

PRR%F

Alliance

Brand Book
07.2021

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WHO WE ARE



Overview

Note:

The mission is the driving force behind Proof Alliance.

Our mission

For 20 years as MOFAS and now as the Proof Alliance, our mission is to eliminate birth defects caused by alcohol consumption during pregnancy and to improve the quality of life of the individuals and families affected by fetal alcohol spectrum disorders by providing resources and support. By building partnerships and improving services, the Proof Alliance generates awareness of the importance of alcohol-free pregnancies.

Fetal alcohol spectrum disorders

Fetal alcohol spectrum disorders (FASD) is the term used to describe the group of birth defects that can occur when a person drinks alcohol during pregnancy. The only cause of an FASD, a lifetime disability including physical, mental and behavioral implications, is the consumption of alcohol during pregnancy. There is no safe level of alcohol consumption during pregnancy. Even if the pregnant person feels no effects, alcohol passes through the placenta and is absorbed by the developing fetus. Simply put, when a pregnant woman drinks, the developing fetus does too.

Proof Alliance priorities

Diagnosis. Obtaining an accurate diagnosis is critical to determining the best support for a person with an FASD. Proof Alliance works with clinics to help affected individuals gain access to proper diagnosis and care.

Support. Having accessible and reliable support options is the foundation of a healthy family. Proof Alliance provides many options for families, including education, phone support and referrals, online resources, family camps and teen programs.

Prevention. The way to eliminate FASD is to prevent all alcohol use during pregnancy. Proof Alliance promotes awareness messages and hosts fun events that target people of childbearing age as well as the general public.

Grants. Each year, Proof Alliance awards more than \$500,000 in grants to organizations to address FASD prevention, intervention, and support at the community level. This grant program was developed to boost the ability of communities to prevent prenatal alcohol exposure and improve the quality of life for those living with the condition.

Training. It is essential for professionals who work with individuals and families to understand FASD. Proof Alliance provides training through on-demand webinars, livestream educational talks and a speaker's bureau. The program provides educational opportunities to medical providers, educators, legal professionals, social workers and other caregivers.

Community outreach. Proof Alliance works in communities to promote FASD awareness and prevention and to provide support services for families living with an FASD. Through local partnerships, teams have been assembled to address the impact of prenatal alcohol exposure on their communities.

Justice and equity. Proof Alliance advocates for individuals and families by raising awareness of issues related to inequities such as social stigma; vulnerability; victimization; and fighting for equal access to justice, freedom and the necessary support and services.



Brand Voice

Note:

- **Empowering** rather than **admonishing**.
- **Positive, fact-based messaging**.

Brand voice

Our voice is a purposeful, consistent expression of our brand. It conveys our personality and values, and is the most prominent way for people to connect with us. How we speak is who we are, so our voice should be recognizable.

Proof Alliance voice is positive, clear and inspirational — empowering rather than admonishing — to assure anyone who is expecting that they are making smart, healthy choices by not drinking during pregnancy and to let families affected by FASD know we are here to support them.

Using statistical evidence to support our message whenever possible conveys both our expertise and our authenticity. An honest, factual tone is important, regardless of audience.

Ask, *“Will this copy leave a positive (empowering) or a negative (admonishing) impression on our readers?”* The answer should always be, *“It’s a positive, fact-based message.”* Avoid the use of negative words, such as “no” or “not.” The use of the word “proof” can be powerful when crafting messages for prevention and support campaigns for all audiences.

- **Prevention:** Proof Alliance emphasizes the power of people and community to eliminate FASD through prevention. FASD is 100 percent preventable.
- **Support:** Families, medical professionals and communities are proof that individuals with an FASD can lead rich and fulfilling lives. Those with an FASD can reach 100 percent of their potential.
- **Donors:** You are proof that we have the capacity to do great things.
- **Board members:** You are proof that we can lead this important effort.
- **Prevention staff:** You are proof that we can make a difference for these individuals and their families.
- **Medical providers:** You are proof we can help prevent FASD and care for those who have it.
- **Educators:** You are proof that we can spread the message about FASD prevention.
- **Individuals:** You are proof that the possibilities in your life are endless.
- **Families:** You are proof that together, all things are possible.

General Guidelines: Please follow AP style for all copy. Aim to write at a fifth-grade level or below and use plain language instead of jargon.



Language Guide

Note:

This is to ensure language is consistent and inclusive across the organization, please follow these guidelines on terms and language issues that frequently arise in Proof Alliance publications.

Language to use	Language to Avoid	Reason
brain injury	brain damage	This is a less stigmatizing way to talk about the impact of prenatal alcohol exposure.
developing fetus	developing baby, unborn child	"Fetus" is the medically and legally accurate term.
FASD is caused by prenatal alcohol exposure	FASD is caused when a woman drinks alcohol while pregnant	This is less stigmatizing and focuses specifically on the cause: prenatal alcohol exposure.
pregnant person/people, people who can become pregnant, people of childbearing age, during pregnancy	pregnant woman/women, women who can become pregnant, women of childbearing age	Use gender-neutral language. Not everyone who can become pregnant identifies as a woman.
anyone who is pregnant or expecting	moms-to-be	Use gender-neutral language.
nursing	breastfeeding	Use gender-neutral language.
partner	boyfriend, girlfriend, husband, wife, etc.	Use gender-neutral language.
they, them	he/his, she/hers	Many people identify with other pronouns.

Continued on next page.

Continued from previous page.

Language to use	Language to Avoid	Reason
prenatal alcohol exposure	PAE	Avoid jargon, including acronyms, when possible and practical.
person with a mental illness	mentally ill person	Use person-first language to avoid labeling people.
person with an intellectual disability	mentally retarded person, person with developmental disability	Use person-first language to avoid labeling people.
person with a substance use disorder	addict	Use person-first language to avoid labeling people.
appropriate words depending on what you are trying to say	crazy, insane, dumb and other derogatory terms	As disability advocates, it is critical that we remain disability-positive and avoid perpetuating stigma.
health care	healthcare	Consistency.
nonprofit	non-profit	Consistency.
website	web site v	Consistency.



Copywriting Logistics

Proofreading. All content for external communications that will be sent to mass audiences (e.g., letters, e-blasts, flyers) should be approved by your immediate supervisor and proofread by someone in the communications department to ensure consistent messaging and proper spelling and grammar prior to submitting it to the communications coordinator for formatting.

