work?

**Bold**

**Rigorous**

**Engaging**

# Brand Story

Economic Mobility Pathways (EMPath) is a Boston-based nonprofit that disrupts poverty through direct services, advocacy, research, and a global learning network. EMPATH's mission is to transform people's lives by helping themselves move out of poverty and to provide other institutions with the tools to do the same.

Although our organization's mission and name has changed over two centuries of serving people in poverty, its focus on economic empowerment has remained the same.

Today, EMPATH is known worldwide for a coaching approach based on the belief that each person's pathway out of poverty is different. We are at the helm of a movement to shift thinking from human services to human development, and to create lasting pathways to economic mobility for everyone.

# Organizational Language

A comprehensive guide for how to write and speak about EMPATH's work can be found on the all staff intranet. The language we use, naturally, has and will continue to evolve over time. Staff should make efforts to review and revise this resource periodically.

## About EMPATH

What does EMPATH do?

What is Mobility Mentoring?

What is the Economic Mobility Exchange?

One Sentence

One Paragraph

Talking Points

## Changing the Narrative

Why are people in poverty?

Is escaping poverty possible?

What help do families need most?

## Glossary of Our Work (Including Acronyms)

AMI (Area Median Income)

Bridge to Self-Sufficiency

# Language Guidelines

Language matters. The way we describe people or policies can be used to create connection and affirm the value of diversity, or to cause harm. Language can be a tool for subverting harmful stereotypes.

Everyone's relationship to language is personal. While this document outlines general guidelines and best practices, the most important thing to do is respect a person's preferences.

Language written in the organization's voice should use person-centered language. Person-centered language emphasizes an individual's humanity first, rather than a certain condition. People are much more than their living condition, economic status, or other life circumstance.

## Sources:

### **AVOID UNNECESSARY DESCRIPTORS**

Sometimes using descriptors like "homeless" or "low-income" can be othering. Other times it may be necessary to fight for equal rights. Most times, though, the word "people" will suffice. *Example: EMPath supports people along their journey toward economic independence.*

### **PUT PEOPLE FIRST WHEN USING A DESCRIPTOR**

If using a descriptor is necessary, use the word "people" first. There can be exceptions to this; for example, many in the disability community prefer identity-first language. *Examples: people with low incomes; people experiencing homelessness*

### **EMPHASIZE A PERSON'S AGENCY**

It is imperative to remember that EMPath does not save people from poverty. The participants do the work; mentors support the participants. When highlighting a participant's agency, avoid certain words and phrases. *Examples: needy, victim(s), impoverished, at risk, downtrodden, homeless people, the poor, poor people, etc.*

### **EMPHASIZE SYSTEMS, NOT INDIVIDUAL CHOICE**

Economic systems and forces of oppression are primarily responsible for inequity, not individual choice. *Examples: historically under-resourced communities, historically disenfranchised communities*

### **DO NOT ASSUME A PERSON'S PRONOUNS**

When writing about a person whose pronouns you do not know, use "they," "them," or "theirs." This applies both to a hypothetical person and a specific individual. Always respect a person's stated pronouns. *Example: A flagship program participant usually works with the mentor for about five years.*

# Trademark Usage

Trademarks symbolize the quality and excellence of the products and services that a company provides. To protect this reputational asset, it is important to use trademarks correctly. Use the generic description of the product or service along with the trademarked name, especially with audiences who may be unfamiliar with the trademark.

For example, model or approach is a generic description for Mobility Mentoring. Generally, the trademark should be used as an adjective that modifies the generic description, e.g. “They are certified Mobility Mentoring<sup>®</sup> providers.

**On all materials, particularly in advertising, the generic description should accompany the first or most prominent use of the trademark of each page.** The generic name need not be used every time the trademark appears, but it should be used enough to make it obvious that the trademark is not the generic name.

## TRADEMARK

Mobility Mentoring<sup>®</sup>

Bridge to Self-Sufficiency<sup>®</sup>

Child Bridge to a Brighter Future<sup>®</sup>

Family Carpool Lane Tool<sup>®</sup>

Career Compass<sup>™</sup>

Economic Mobility Exchange<sup>™</sup>

## GENERIC TERM

model, approach

framework, tool

framework, tool

framework, tool

career search tool

network, membership

## HOW TO USE THE SYMBOLS

1. The symbol should be placed in superscript immediately following the word or phrase that is trademarked.
2. The symbol only needs to be used with the first or most prominent mention of the trademark on the page. The symbol does not have to be used every time the trademark is used on the page.

## KEYBOARD SHORTCUTS

Alt + 0174

®

Alt + 0153

™

# Visual Elements

Logo, Colors, Fonts, Images

# The Logo



## LOGO TYPES

**JPG** image file

**PNG** image file with a transparent background

**EPS** a non-image file used for print & design



**Mobility Mentoring<sup>®</sup> Center**

A Program of Economic Mobility Pathways



**Economic Mobility Exchange<sup>™</sup>**

A Network of Economic Mobility Pathways



**Career Compass<sup>™</sup>**

by Economic Mobility Pathways



**Outcomes Workgroup**

by Economic Mobility Pathways

Find logo files on [empathways.org/intranet/marketing-communications](https://empathways.org/intranet/marketing-communications).

