



AAF Nebraska // Public Service 2022-2023

At AAF Nebraska, our commitment to community impact goes beyond our everyday efforts. Each year, we proudly support a deserving non-profit organization, leveraging our expertise and resources to make a tangible difference in the lives of those in need. Through this annual partnership, we unite our members and the wider community, fostering collaboration and driving positive change that extends far beyond the boundaries of our industry.

This year, we were honored to have selected Partnership 4 Hope (P4H), an exceptional non-profit organization dedicated to aiding young adults transitioning out of the foster care system through mentorship, and helping with living arrangements. Their remarkable efforts align with our commitment to effect positive change in our community. By working closely with Partnership 4 Hope, we strive to amplify their mission, enhance public engagement, and reinforce their initiatives to empower these young adults as they navigate the challenges of independent living and build bright, hopeful futures.

In our collaboration with Partnership 4 Hope, they had expressed a pressing need for a comprehensive rebranding and a new website to effectively communicate their mission and expand their outreach. Recognizing the importance of a strong brand identity and a user-friendly online presence, AAF Nebraska eagerly lent our expertise in these areas. Our talented team of professionals worked closely with P4H to develop a distinctive brand and a highly functional website, designed to resonate with their target audience, showcase their impact, and ultimately, support their vital work in transforming the lives of young adults who have aged out of foster care.

PROJECT 1 - P4H REBRAND

I. Goals of the Project

The goals of this project were to create a new brand identity that would better reflect the mission and values of P4H, and to develop a brand messaging strategy that would effectively communicate the organization's mission to its target audience. Our team aimed to create a brand that would resonate with both current and potential supporters, and inspire them to get involved and support P4H's programs.

II. Target Audience

The target audience for the P4H rebranding project was broad, including donors, volunteers, and individuals seeking support from the organization. Our team understood that the brand identity and messaging needed to appeal to a diverse range of users, and they worked to create a brand that was inclusive and reflective of P4H's mission. They also recognized that the new brand would be a vital tool in attracting new donors and volunteers, and they prioritized creating a brand messaging strategy that would inspire visitors to take action.

III. Strategy

AAF Nebraska developed a comprehensive strategy for the P4H rebranding project. They began by conducting a branding workshop with P4H staff to gain a better understanding of the organization's mission, values, and goals. The workshop was designed to identify pain points within the organization's existing brand identity and messaging, as well as to generate ideas for a new brand identity that better reflected P4H's mission and values. We then conducted research to understand the needs of P4H's target audience and to gain insights into industry best practices.

IV. Execution/Tactics

To execute the rebranding project for P4H, we began with a branding workshop to gain a deep understanding of the organization's mission, values, and target audience. The team also conducted research on industry best practices and competitive analysis to inform the development of the new brand identity and messaging.

Working closely with P4H staff, we began to identify pain points and develop a new brand identity and messaging that effectively communicated P4H's mission and values. The team created a new logo, typography, and color scheme, as well as brand patterns that were incorporated into various materials such as business cards, letterheads, and other promotional materials.

To ensure that the new brand identity was effectively communicated and used consistently across all materials and platforms, the AAF Nebraska team provided P4H staff with templates and training for future designs. The addition of a brand book also outlined the new brand identity and messaging strategy, as well as guidelines for using visual design elements and brand patterns. This helped to ensure that the new brand identity was effectively communicated and used consistently across all materials and platforms.

From there we presented the new brand identity and messaging to the Board of Directors for review and feedback, though they were involved throughout the process to ensure we were capturing the value of the organization. The presentation included an overview of the new brand identity and messaging, as well as examples of how it would be used in various materials and platforms. This presentation was approved unanimously and with positivity and excitement for the launch.

To support our partner even further, as part of our annual Holiday Party we organized a Silent Auction for a portion of sales to be donated back to P4H. The event was designed to increase awareness of P4H's mission and to encourage attendees to support the organization's programs. The event was a great success, raising a total of \$390 for P4H and increasing awareness of the organization within the community.

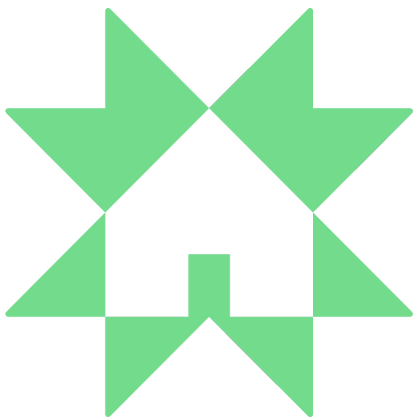
V. Media/Materials Used

- New brand identity, including a logo, typography, and color scheme
- Brand patterns for use in various materials
- Social assets, such as social media profile images and cover photos
- Brand book outlining the new brand identity and messaging strategy, as well as guidelines for using visual design elements and brand patterns
- Print design materials, such as business cards and banners, that reflect the new brand identity
- Design templates for future work

VI. Results Attained (Exhibit A - Brand Book, Exhibit B - Photos)

The P4H rebranding project was an overwhelming success. Our team went above and beyond to achieve all of Partnership 4 Hope's goals and more. The new brand identity and messaging strategy effectively communicated P4H's mission and values to its target audience, and the visual design elements reflected the new brand identity, providing a consistent and cohesive image for the organization.

The AAF Nebraska team's hard work and dedication played a significant role in supporting P4H's mission and making a meaningful difference in the lives of young adults who have aged out of the foster system. The new brand identity and messaging strategy helped to increase awareness of P4H and attract new supporters to the organization, resulting in increased engagement and volunteer support.



**Partnership
4 Hope**

PROJECT 2 - P4H WEBSITE

I. Goals of the Project

The goals of this project were to create a modern and professional website that would enhance the online presence of Partnership 4 Hope. The AAF Nebraska team aimed to create a website that effectively communicated the mission of Partnership 4 Hope, and provided a user-friendly experience for its visitors. The goal was to develop a website that would encourage users to engage with the organization, learn more about its programs, and make a donation to support its cause.

II. Target Audience

The target audience for the new Partnership 4 Hope website was broad, including donors, volunteers, and individuals seeking support from the organization. When beginning, we understood that the website would need to appeal to a diverse range of users, and they worked to create content that was engaging and informative for everyone. The team also recognized that the website would be a vital tool in attracting new donors and volunteers, and they prioritized creating a user experience that would inspire visitors to take action.

III. Strategy

To start, our team developed a comprehensive strategy for the Partnership 4 Hope website project. By conducting research to understand the needs of the organization and its target audience, we analyzed the existing website, developed user surveys, and gathered feedback from Partnership 4 Hope staff. With this information, the team developed a website structure and content plan that would meet the needs of both the organization and its users. We then began on creating a responsive design that would work well on mobile devices, and integrated features like online donation forms and social media links to improve the user experience.

IV. Execution/Tactics

To execute the website redesign for P4H, the AAF Nebraska team utilized the Squarespace platform to create a site that was impactful of our goals but ensured that long term management for the P4H staff was manageable. We then began by creating wireframes and mockups to guide the development of the website, incorporating design elements that reflected P4H's new brand identity. Once the design was finalized, the team built the website using the Squarespace platform, ensuring that it was optimized for search engines and user experience.

To ensure that P4H staff could easily manage and update the website, the AAF team provided training on using the platform. The training included instruction on how to update content, manage images, and add new pages to the website. This allowed P4H staff to have full control over their website and make updates as needed, without requiring technical assistance.

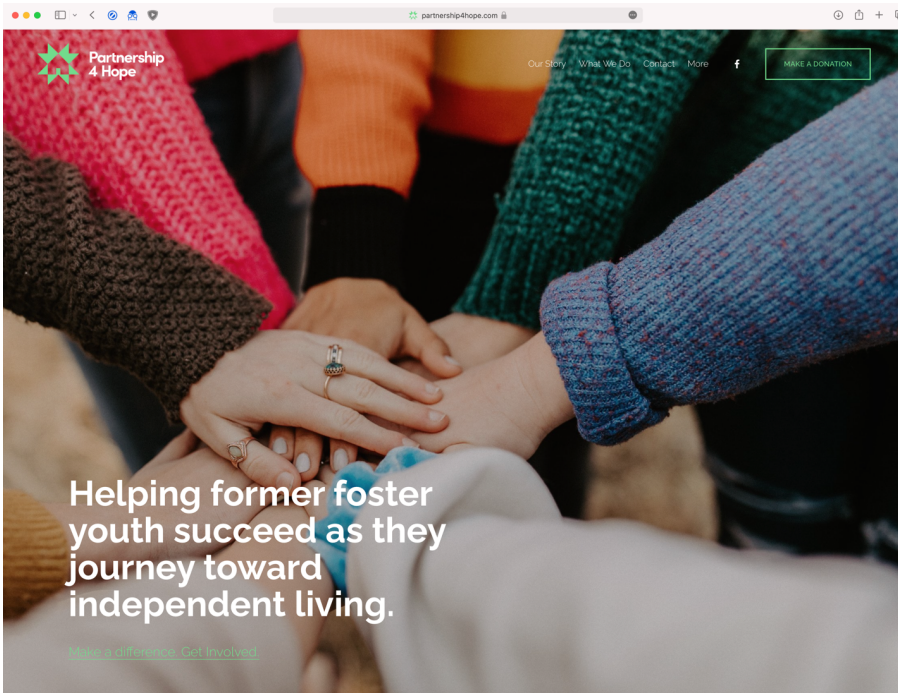
Overall, the execution tactics for the website redesign project were comprehensive, including research, design, development, and training on using the Squarespace platform. The result was a visually appealing, user-friendly website that effectively communicated P4H's mission and values, and provided a seamless user experience for visitors.

V. Media/Materials Used

- Squarespace platform for website creation
- Wireframes and mockups to guide website development
- Design elements that reflected P4H's new brand identity
- Responsive design for optimal user experience on all devices
- Optimized website for search engines
- Training on using the Squarespace platform to manage and update the website
- High-quality images and multimedia to visually showcase P4H's mission and programs
- Interactive features, such as donation forms and contact forms, to increase engagement and support from visitors
- Integration with social media platforms to increase awareness and engagement with P4H's programs and events.

VI. Results Attained

The Partnership 4 Hope website project was a resounding success. The new website was launched in a timely manner, and it quickly became a valuable tool for the organization. The user-friendly design and engaging content helped to increase website traffic and engagement, and the integrated online donation form led to an increase in donations to support Partnership 4 Hope's programs. The partner portal helped alleviate issues when working with community partners. The AAF Nebraska team's work was instrumental in helping Partnership 4 Hope to achieve its goals of improving its online presence and increasing engagement with its supporters.



Get Involved



Youth Mart donations or volunteer opportunities

Please text or call (531)389-7551
 email youthmart.p4h@gmail.com

Mentoring, community connection inquiries, etc...

Please contact Dave James (executive director listed below).

Truck Brigade volunteering

Please email Adam Gaines (listed below).



David James
Executive Director

(402)510-8753
 partnership4hope@gmail.com



Lisa Frye
Youth Mart Manager

(531)389-7551
 youthmart.p4h@gmail.com



Adam Gaines
Board Treasurer and Truck Brigade
Coordinator

adamfgaines@gmail.com





Brand Guidelines



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**Partnership
4 Hope**

Our Anthem

This is what it boils down to. What we're all about. A one liner that says exactly what we are and why we do what we do.

**Helping former foster
youth succeed as
they journey toward
independent living.**

Our Pillars

Each of our 4 pillars have been shaped by the services we provide.