Capitalization. Always capitalize “Proof Alliance” and all words in headlines, except for articles and prepositions that are less than four letters. Use sentence case for subheads and body copy. Do not capitalize diagnostic terms unless the name includes a proper noun.

- **Headline:** Developmental Skills Timeline
- **Subhead:** Developmental age equivalent
- **Diagnostic terms:** substance use disorders, Crohn’s disease

Acronyms. Always spell out acronyms on first mention, followed by the acronym in parentheses, before using the acronym on its own (i.e., fetal alcohol spectrum disorders

(FASD). Never use “FASD’s” or “FASDs.” Accompany “FASD” with “an” (i.e., a person with an FASD, not a person with FASD).

Dates. Spell out and capitalize days and months (e.g., Saturday, June 2, 2018).

Locations. Spell out and capitalize locations/addresses (e.g., Children’s Home Society; 2205 Marigold Lane; New Hope, Minnesota). Use abbreviations for Ave., Blvd. and St. only with a numbered address. Similar words (e.g., Alley, Drive, Circle, Road and Terrace) should be spelled out.)

Job titles. Job titles should be lowercase when appearing in text.

- In her eight years with the organization, she worked as a nurse and a nurse coordinator.
- One of the speakers was Ronald B. McKinley, Ph.D., vice president of Human Resources.
- Dr. Smith is professor of biology at the University of Cincinnati.

In body copy, do not separate a title from a department area with a comma. Instead, use “of.”

- Robert H. Beekman III, MD, director of the Division of Cardiology, not Robert H. Beekman III, MD, director, Division of Cardiology
- Acceptable designations for James M. Anderson include:
 - o president and CEO
 - o president and chief executive officer

Elected officials. When identifying an elected official, use lowercase for his or her title, except when it directly precedes a person’s name.

- Abraham Lincoln, the president of the United States, was from Illinois.
- Before entering politics, President Lincoln was an attorney.
- Of all the senators in Congress, Senator Bill Frist of Tennessee is the only physician

Academic titles. Named professorships and chairs are capitalized.

- William F. Balestreri, MD, Dorothy M.M. Kersten Professor of Pediatric Gastroenterology



Note:

The percent symbol (%) should only be used in a logo lockup/graphic way; never use "Pr%f"

Percentages. Always use numerals and "percent" spelled out when expressing percentages. The percent symbol (%) should only be used in a logo lockup/graphic way; never use "Pr%f" or "100%" in words.

Individual titles. Individual titles for physicians should be treated in the following manner:

- First reference: Daniel I. Choo, MD
- Second reference: Dr. Choo
- Individual titles for other health care professionals such as nurses should be treated in the following manner:
 - First reference: Mary Stephens, RN
 - Second reference: Stephens (Use the last name and avoid courtesy titles such as "Ms." unless you know which pronoun the person uses.)

In general, use first names only when referring to either a person with an FASD or a family member or caregiver.

Commas. Use commas to separate elements in a series, except at the end of a series.

- The flag is red, white and blue. (Not: The flag is red, white, and blue.)

Periods. Use one space after a period at the end of sentences for body copy.

Quotation marks. Use quotation marks to set off quoted material and unusual phrases. Periods and commas belong inside quotation marks.

- "I'm going to see a movie," she said.

- She was having what she called "a case of the blahs."

Ampersands. Only use ampersands as part of a company's formal name. Spell out "and" in all other instances.

Numbers. Spell out numbers from one to nine, and any number that is the first word in a sentence. Use figures for 10 and above and whenever preceding a unit of measurement or referring to ages of people, animals, events or things. Also use figures in all tabular matter, and in statistical and sequential forms.

- one, two and first, second
- The address is 5 Sixth St.
- A 7-year-old child
- An estimated 1 in 20 children has an FASD

Use numerals for numbers in headlines, email subject lines and HTML page titles.

- 5th-Grader Wins 1st Place in Spelling Bee

Use numerals when expressing statistics.

- 1 in 20, 10 in 500, 50 percent of students

Times. Use lowercase and periods in "a.m." and "p.m." Use a space between the time and "a.m." or "p.m." Use noon instead of 12 p.m.; use midnight instead of 12 a.m.

- 5:30 p.m. (not 5:30 pm, 5:30pm or 5:30 PM)



THE BRAND



Logo

- Primary color usage of the logo shown.
- Do not alter, adjust, squish, or change the logo in any ways.

PR%OF
Alliance

PR%OF
Alliance

Rules

- Allow adequate spacing around the logo.
- Do not alter, adjust, squish, or change the logo in any way.



Color

- The yellow is an accent color and should NOT be used in the logo.

accent

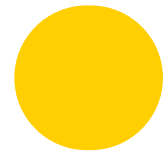
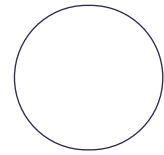
supportive

primary

primary



Color Hierarchy



cmyk 0, 18, 100, 0
rbg 225, 205, 0
hex #ffcd00
pantone 116C

cmyk 0, 0, 0, 5
rbg 241, 242, 242
hex #f1f2f2
pantone Cool Grey 1 (25% tint)

cmyk 65, 0, 39, 0
rbg 9, 194, 177
hex #45c2b1
pantone 3258C

cmyk 83, 82, 45, 46
rbg 46, 42, 69
hex #2e2a45
pantone 534C



Application



Lockups

- Do not adjust the tagline or lockup.

