



Branding guidelines for Dare to Care Partners

More than just a Logo:

Branding is important because it's your organization's unique identity. An organization's brand can help your audience recognize the organization and its mission. While branding can entail colors and fonts it's also how customers perceive your organization. This is why it's important to be consistent and thoughtful about your unique brand.

Below is a guideline for using the Dare to Care brand in marketing materials.

- Your logo should always appear larger than the Dare to Care logo because it solidifies you as the owner of the items you're promoting (i.e your organization, programs, events, etc.)
- Do not change the colors of the logo.
- Our logo should not be smaller than 25% of the partner's logo.
- Do not flip, rotate or stretch the logo.

When using Dare to Care logo, please use the following versions of our logos.

IN PARTNERSHIP WITH



Please do not stretch out the logos. See examples below:



Logo Sizing Example:



INCORRECT



CORRECT

Strength Based Communication:

Dare to Care adheres to best practices for strength-based communication. Strength Based Communication is defined as communication that emphasizes the strengths, opportunities, and power of an individual, group, or community. It represents people positively in a way that feels authentic and uplifting rather than focusing solely on the challenges a community faces. Strength Based communication avoids language that positions Dare to Care as the hero or end all be all for saving a community. Rather strength-based communication acknowledges individual agency. People facing food insecurity should be positioned as the heroes in their own stories.

Strength Based Communication does:

- Represent people positively in a way that is authentic and uplifting

- Center and uplift community voices and use first person language
- Acknowledge and celebrate the ability and desire of individuals to overcome obstacles and shape their own futures

Strength based communication does not:

- Discredit individual ability, agency or accomplishment
- Focus solely on challenges without providing context to the systemic inequities that create them
- Frame needs as weaknesses
- Position an organization or its donors as the hero or savior
- Use stereotypical language
- Define people by their circumstances

CORRECT EXAMPLES:

“Every child deserves nutritious food to thrive in school and outside of school. We are providing summer meals to after school programs. Visit our website for a full list of meal sites available to our neighbors.”

INCORRECT EXAMPLES:

“Children shouldn’t have to struggle with hunger. For 50 years, Dare to Care has helped families put food on the table. Visit our website to find a full list of sites that serve our hungry neighbors.”

Imagery Matters

Strength based communication can also be applied to the photos we share. We aim to represent our neighbors in an uplifting way. We recognize that food insecurity is not a happy story, but we also recognize that our neighbors are more than their struggles or the challenges they face. Our neighbors live full lives, and that is what we hope to showcase. Remember, we want to capture moments that inspire and provide hope.