Partnership

Mentorship Program

Traditional mentors are trained by Partnership 4 Hope trainers to come alongside YAFFYs that are seeking additional support on their journeys toward independence. These are stable, caring, and encouraging adults. Peer mentors are young adults that have established independence outside of the foster care system and wish to mentor their peers. These can also be young adults whom have had significant life struggles they have overcome and can relate on a special level to YAFFYs. They are also trained through mentor training and gain leadership development training as well.

Independence

Youth Mart

A free shopping center that provides furniture, household items, hygiene items, clothing, baby items, and more for free to YAFFY that are establishing independence in their first homes outside of the foster care system.

Community Support

Truck Brigade

Our volunteer group of trucks, capable movers, and compassionate individuals that come together every Friday to deliver material good orders from Youth Mart to the YAFFYs, as well as picks up large donations in the community.

Educational Saftey

The Cole French Memorial Scholarship Fund

Named after a former young man who worked with YAFFYs, was a passionate advocate and supporter of them due to personal life experiences, this fund is designed to assist YAFFYs in hardship or emergency situations that act as a barrier to continuing or pursuing their higher education or skills training.

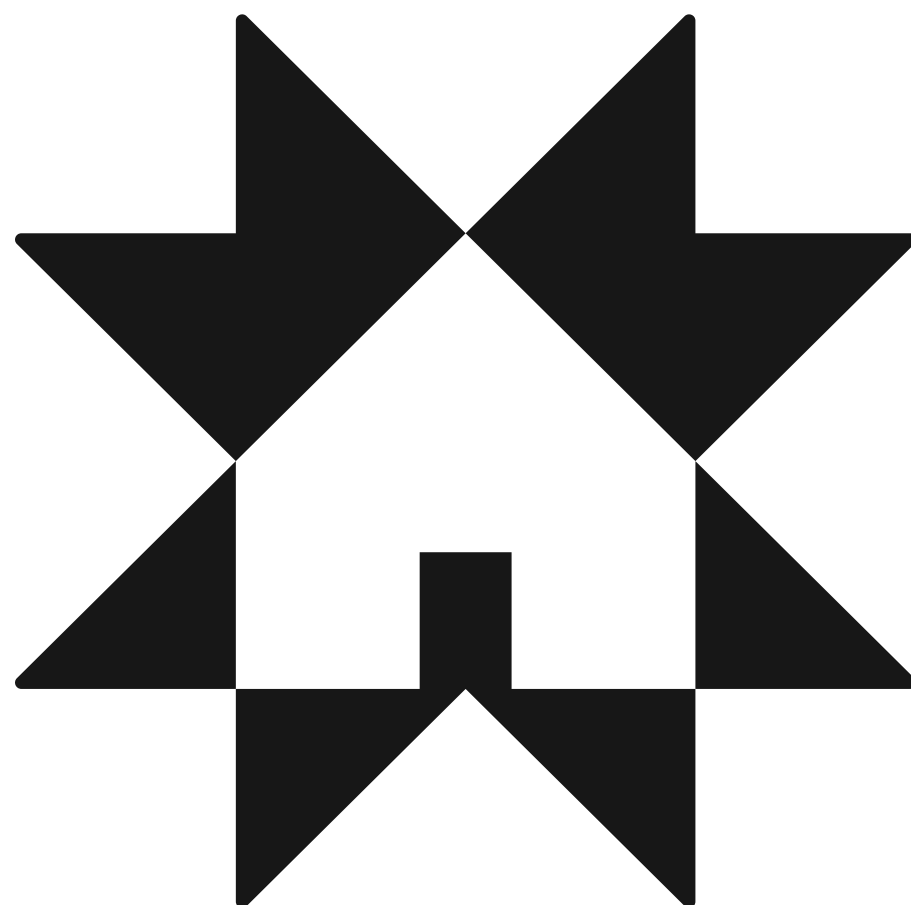
Logotype and Mark



Our Logo

Our logo is the visual representation of our commitment to helping former foster youth succeed as they journey toward independent living.

It encompasses hope, stability and the four pillars that are the foundation of our mission.



Mark

**Partnership
4 Hope**

Logotype

Logo Lockup

Logo Systems

A logo system acts as a 'graphical framework' that can shift and change for different situations.

This is how our logo can be repositioned depending on the need or situation, while still being consistent with our brand, messaging and purpose.

Primary logo



Centered



Centered one line



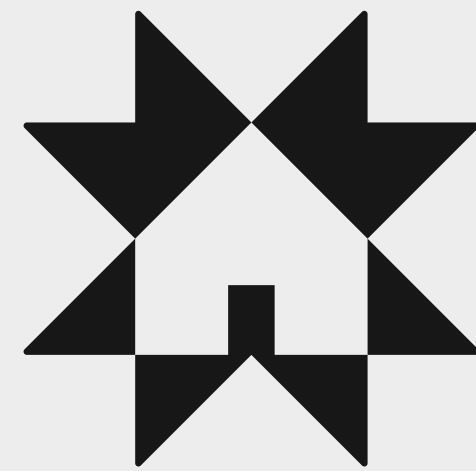
Clear Space

The size of our logo varies across applications depending on its intended use. The grid structure shown here demonstrates how it can be scaled and positioned with adequate space around it.



Logo Reversed

Our logo can be presented in black or white. The black logo is best used on a white or light color background. White is best reserved for dark backgrounds or when over an image.



**Partnership
4 Hope**

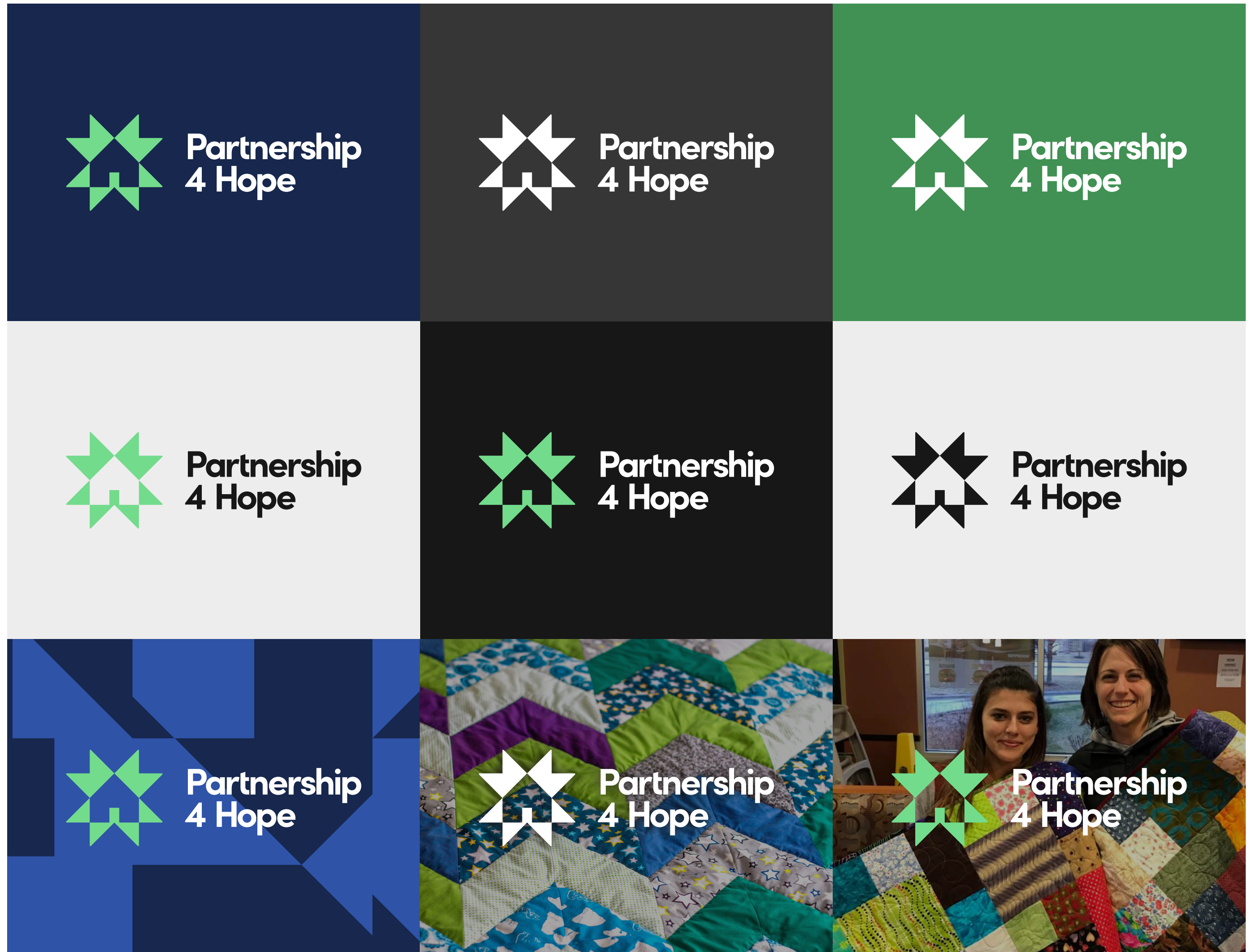


**Partnership
4 Hope**

Using Our Logo

When using our logo, it is important to keep it intact to preserve the integrity and to take the background into consideration. The logo should only be placed on backgrounds that provide sufficient contrast to provide good legibility.

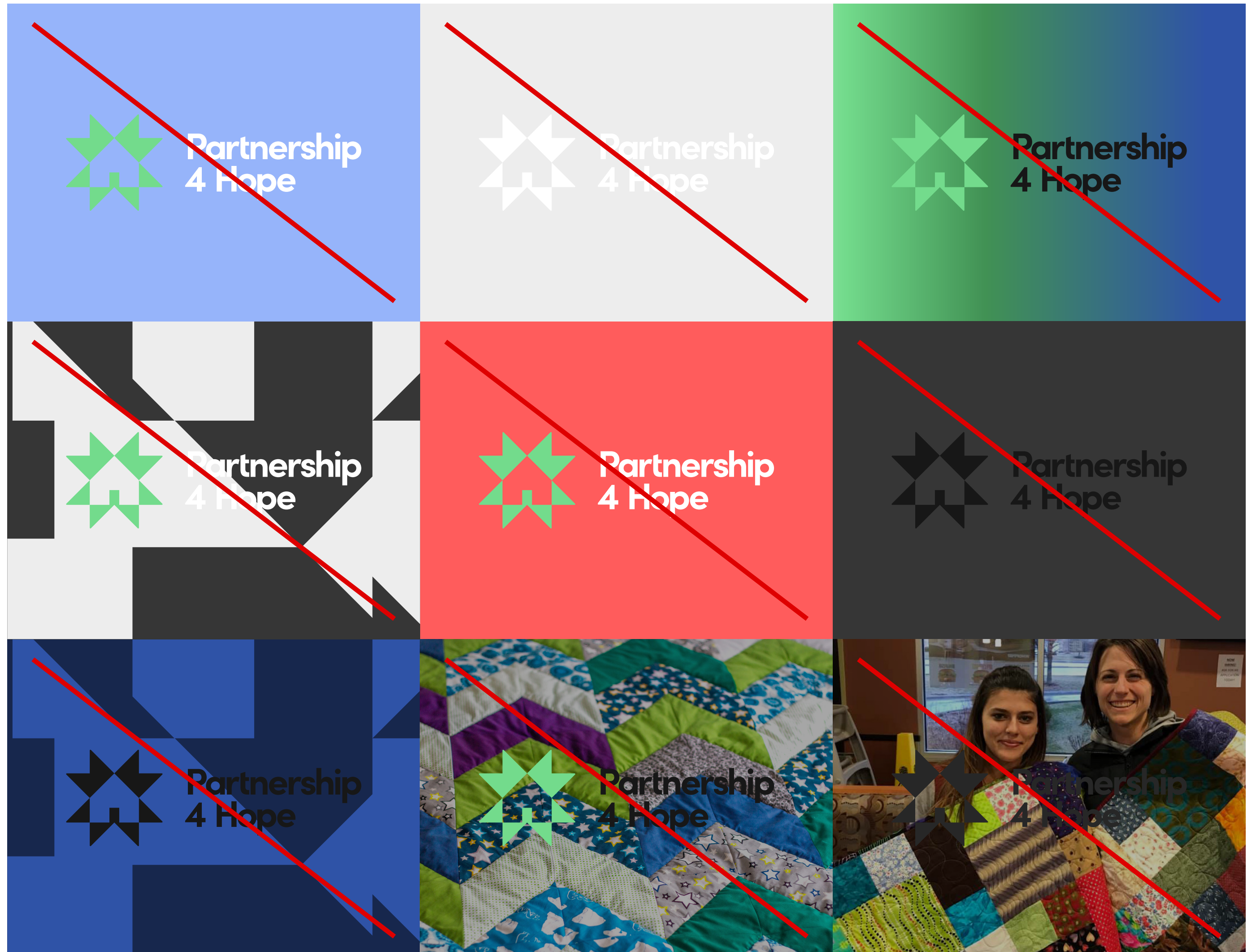
These are examples of approved use of our logo over various backgrounds.