Tagline

PR%F
Alliance

Preventing fetal alcohol
spectrum disorders and
supporting all impacted

PR%F
Alliance

formerly
MOFAS



Typography

Light

Regular

Medium

Semi-Bold

Bold

Black

SEGMA FONT FAMILY

Aa Bb Cc Dd Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp

Qq Rr Ss Tt Uu Vv Ww Xx

Yy Zz 0 1 2 3 4 5 6 7 8 9



ASSETS



Custom Type

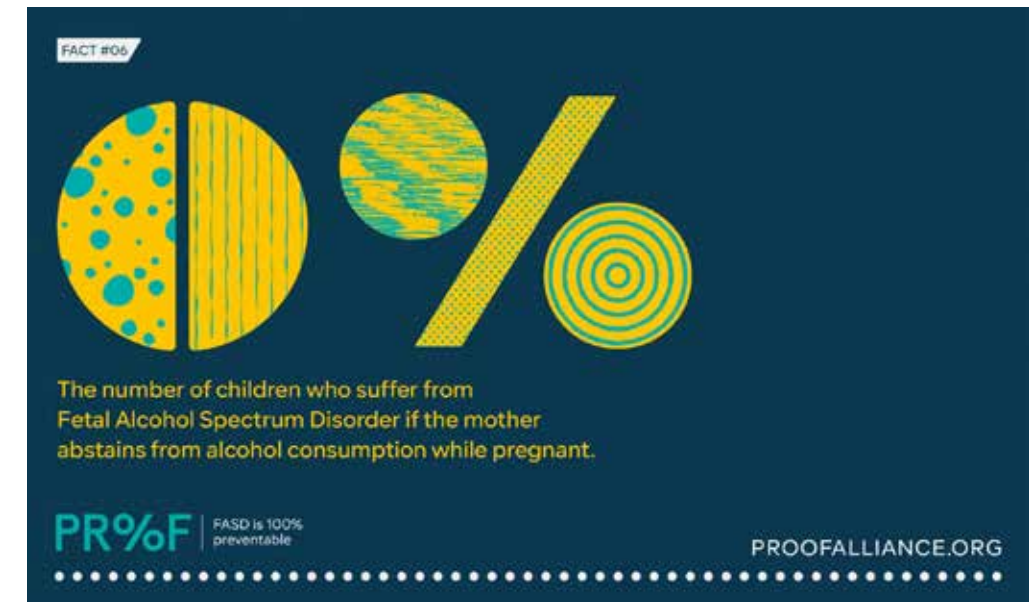
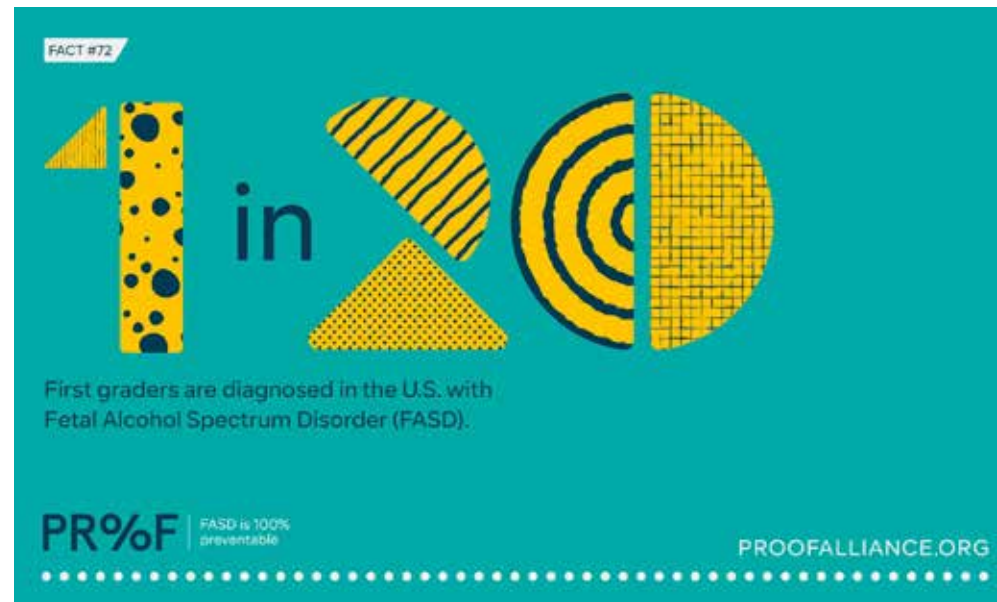
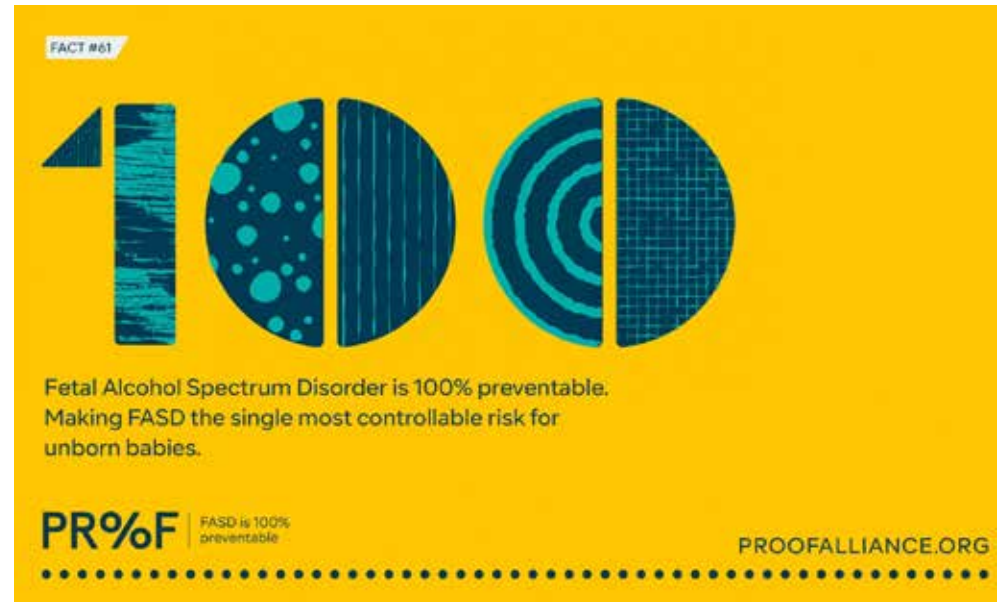
- We use these custom numbers sparingly to help support the information in a playful way.
- Can utilize given textures and patterns within the numbers using the clipping mask function.
- Primarily used with percentages and supportive statistics supporting a headline or callout
- Shouldn't be used for more than 4-5 characters in one setting as they are very bold and large.
- See examples used on next page.