# EXAMPLES OF IMPROPER USAGE



**CORRECT LOGO**



**INCORRECT LOGO**

WHAT'S THE DIFFERENCE?

- ✓ Four bridge lines, not six;
- ✓ Full name is not italicized
- ✓ No serif or feet marks on the font, see E, M, P



**AVOID SQUISHED**



**AVOID STRETCHED**

**Please correct or report any improper logo usage to Institutional Advancement.**

# Fonts & Typeface

Typeface is a fancy name for font, and we have both. The typefaces used in EMPATH's official publications are called Aktiv Grotesk and Omnes. These fonts are not available on most platforms and can only be accessed by employees with login credentials to the company's Adobe Creative Cloud.

When the official typeface is not available (which is usually the case), staff should use the Arial font family. Some variations of the Arial font family more closely resemble Aktiv and Omnes are an accepted alternative.

Avoid condensed fonts or overly harsh fonts like Arial Black. The headline fonts (Omnes and Arial Rounded) are bold and round. The body fonts are thin and simple. All are sans serif fonts.

When working on Microsoft applications, use the fonts Arial Nova, Arial Nova Light, and Arial Rounded MT Bold. On Google, the Nunito group is an accepted alternative.

## OFFICIAL TYPEFACE

**Aktiv Grotesk**  
**Omnes**

## PRACTICAL FONTS

Arial

**Arial Rounded MT Bold**

Arial Nova (OneDrive)

Nunito (Google Drive)

### PRO TIP

Watch out for Calibri.  
It's the default font on  
Microsoft programs.

**To access the official fonts, contact Institutional Advancement.**

# Primary Colors

**NAVY**

RGB	19-30-41
CMYK	99 / 74 / 31 / 84
HEX	#131e29
PANTONE	7547C

**TEAL**

RGB	39-153-137
CMYK	75 / 5 / 48 / 3
HEX	#279989
PANTONE	7473C

**BLUE**

RGB	0-118-129
CMYK	96 / 9 / 32 / 29
HEX	#007681
PANTONE	7474C

**GRAY**

RGB	208-211-212
CMYK	7 / 3 / 5 / 8
HEX	#d0d3d4
PANTONE	427C

# Accent Colors

**PINK**

RGB	205-84-91
CMYK	8 / 83 / 55 / 5
HEX	#cd545b
PANTONE	7418C

**YELLOW**

RGB	239-209-159
CMYK	0 / 12 / 34 / 0
HEX	#efd19f
PANTONE	155C

**PRO TIP**

Adjust the opacity of colors for more variation.

RGB - For Digital Screens

CMYK - For Office Printers

HEX - For Digital Screens

PANTONE - For Professional Printing

# Photography Usage

If a picture is worth 1,000 words, photography choices mean a lot. EMPATH's brand should, beyond telling its own story, advance efforts to change the narrative. Poverty is multidimensional and can be visible in varied ways.

The underlying myth about poverty is that it's a choice. When selecting a photo to represent our work and the families we support, be mindful of three criteria:

## **AGENCY**

The oppression of poverty can remove a person's agency in ways we strive not to perpetuate. Avoid photography that makes the subject seem helpless or without individuality. Show people on their best day, never their worst.

## **DIVERSITY**

While it is statistically true that poverty disproportionately affects people of color, it is also true that poverty touches all races, ages, and genders. Do your best to capture that truth.

## **POWER DYNAMICS**

Pay attention to who is portrayed as the helper and as the person being helped. Who is portrayed to have power? It is important to show different racial dynamics of participant-mentor relationships.

**NOPE.**



**OKAY!**



# Quick Reference

## PRACTICAL FONTS

- Arial Rounded MT Bold
- Arial, Arial Nova (OneDrive)
- Nunito (Google Drive)

## DOCUMENT & TABLE SETTINGS

- Margins .75" on all sides
- Title and text are usually left aligned
- Title text is a thicker font, size 18-32
- Body text is a thinner font, size 11-18
- Table cell text is middle aligned

## EMAIL SIGNATURE GUIDELINES

- Remove any images or icons (e.g. new name, social icons, save a tree, etc.)
- Include information listed here
- Feel free to amend or personalize

First Last Name	Arial, Bold, Size 14
Job Title	Arial, Size 12
Best Phone Number	Arial, Size 12
Pronouns: She/Him/They	Arial, Size 12
	[ENTER/RETURN]
EMPath (Economic Mobility Pathways)	Arial, Size 12
<a href="http://www.empathways.org">www.empathways.org</a>	Arial, Size 12, Hyperlinked
## Street Name & Type	Arial, Size 12
City, Massachusetts Zip	Arial, Size 12

<b>NAVY</b> RGB 19-30-41 HEX #131e29	<b>TEAL</b> RGB 39-153-137 HEX #279989
<b>BLUE</b> RGB 0-118-129 HEX #007681	<b>GRAY</b> RGB 208-211-212 HEX #d0d3d4
<b>PINK</b> RGB 205-84-91 HEX #cd545b	<b>YELLOW</b> RGB 239-209-159 HEX #efd19f



**CORRECT LOGO**