Using Our Logo

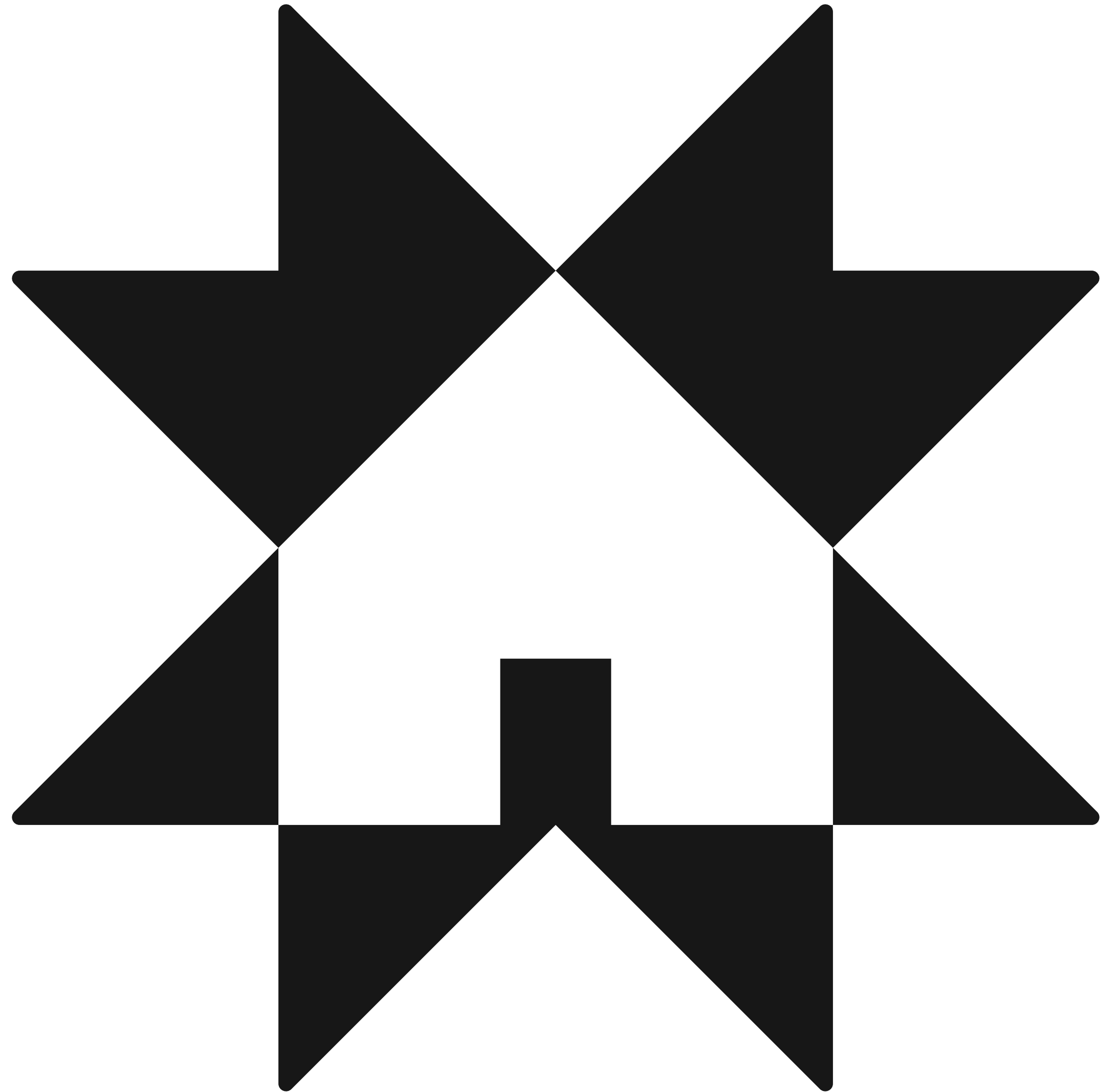
When using our logo, it is important to avoid making a few common mistakes:

- Do not place the logo on an area that provides insufficient background contrast.
- Do not place the logo on a background containing imagery or tones that would detract from the logo itself.
- Do not add obvious drop shadows, background glows or border treatments to the logo.



The Mark

Our wordmark and mark should always appear together but can be separated to add visual interest across applications. The wordmark should always be presented larger when separating the two elements.



Typography

AQ

Our Typeface

Raleway is the primary brand typeface for Partnership 4 Hope.

It is used for all display text and information for all communications.

The majority of our company communications, across campaigns and the website, will only use two primary weights of Raleway: Regular and Bold.

Hello, this is
Raleway, our new
brand typeface.

Regular
& Bold

Raleway Regular

AaBbCcDddEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuuVvWwXxYyyZz
0123456789

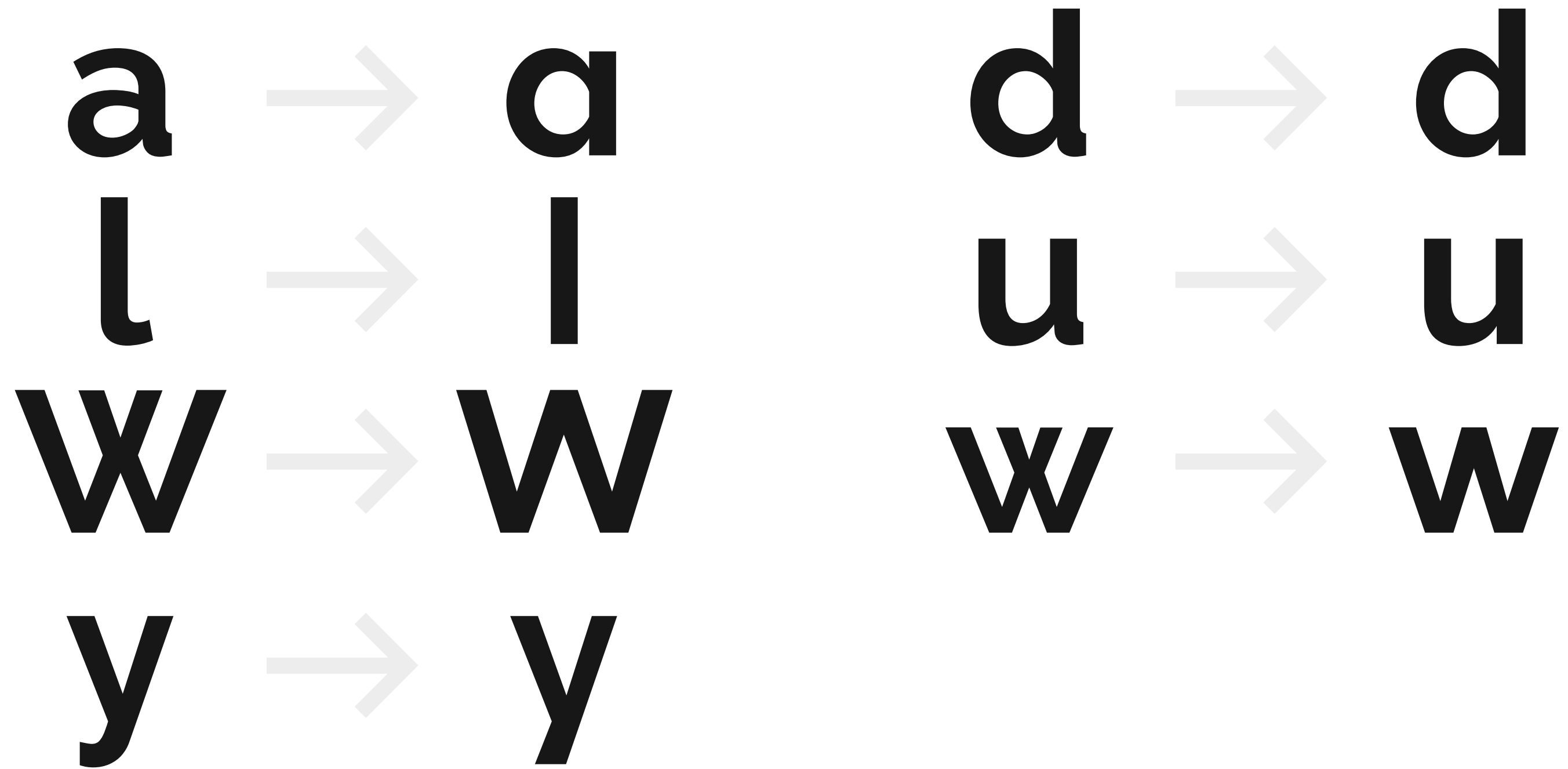
Raleway Bold

**AaBbCcDddEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuuVvWwXxYyyZz
0123456789**

Alternate Glyphs

Raleway has alternate characters to allow for a more versatile styling of typography.

The characters on the right are the 7 that should be changed when positioned in a headline.



Alternate Glyphs

This is an example of how the characters will change in the headlines.

Note: This should only be done for the headlines, not the subheadlines or paragraphs.

Headline
Raleway Bold
Alternate Glyphs

Helping former foster youth
succeed as they journey
toward independent living.

Subhead
Raleway Regular

Helping former foster youth succeed as they
journey toward independent living.

Paragraph
Raleway Regular

Helping former foster youth succeed as they journey toward independent living.

Brand Colors



Color Values

Our color system primarily consists of two colors; P4H Blue and P4H Green.

The additional colors compliment the two primary colors and help add visual interest when needing additional colors.