01234
56789

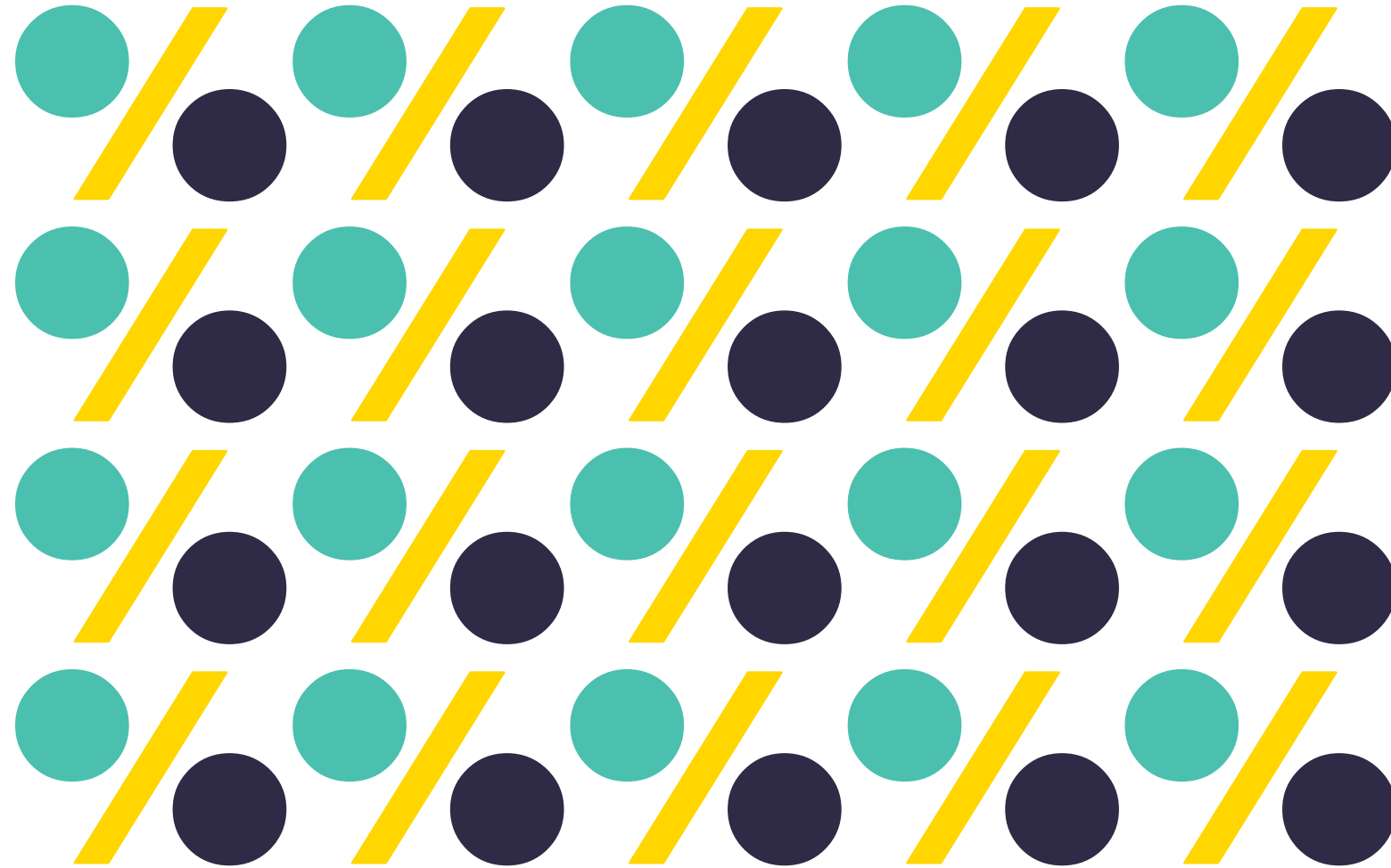
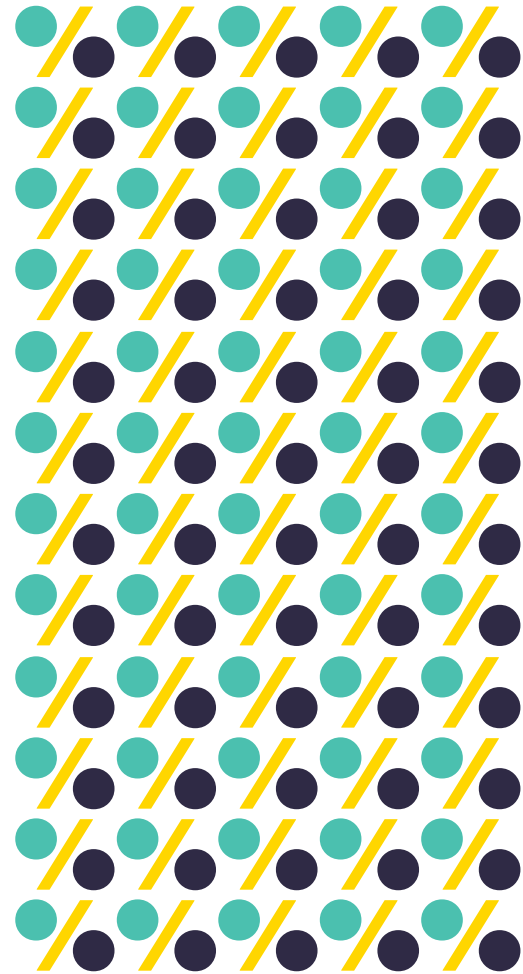


Custom Type Examples

- Note: These examples were made with a previous navy, please use the colors described on page 13.
- Can alternate textures and patterns within the numbers using the clipping mask function.