Black

| | | | |
|----------|--------|----------|----|
| R | 23 | C | 73 |
| G | 23 | M | 67 |
| B | 23 | Y | 65 |
| | | K | 80 |
| # | 171717 | | |

Dark Gray

| | | | |
|----------|--------|----------|----|
| R | 54 | C | 69 |
| G | 54 | M | 63 |
| B | 54 | Y | 62 |
| | | K | 56 |
| # | 363636 | | |

Light Gray

| | | | |
|----------|------|----------|---|
| R | 237 | C | 6 |
| G | 237 | M | 4 |
| B | 237 | Y | 4 |
| | | K | 0 |
| # | EDED | | |

White

| | | | |
|----------|--------|----------|---|
| R | 255 | C | 0 |
| G | 255 | M | 0 |
| B | 255 | Y | 0 |
| | | K | 0 |
| # | FFFFFF | | |

P4H Blue

| | | | |
|----------|--------|----------|----|
| R | 23 | C | 99 |
| G | 39 | M | 88 |
| B | 77 | Y | 41 |
| | | K | 40 |
| # | 17274D | | |

P4H Blue - Medium

| | | | |
|----------|--------|----------|----|
| R | 47 | C | 90 |
| G | 83 | M | 76 |
| B | 167 | Y | 0 |
| | | K | 0 |
| # | 2F53A7 | | |

P4H Blue - Light

| | | | |
|----------|--------|----------|----|
| R | 150 | C | 38 |
| G | 180 | M | 23 |
| B | 250 | Y | 0 |
| | | K | 0 |
| # | 96B4FA | | |

P4H Green - Bold

| | | | |
|----------|--------|----------|----|
| R | 64 | C | 77 |
| G | 145 | M | 21 |
| B | 83 | Y | 87 |
| | | K | 6 |
| # | 409153 | | |

P4H Green

| | | | |
|----------|--------|----------|----|
| R | 115 | C | 52 |
| G | 219 | M | 0 |
| B | 140 | Y | 62 |
| | | K | 0 |
| # | 73DB8C | | |

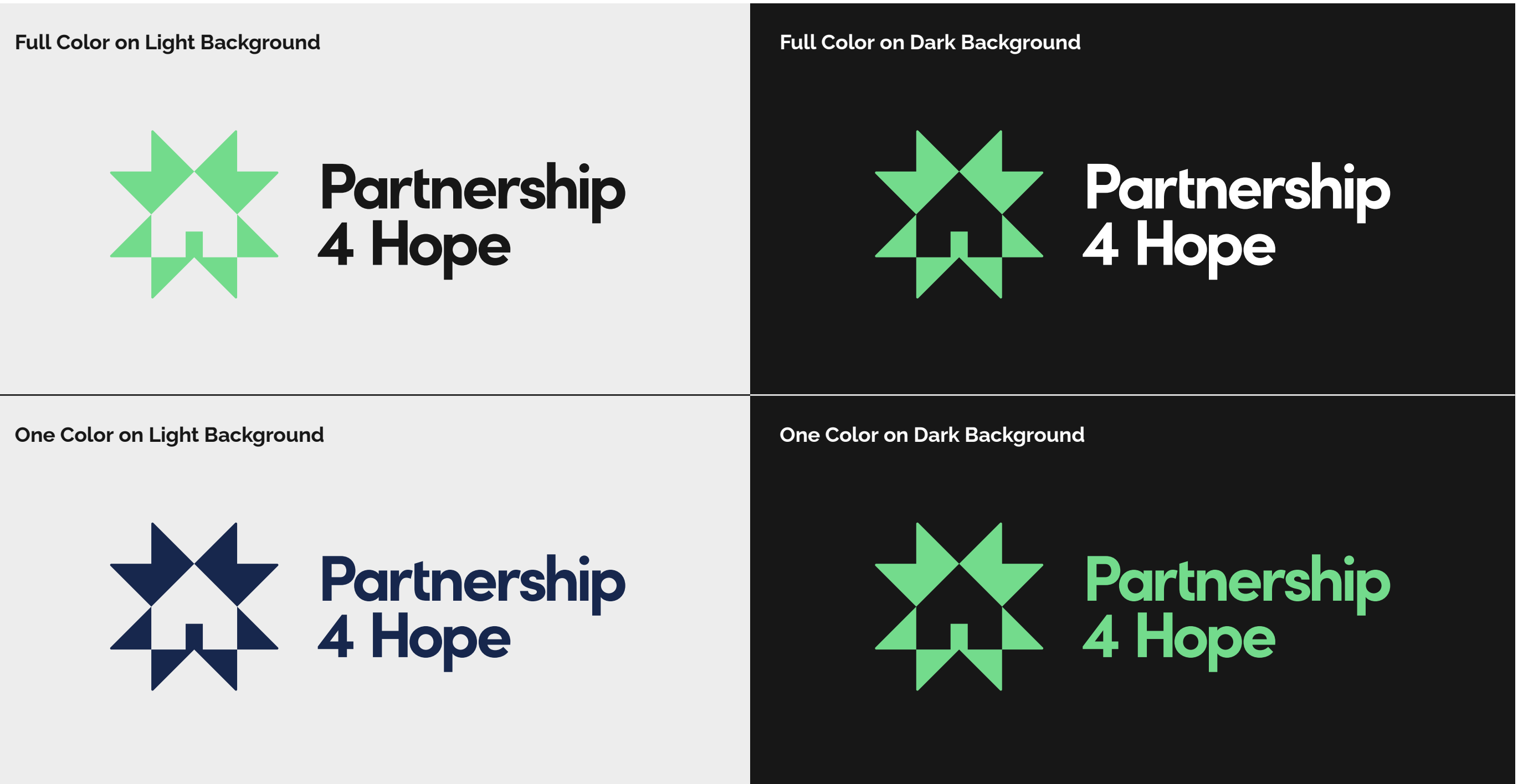
P4H Green - Light

| | | | |
|----------|--------|----------|----|
| R | 180 | C | 28 |
| G | 237 | M | 0 |
| B | 194 | Y | 32 |
| | | K | 0 |
| # | B4EDC2 | | |

Color Values

When showing our logo in color make sure to use the appropriate version depending on the background it will be on.

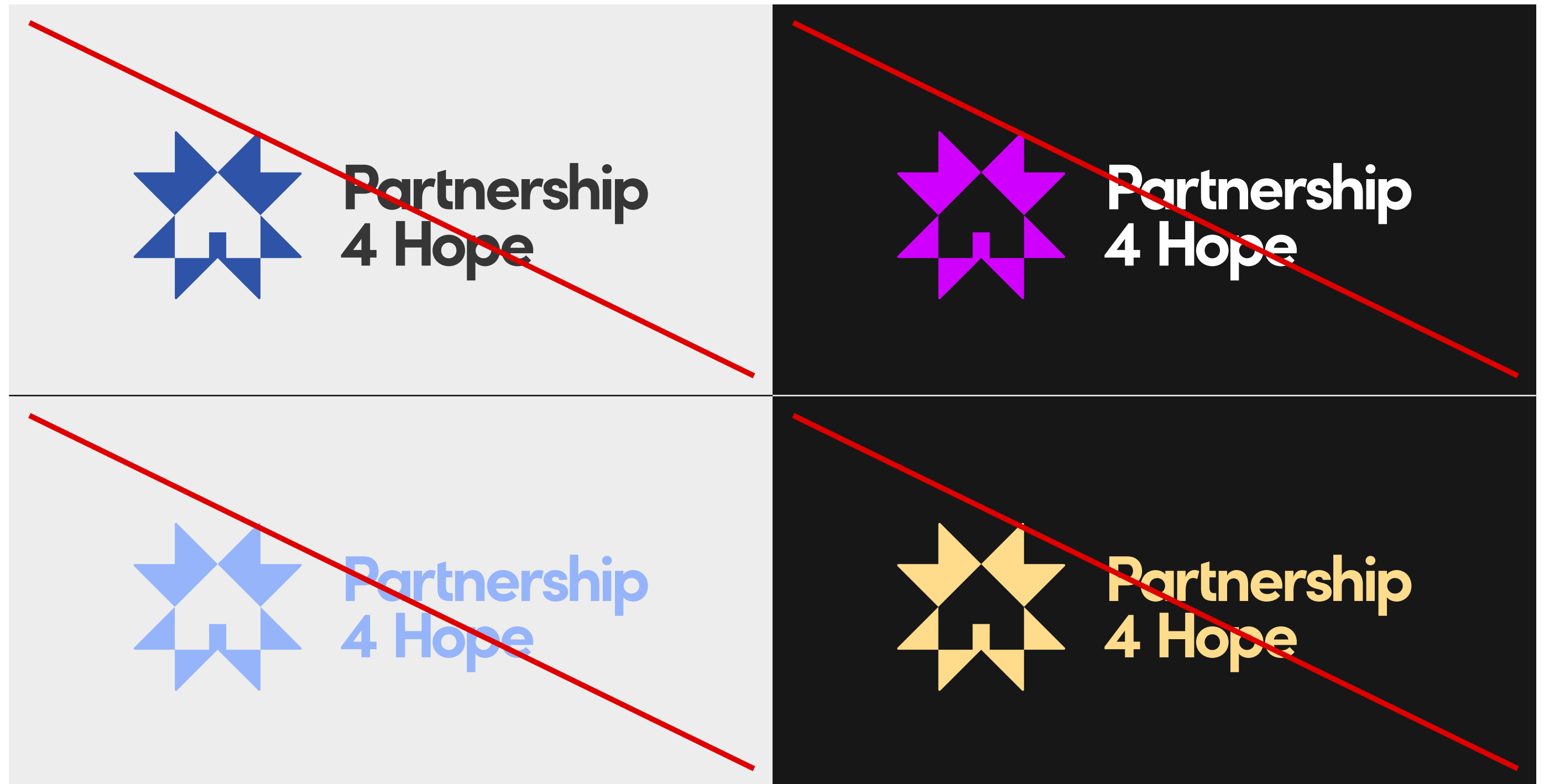
For example, if using the Full Color Logo on a light background, make sure there is enough contrast so that the logo is clearly visible.



Color Values

When using our colored logo, it is important to avoid making a few common mistakes:

- Only use the two primary colors (as well as black and white) for the logo.
- Do not place the logo on a background containing imagery or tones that would detract from the logo itself.