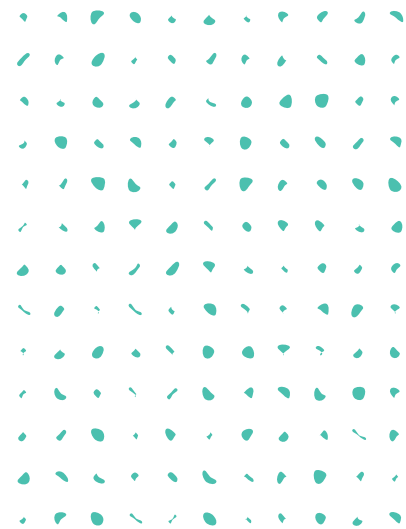


Patterns

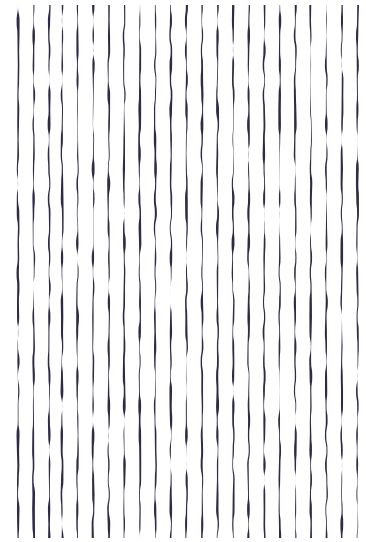


- Can use the patterns and textures to place within the custom numbers, backgrounds, circles, and headlines.
- You can change/ alter colors when necessary.

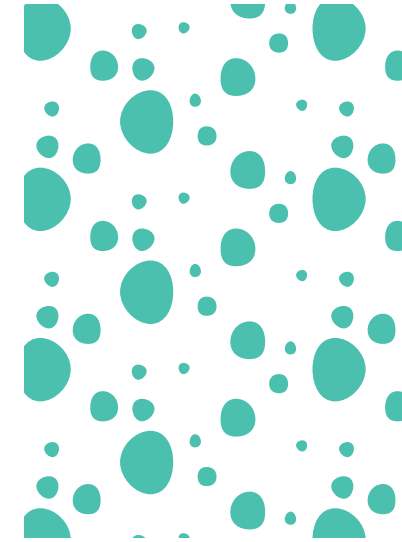
Speckles



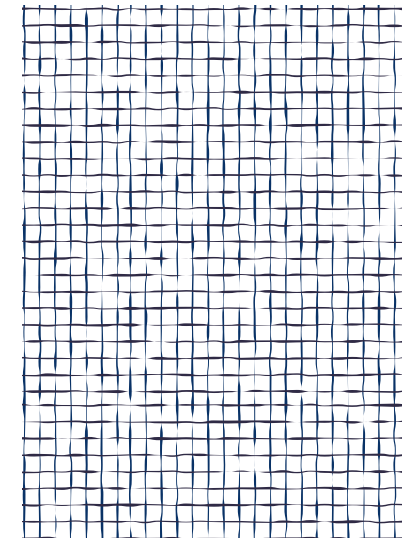
Horizontal



Bubbles



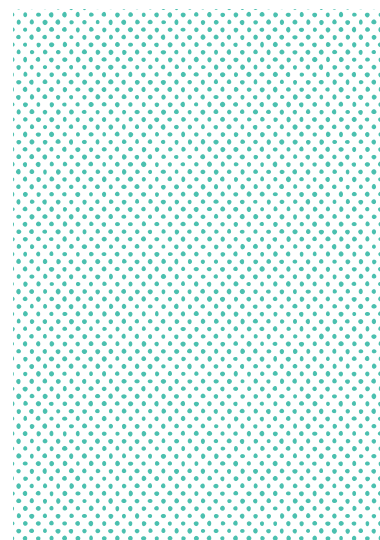
Cross Hatch



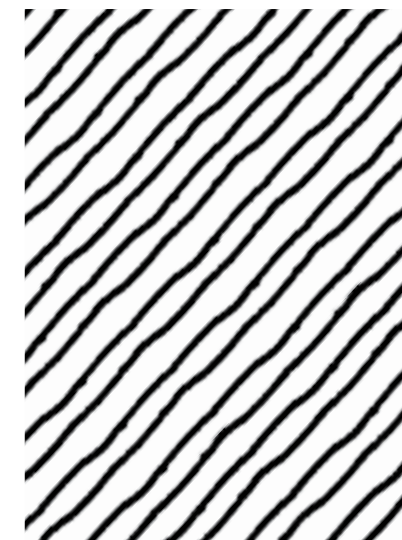
Spiral



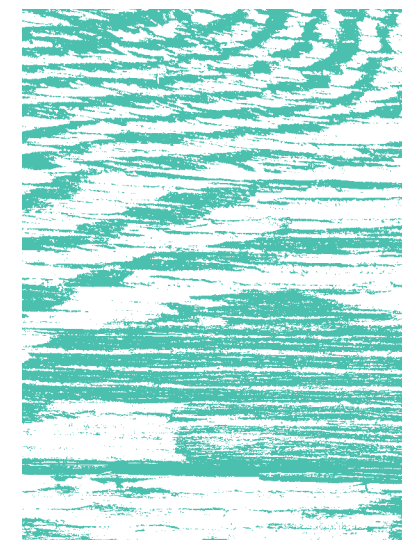
Dots



Diagonal



Wood



Graphic Elements

- You can change/ alter colors when necessary.



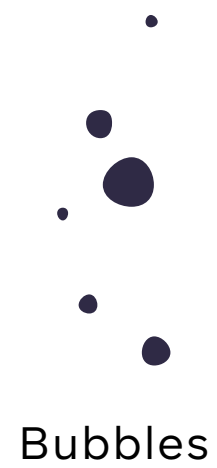
Fetal Alcohol Spectrum Disorders are 100% preventable by avoiding alcohol during pregnancy.

Button

Button



- These are playful graphics that can easily be utilized to help balance or add appeal to a project.
- Use thoughtfully, do not overuse.
- You can change/ alter colors when necessary.