Grid System



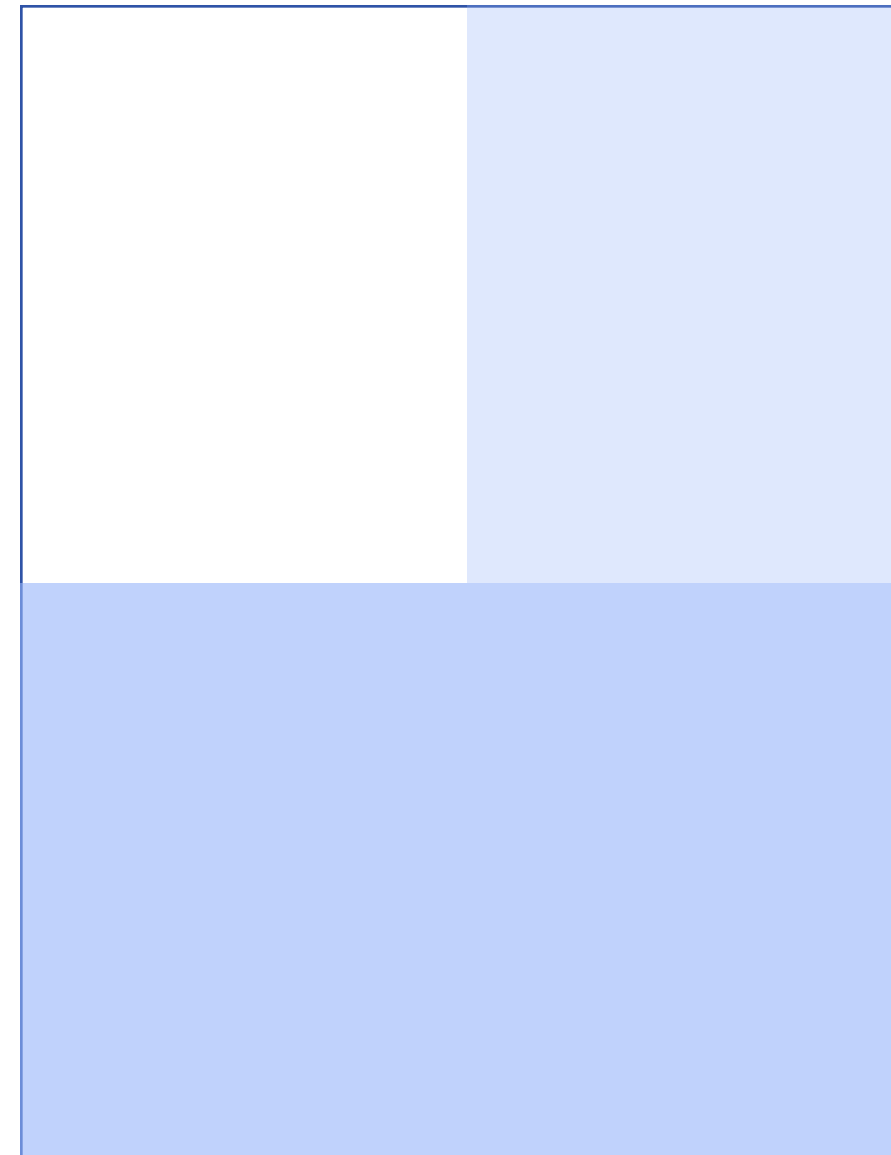
Partnership
4 Hope

The Two Grid Systems

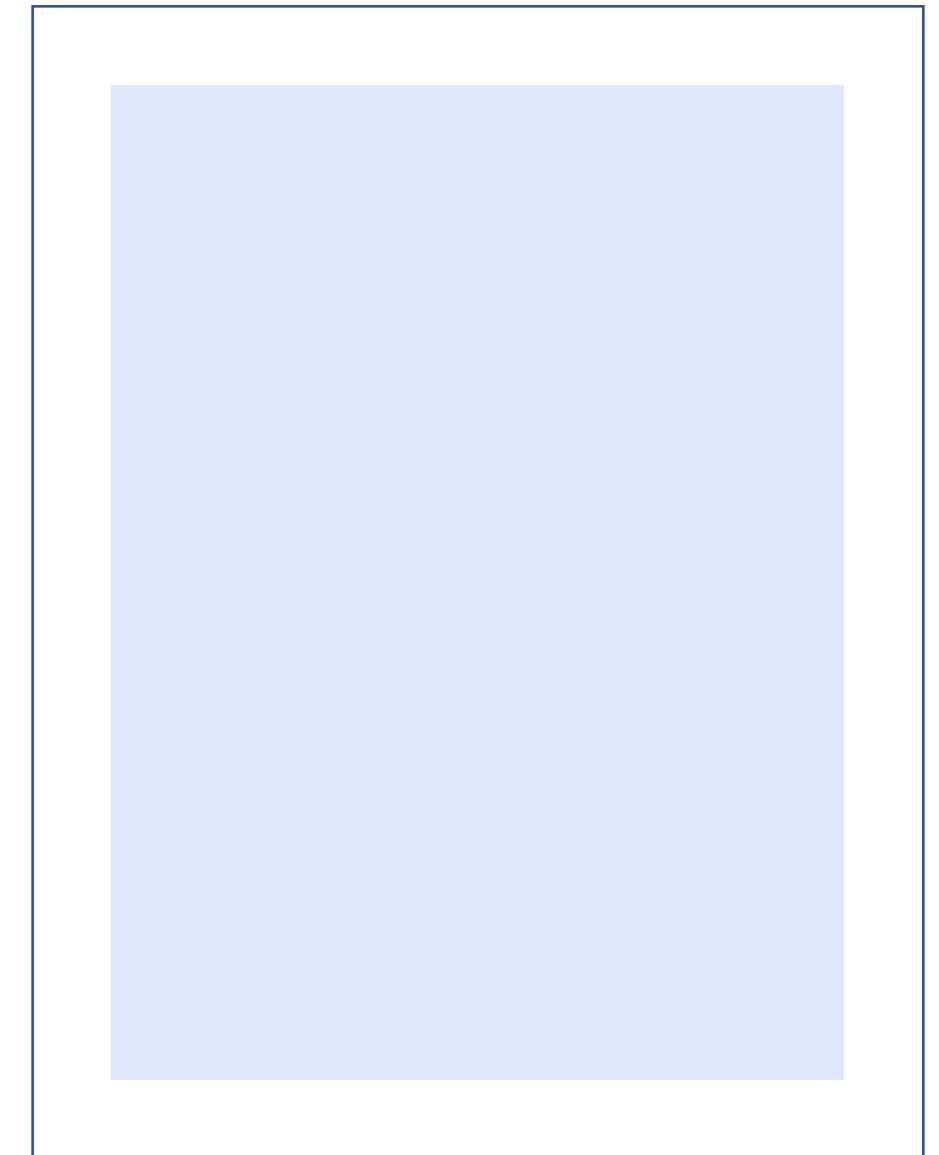
We have two types of grid systems; Block and Frame.

These grid systems should play off of one another. Both systems can use the same layout style, but they allow for visual differences that can add intrigue to your content without making it look repetitive.

System 1: Block



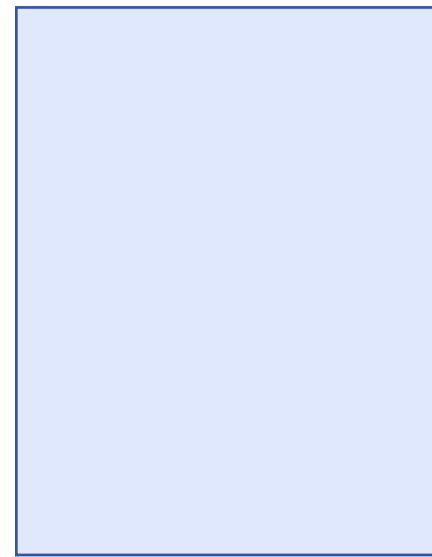
System 2: Frame



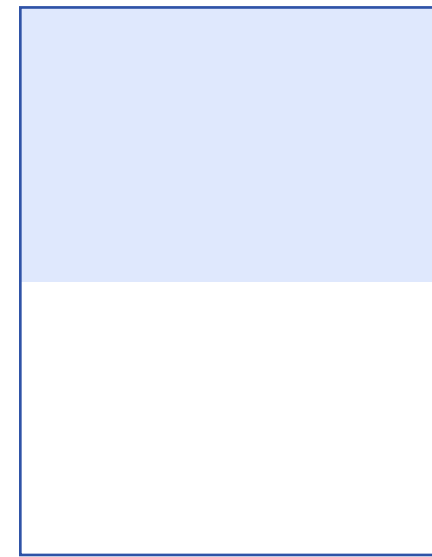
System 1: Block

Structure for each format. Reminder that these can be flipped. For example, the Split - Half can be positioned on the bottom to allow for an alternate layout.

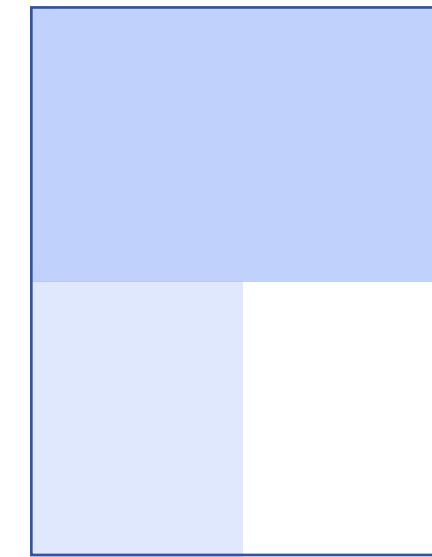
Vertical Format Options



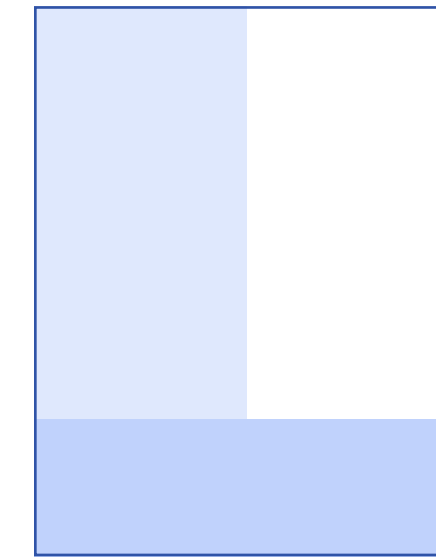
Full



Half

 $\frac{1}{3}$ Ratio

Split - Half

Split - $\frac{1}{3}$ Ratio

Horizontal Format Options



Full



Half

 $\frac{1}{3}$ Ratio

Vertical Split - Half

Vertical Split - $\frac{1}{3}$ Ratio

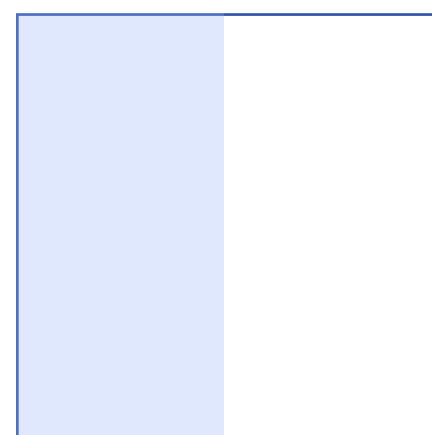
Horizontal Split - Half

Horizontal Split - $\frac{1}{3}$ Ratio

Square Format Options



Full



Half

 $\frac{1}{3}$ Ratio

System 1: Block

Content Examples

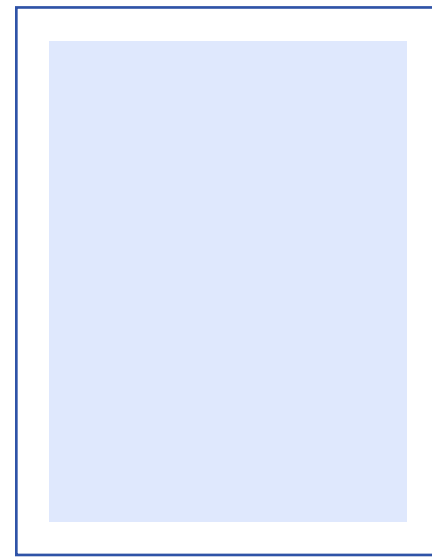


System 2: Frame

Structure for each format. Reminder that these can be flipped. For example, the Split - Half can be positioned on the bottom to allow for an alternate layout.

To find the proper spacing for your layout, take the full width of the canvas and multiply it by 0.08. This number will be your spacing.