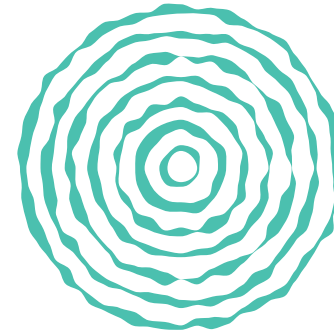
Bubbles



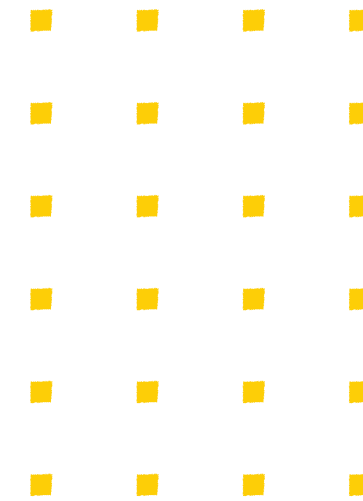
Diagonal Circle



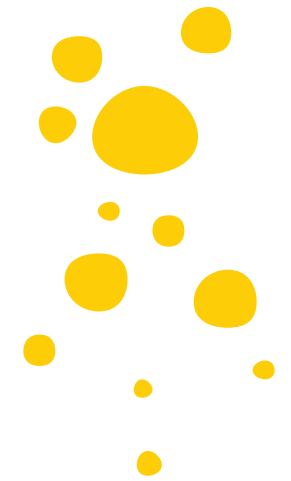
Thick Spiral



Simple Swirl



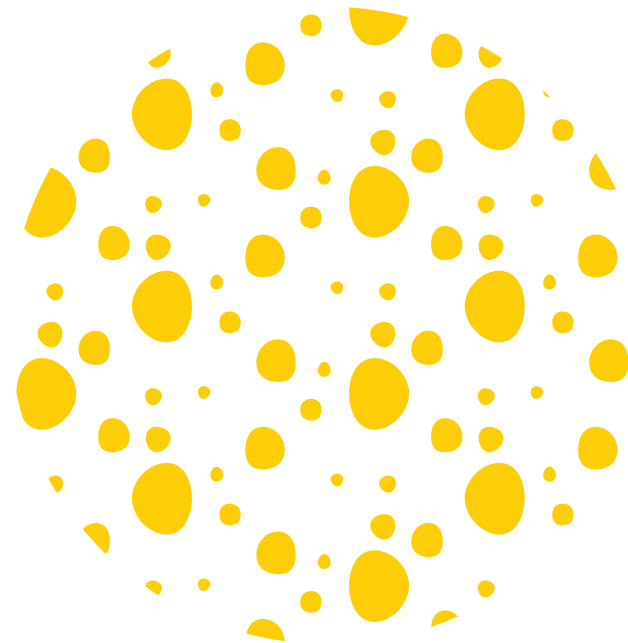
Checkers



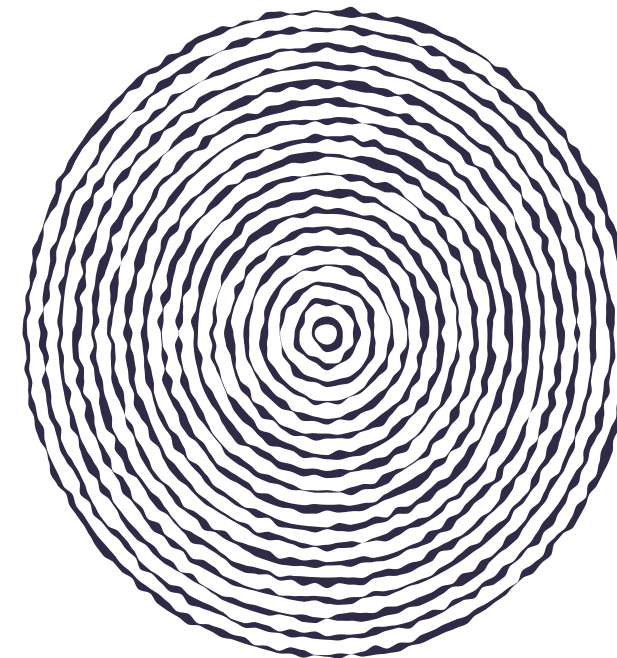
Bubbles2



Drink Splatter



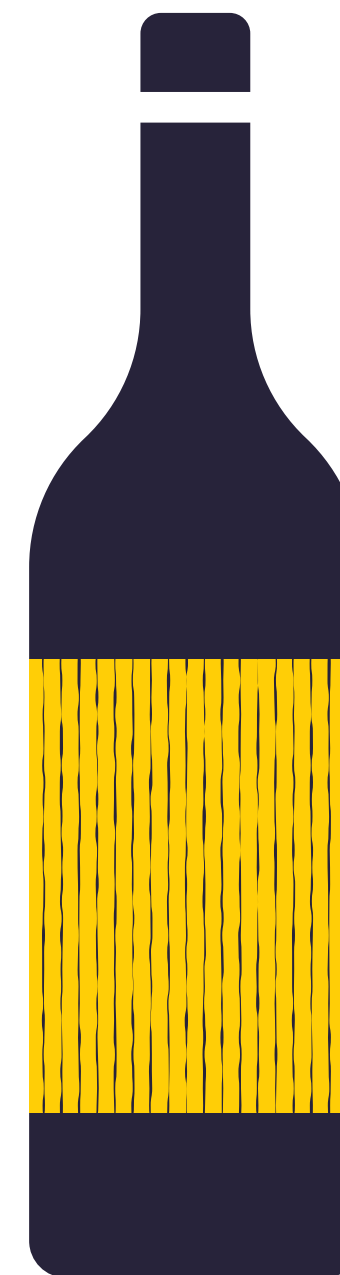
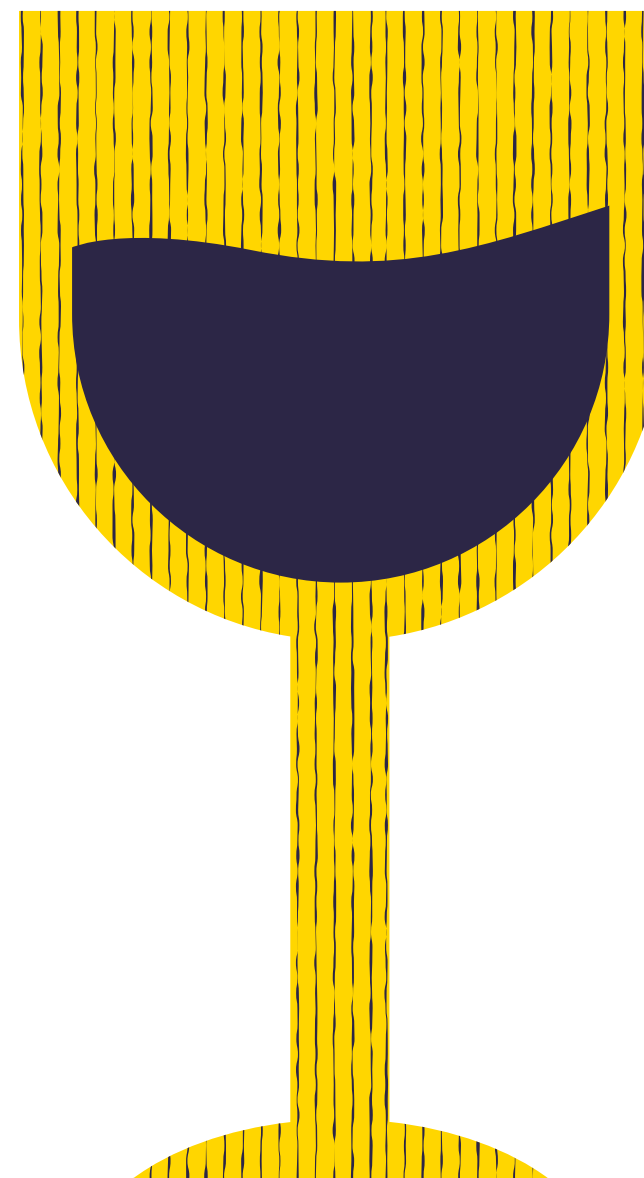
Splatter Bubble