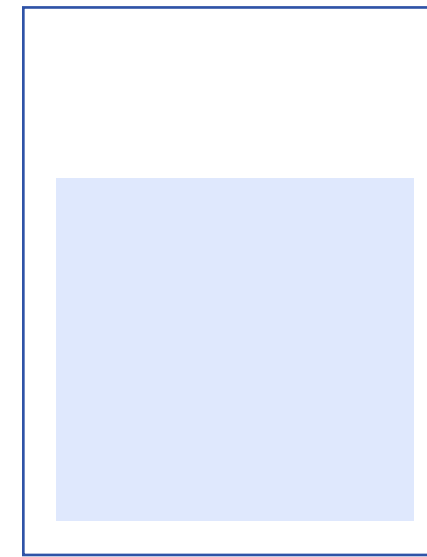
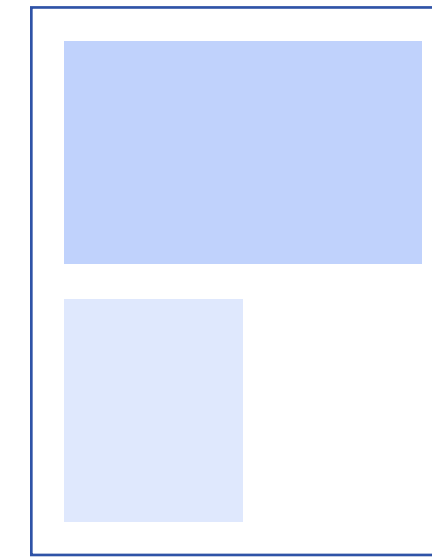
Vertical Format Options



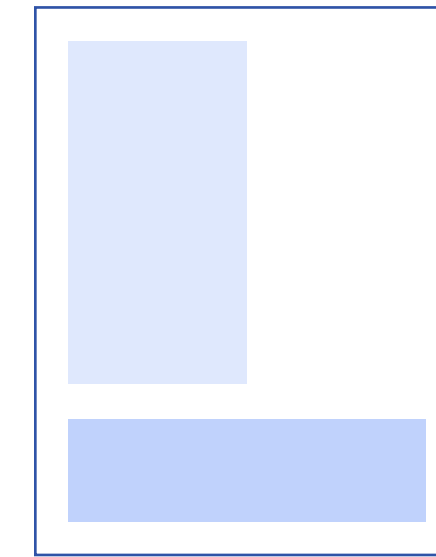
Full



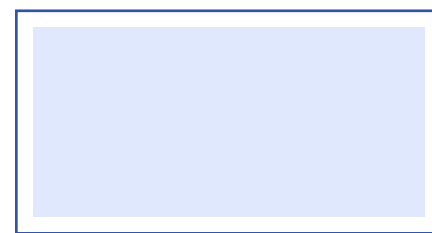
Half

 $\frac{1}{3}$ Ratio

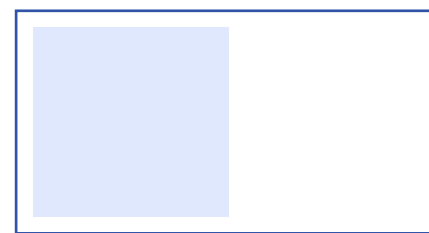
Split - Half

Split - $\frac{1}{3}$ Ratio

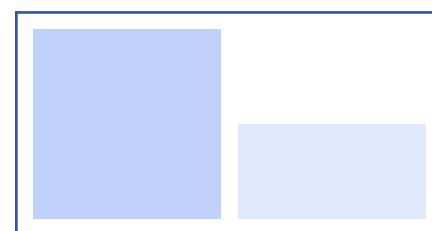
Horizontal Format Options



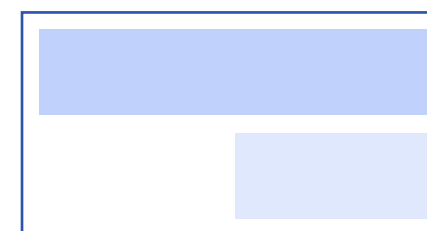
Full



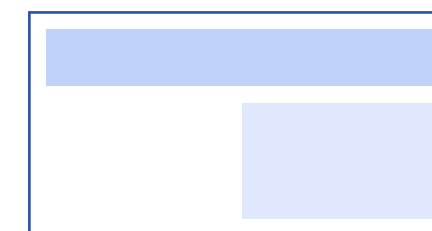
Half

 $\frac{1}{3}$ Ratio

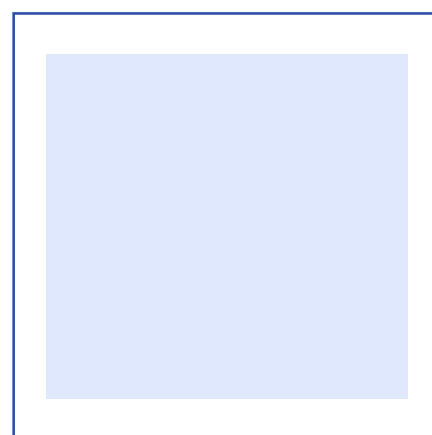
Vertical Split - Half

Vertical Split - $\frac{1}{3}$ Ratio

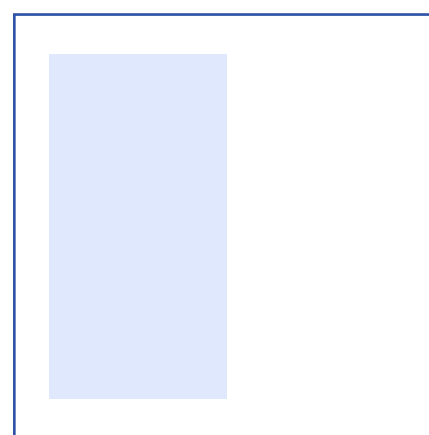
Horizontal Split - Half

Horizontal Split - $\frac{1}{3}$ Ratio

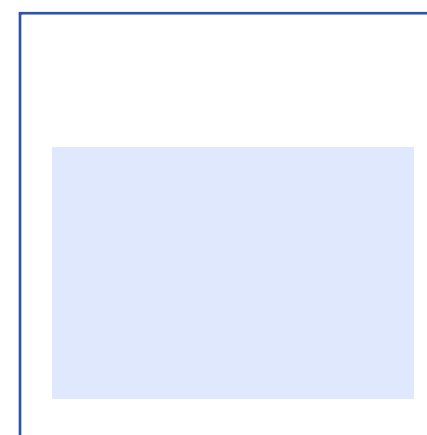
Square Format Options



Full



Half

 $\frac{1}{3}$ Ratio

Photography

Photography

Our photography falls into two categories: Portraits and In-Action. Portrait shots emphasize the reason why we help, while In-Action shots captures the dedication and commitment our team and volunteers put in each and every day.

Portraits



In-Action



Applying Photography: Cropping

Choosing the right image crop for a communication application is also important.

In general, make sure that the typography and logo are never obscuring the subject.

Block Layout



A mentoring program and further support that fosters independence.



A mentoring program and further support that fosters independence.



Frame Layout

Partnership 4 Hope

A mentoring program and further support that fosters independence.



Partnership 4 Hope

A mentoring program and further support that fosters independence.



Applying Photography: Dimensions

Picking the right image for the communication size is also very important.

For small modules and communications, try to choose compositionally strong and simple images. Complex images can be distracting and confusing.



Graphical Elements



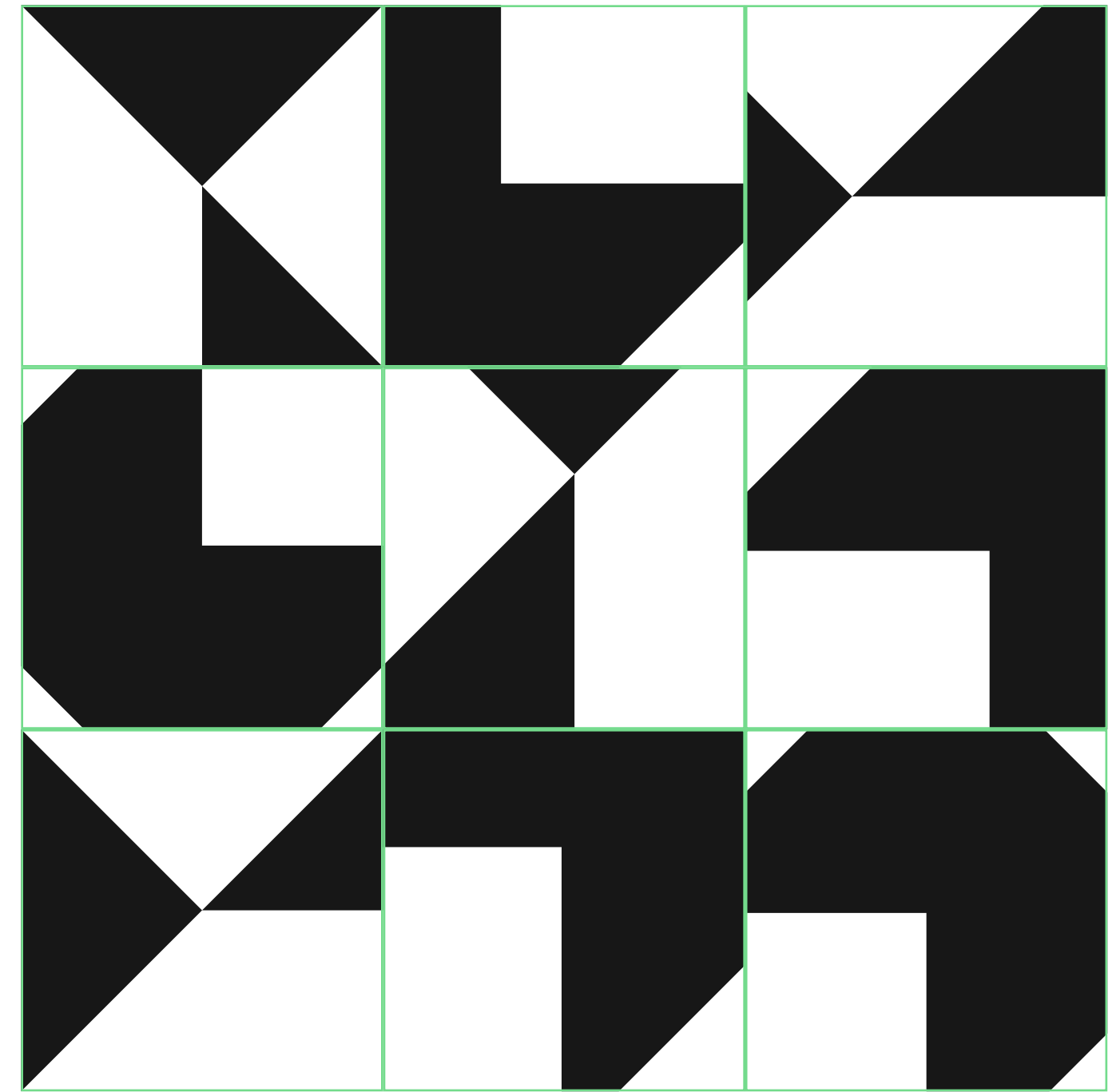
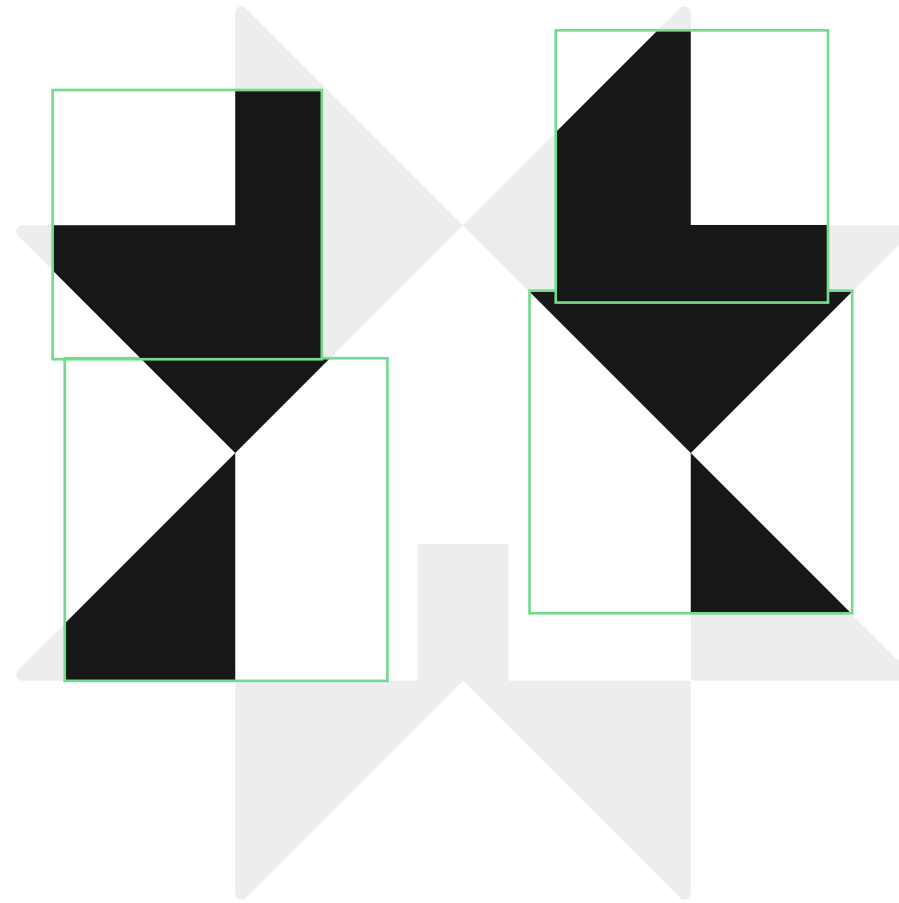
**Partnership
4 Hope**