Jagged Swirl



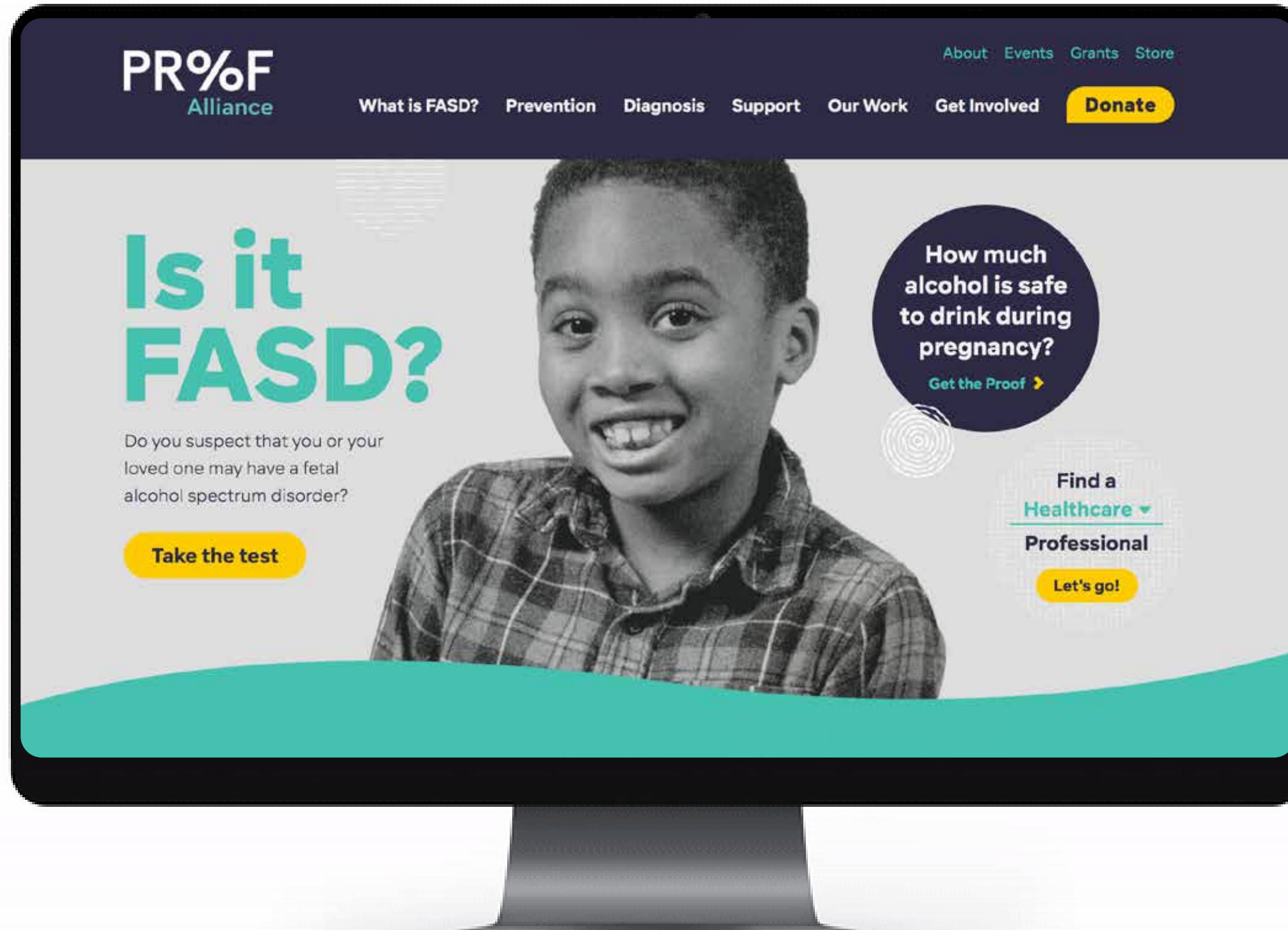
- These are specialty graphics and should be used sparingly with purpose to help support the narrative.
- You can change/ alter colors when necessary.



EXAMPLES



Website



PR%F Alliance

What is FASD? Prevention Diagnosis Support Our Work Get Involved Donate

Is it FASD?

How much alcohol is safe to drink during pregnancy?

Find a Health Care Professional

Think it might be FASD?

WE HAVE THE PROOF

There's a lot of misinformation about alcohol and pregnancy. We're here to set the record straight.

What is FASD?

Lorem Ipsum Dolor

Child of Hope

Birth Mothers Network

One bottle, nine lives

Living with FASD

PR%F Alliance

PR%F Alliance

What is FASD? Prevention Diagnosis Support Our Work Get Involved Donate

How do you know if you or your loved one has an FASD

Find a Health Care Professional

Think it might be FASD?

FASD is often misdiagnosed because many of the characteristics look the same as mental health disorders, so it is important to get an FASD assessment from a trained professional. However, there are signs to look for.