The pattern

Our patterns call back to our brand without constantly showcasing our imprint in a way that compromises or diminishes the uniqueness of our logo.

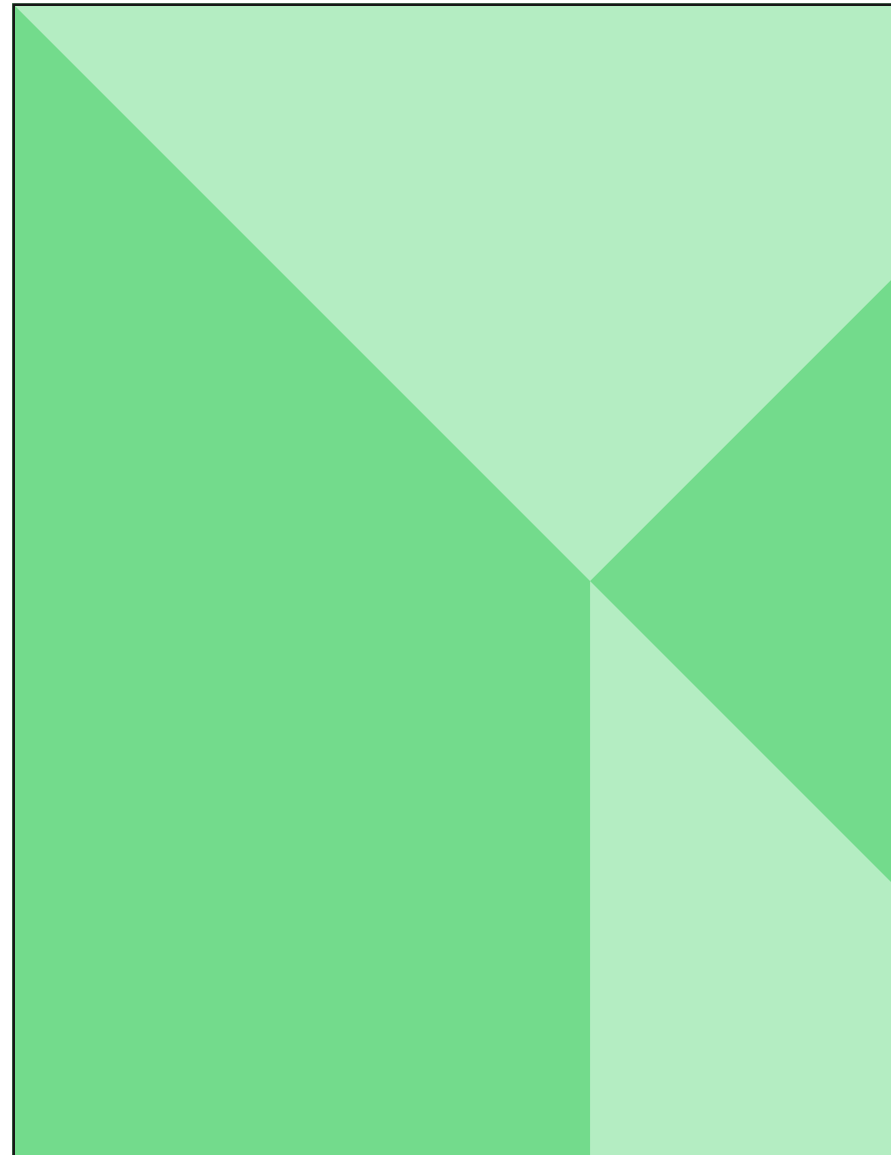
In order to achieve that call back to our logo without explicitly highlighting the logo, we play with the scale and crop to establish less context around the origin and instead lean into the subtle graphics.

Each of these crops can be combined to create a unique pattern. After all, each quilt has their own unique pattern, try to have fun with this.

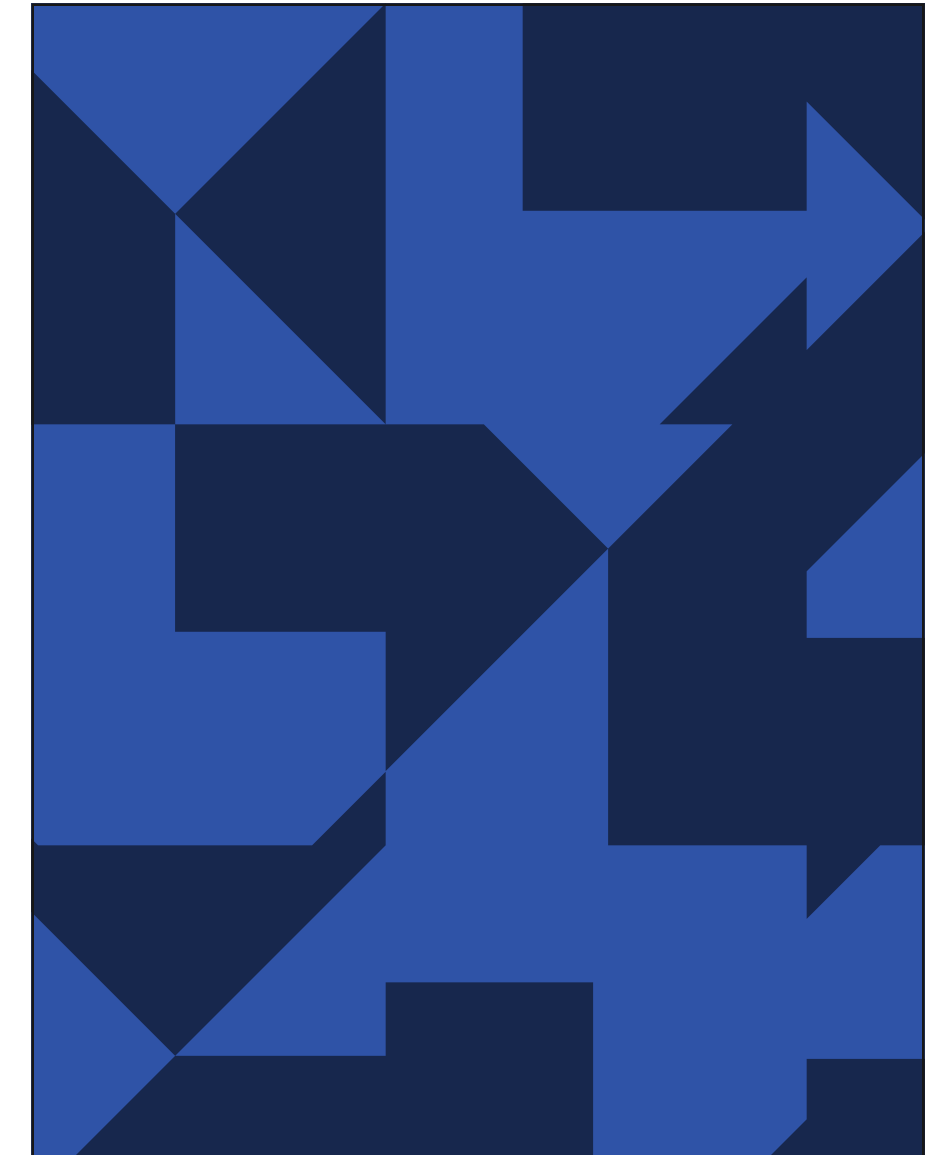


Playing With Scale

When using the pattern, you can use just one section to create a more subtle graphic or you can try combining multiple sections to create a more complex pattern.



Larger, Singular Graphic



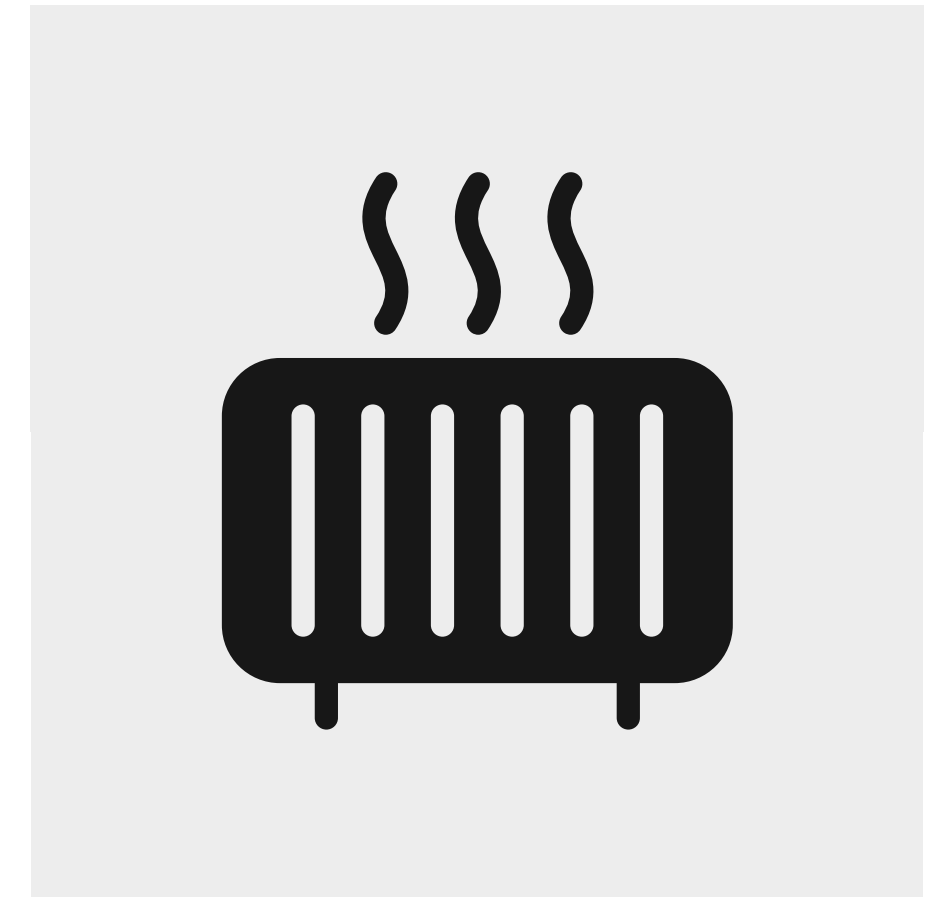
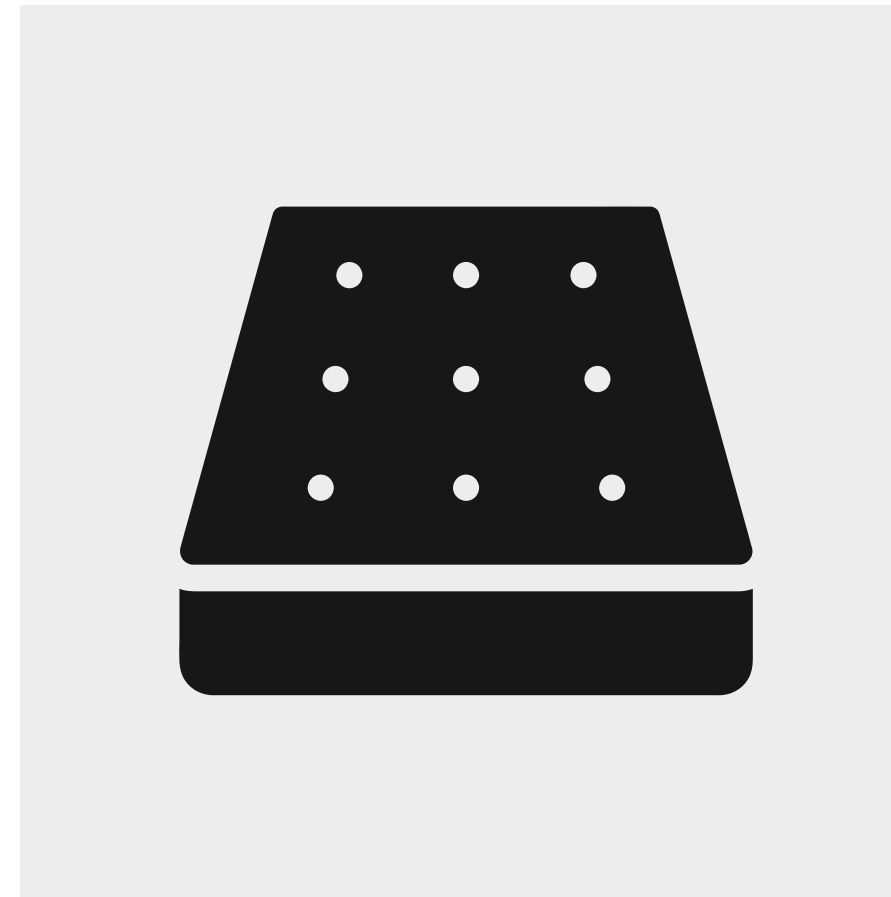
Smaller, Repeated Pattern

Iconography

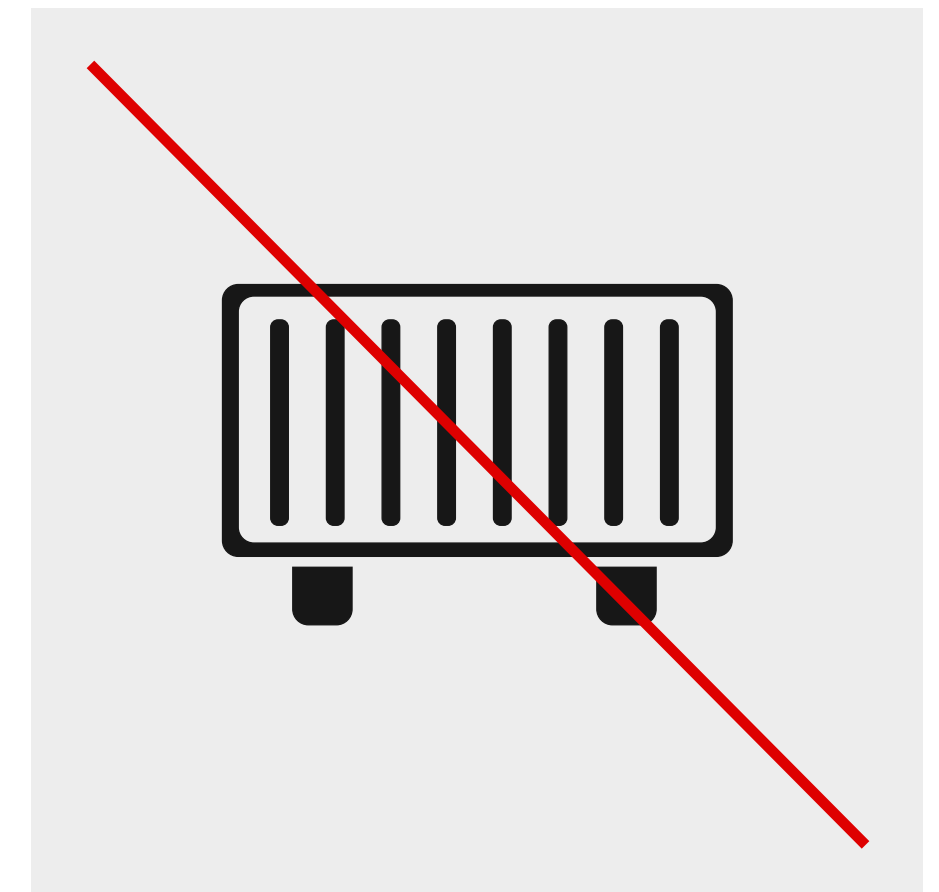
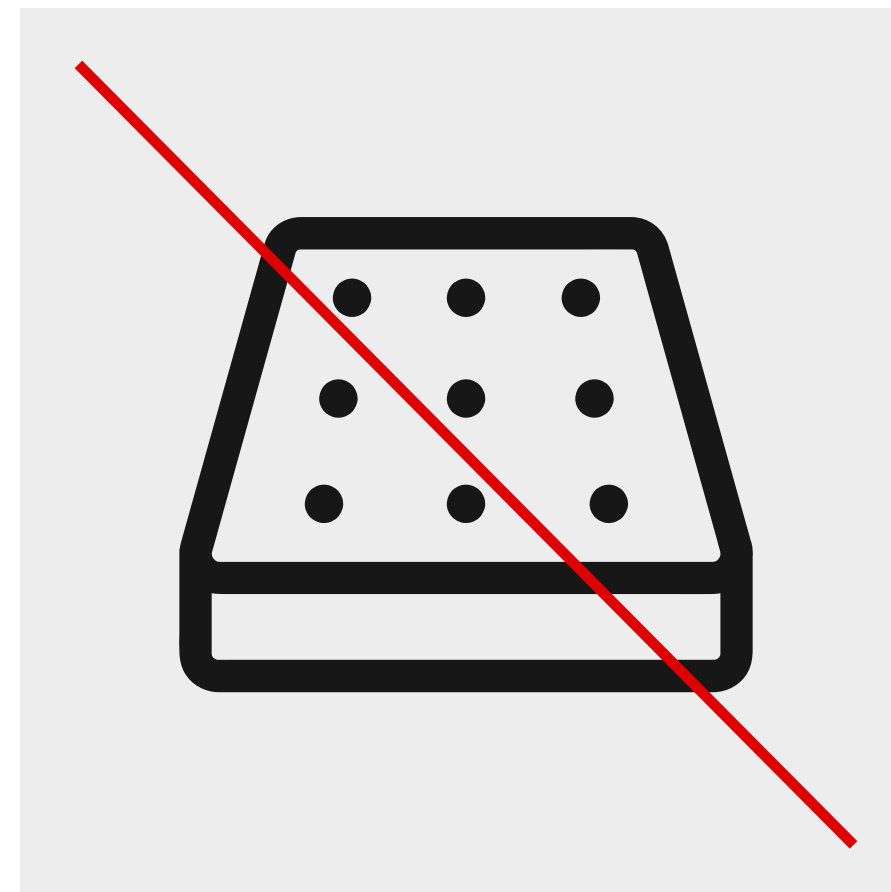
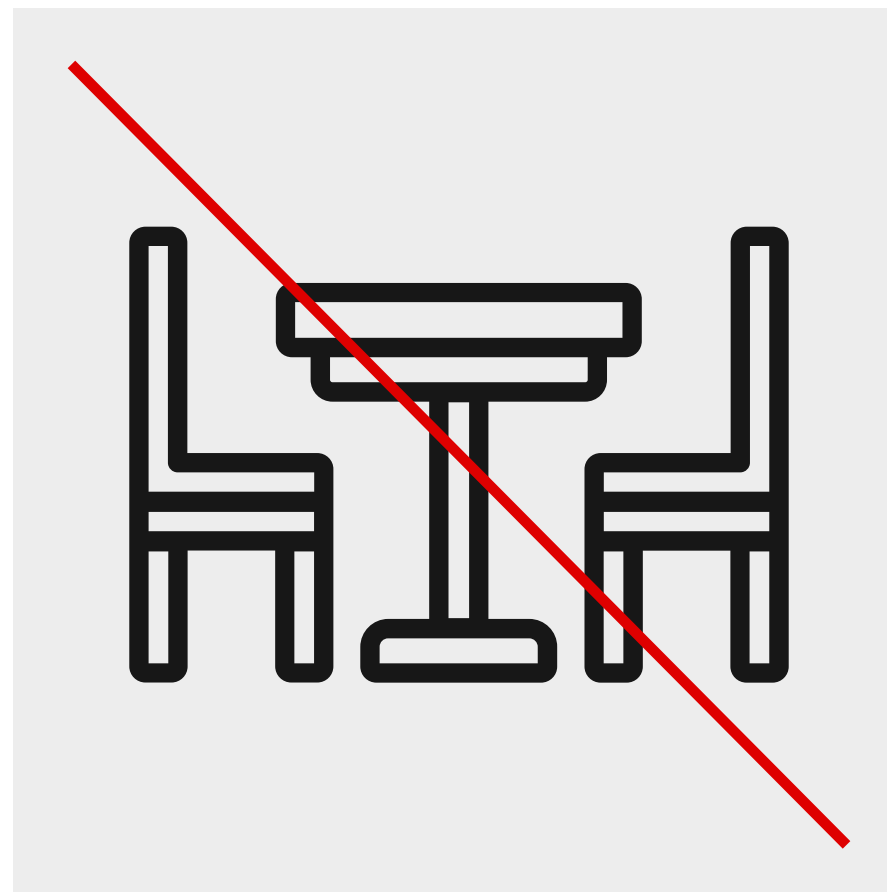
When using iconography, try to find ones that are solid and simple, as opposed to outlined with thin strokes.

Our mark is solid in its foundation and the supporting elements should reflect that.

Correct examples of icons:



Incorrect examples of icons:



Thank you



Partnership
4 Hope