Living with FASD

Take the test

Lorem Ipsum Dolor

Strengths & Part 1

Alcohol-free months

Elbow Arousal

Elbow Arousal

PR%F Alliance

PR%F Alliance

What is FASD? Prevention Diagnosis Support Our Work Get Involved Donate

There is no safe amount of alcohol to drink during pregnancy

Find a Health Care Professional

Think it might be FASD?

If you've heard different, you've heard wrong. Drinking alcohol during pregnancy, even in moderation, can lead to Fetal Alcohol Spectrum Disorders (FASD).

Planning for a healthy, alcohol-free pregnancy

Nearly half of all U.S. pregnancies are unplanned

CONCERNED about your alcohol use?

Support and treatment options

PR%F Alliance

PR%F Alliance

What is FASD? Prevention Diagnosis Support Our Work Get Involved Donate

Fetal Alcohol Spectrum Disorders (FASD) defines the range of birth defects caused by prenatal alcohol exposure

Find a Health Care Professional

Think it might be FASD?

Drinking alcohol during pregnancy can impact fetal development and cause irreversible birth defects and brain injury, including physical, mental, behavioral, and/or learning disabilities with positive lifelong implications.

How much alcohol is safe to drink during pregnancy?

Nulla vitae elit libero a pharetra augue.

Malesuada Nibili lacinia Tortor

For me, FASD Donec sedo dui, Lorem ipsum dolor amet, consectetur adipiin.

Living with FASD

15yo, Age 15, has FASD

FASD is 100% preventable

Preventing FASD

PR%F Alliance



Past Campaigns



PHOTOGRAPHY



Article Photography

- This is a rough guideline to choosing photos for articles specifically for the website.
- **View pdf [ProofAlliance_PhotoCollection_072021](#) for current photography.**
- For photos in the "off-brand" category, we added a function on the website to place a white overlay on the photo when uploading on the website. This function helps brighten/soften up the photography.

Only use this option with off-brand photography.

IF A PHOTO IS OFF-BRAND:

- Dark, cool tones, moody
- Busy
- No brand colors

UTILIZE WHITE OVERLAY AT UPLOAD
(White overlay shown)



IF A PHOTO IS ON-BRAND:

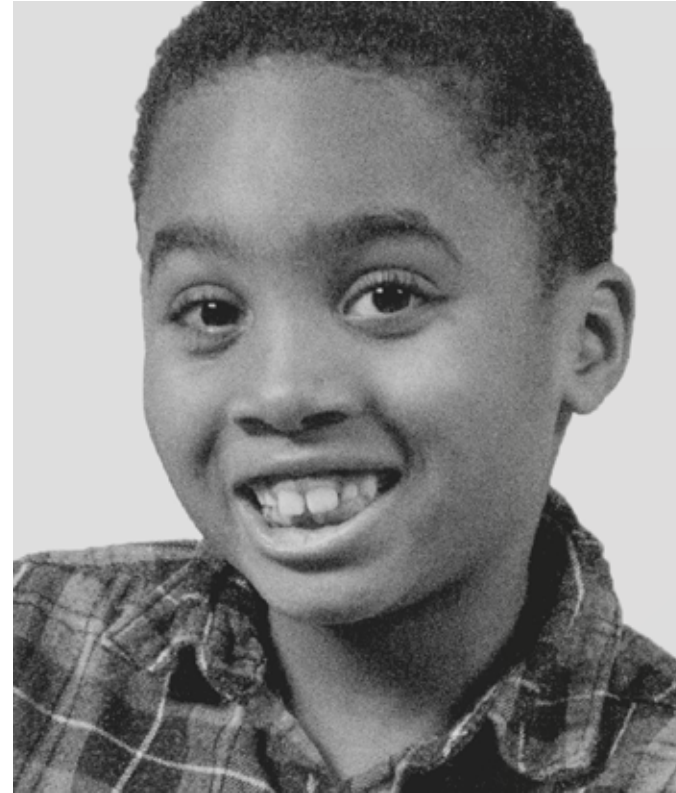
- Bright, warm, white, hopeful
- Simple
- Spec of yellow or teal

NO NEED FOR WHITE OVERLAY
(White overlay NOT shown)



Photo Treatments

- When appropriate, we utilize bitmaps, and duo-tone (two-color) photo treatments to help strengthen the brand and draw the viewers eye.



File Types

Note: Along with this brand style guide, you may have been given access to the logo files and graphics. Below is a description of each of the file types and how to utilize them.

PNG:

PNGs are amazing for interactive documents such as web pages, but are not suitable for print. The reason PNGs are used in web projects is because your image is saved with more colors on a TRANSPARENT background. This makes for a much sharper, web-quality image.

While PNGs do not lose quality when edited, they are still low resolution. A PNG file is similar to a JPG with the exception that it does allow for transparency. Please note that a PNG is NOT a vector file. Rather, it is locked in at a certain size and can only be scaled down in size.

Below are alternate file formats that can easily be scaled larger if need be, these are vector files and will never pixelate.

EPS:

EPS is a vector file format that is designed to produce high-resolution graphics for print. It is more of a universal file type (like the PDF) that can be used to open vector-based artwork in any design editor, not just the more common Adobe products. In the design world, an EPS file type is an industry-standard.

Out of all the file types, you most likely won't be able to open it. Don't worry if you can't. It is advised that you hold on to it should another designer or an industry partner request a vector format logo.

PDF:

Invented by Adobe, PDFs capture and review rich information from any application, on any computer, with anyone, anywhere. PDF stands for Portable Document Format. It can embed and encapsulate graphics, fonts, colors and other information required to view a file. It is the most requested file type by most professional printers today.

When a vector logo is saved in a PDF format you can view it without any design editing software (as long as you have downloaded the free Acrobat Reader software.) This is by far the best universal tool for sharing graphics.

AI:

This is by far the image format most preferred by designers and the most reliable type of file format. Adobe Illustrator is the industry-standard for creating artwork from scratch, therefore is the program in which your logo was created. Illustrator produces vector artwork; this is the easiest type of file to manipulate. They are constructed using proportional formulas rather than pixels.

Your logo and brand graphics were created as a vector, and you should always keep the master file on hand. The real beauty of vectors lies in their ability to be sized as small as a postage stamp, or large enough to fit on the side of a skyscraper.

