

Advocating so Arizona Families Can Thrive.™

LIVING OUR CENTER FOR ARIZONA POLICY BRAND





We Are Center for Arizona Policy.

“A good name is to be chosen rather than great riches, and favor is better than silver or gold.” Proverbs 22:1, ESV

A brand is so much more than a logo or a tagline. A brand is comprised of the look, the message, the feel, and the name – the reputation our name conveys when we are not in the room.

CAP has a good name in Arizona: our friends and allies recognize our contribution to public policy, our ministry friends express their faith in our work on their behalf, and despite our differences, those who oppose our values acknowledge our influence.

We are advocates: we advocate so Arizona families can thrive. Through our work, Arizona continues to be one of the best places to live and raise a family.

You are our brand. It is because of the CAP team: past, present, and future, that ours is a name that produces lasting outcomes in Arizona. Together as Center for Arizona Policy, with a dependence on God’s guidance and direction, we champion freedom, we advance foundational values, and we are making a lasting difference!

CATHI HERROD, ESQ.
PRESIDENT

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Who We Are

Center for Arizona Policy (CAP)

is a nonprofit advocacy group committed to promoting and defending the foundational values of life, marriage and family, and religious freedom.

Established in 1995 as a nonprofit organization dedicated to strengthening Arizona families through policy and education, CAP has worked with elected officials and members of the community to make Arizona the most welcoming state to raise a family.

“Freedom prospers
when religion is vibrant
and the rule of law under God
is acknowledged.”

RONALD REAGAN

Why We Matter

CAP promotes and defends the foundational values of life, marriage and family, and religious freedom.

The fact is, what happens at the state Capitol impacts real lives. CAP works with state legislators and other elected officials at all levels of government to ensure that public policy promotes foundational principles.

Our heart is to create an Arizona where:

- > The sanctity of human life is protected from its very beginning to its natural end.
- > Marriages and families are strengthened and supported by public policy, not attacked or weakened.
- > Religious freedom is affirmed and protected, free from government interference.

NOT A LOGO. NOT A CAMPAIGN. NOT A PRODUCT.

Our Center for Arizona Policy Brand

Our brand is two simple things:
**the perceptions we own
and the promise we make.**

When reinforced consistently and at all points
of contact, we shape a total brand experience
for all who engage with us.

Brands create signals in peoples' minds — “mental shortcuts” — that trigger what the brand stands for, and what it doesn't. If we don't manage those signals in the minds of our audiences, they'll fill the gaps for us.

Having a strong brand matters.

Organizations with strong brands have more loyal constituents and employees. And standing for something helps us stand out.

The following brand platform is a guide for the entire organization, so we all know what to say and do — and, maybe more importantly, what not to do.

Challenge yourself each day to build a strong Center for Arizona Policy brand by asking yourself one simple question:
“Is what I'm doing reinforcing or undermining the brand?”

Our Brand Promise

Our brand promise is the commitment we make. It is the heart and soul of our **Center for Arizona Policy** brand. It is what the world can always expect from us, without fail.

The policies and legislation that affect the daily lives of Arizonans are not only shaped in Washington. They are forged within the state's own institutions — at the Capitol, in the courthouses, city halls, and school boards.

The layers, intricacies, and sheer volume of public policy activity at the city, county, and state levels can be overwhelming for even the most freedom-conscious Arizona family. They need a team that is relentlessly advocating so Arizona families can thrive.

When opposing interests set their sights on disrupting the Arizona laws, institutions, and traditions that protect and promote life, marriage and family, and religious freedom,

Arizonans look to CAP to fight and win on their behalf. CAP understands the mechanisms of public policy and state politics. We use our know-how and influence to defend the freedoms guaranteed to all Arizonans through the Constitution and by God.

We are not policy wonks. We are not lobbyists. We are not activists. We are not politicians.

We are advocates.

We advocate for the freedoms granted to every man, woman, and child by God. We advocate for the lives of all Arizonans.

We are the Center for Arizona Policy.

We advocate so Arizona families can thrive.

Our Brand Dimensions

Brand dimensions are not marketing messages.

They represent what we want people to think about us. They are the four key perceptions that we strive to own in the minds of all who engage with us.

Think of dimensions as decision filters, providing guidance for how we think and behave and for what we say and do. They represent the value of what we do, the mindset we strive to embody, and the ultimate benefit we create for our constituents.

If we all work together as a team to reinforce these perceptions across all we say and do, people will automatically associate them with us — and know them to be true. **Be the Center for Arizona Policy brand.**



We are an Engaging, Determined Voice of Hope



OUR CHARACTER DIMENSION

Guiding who we are and how we behave.

Polarization and alienation to achieve political goals are the modus operandi of too many causes across America. These organized efforts paint pictures of doom, gloom, and rampant victimization. Unfortunately, this approach only serves to alienate citizens from the political process as logic, law, and tradition are cast aside in the effort to win at any cost.

CAP is an **engaging, determined voice of hope** in an increasingly divisive political landscape. We are focused on expanding the blessings of freedom for all of Arizona's citizens as we engage their elected officials and policymakers.

Discourse means facilitating informed dialogue and discussion in the public arena, not divisive assertions or exaggerated threats — so we lean in and listen as much as we stand up and defend. And we're focused on the long view — so our actions and words consistently paint pictures of confidence, optimism, and faith.

Arizonans can count on CAP to be an unwavering advocate and an **engaging, determined voice of hope**. Defense of truth and foundational values demand it, and our citizens deserve it.



OUR ROLE DIMENSION

Describing what we do and the role we play in the lives of our target audiences.

Freedom is delicate. It can slip away as people trade real freedom for perceived security — or have it ripped from their lives. For freedom to flourish, it must be championed. For Arizonans, CAP is the **influential champion of freedom**.

CAP illuminates freedom. We educate Arizonans on what's at stake in straightforward, clear, and respectful terms.

CAP cultivates freedom. We use our hard-earned influence to counsel and empower those on the front lines of public policy as well as the public at large.

CAP defends freedom. While other Americans are slowly stripped of their inherent rights, CAP stands as a bulwark for the rights to life and liberty for Arizonans.

Ronald Reagan said, "Freedom is never more than one generation away from extinction. We didn't pass it to our children in the bloodstream. It must be fought for, protected, and handed on for them to do the same."

CAP is the much-needed **influential champion of freedom** for Arizonans — so Arizona can be a beacon of freedom in America.

We are an Influential Champion of Freedom

We are Securing God-Given Rights



OUR EMOTIONAL BENEFIT DIMENSION

How we want others to feel when they engage with CAP — as a donor, legislator, pastor, or partner.

As our nation's founders declared, our rights are bestowed upon us from our Creator, not other men. They are, therefore, inalienable.

As secular elements of our culture increasingly attempt to chip away and erode the foundational role of faith in American life, Arizonans can be confident that CAP is **securing their God-given rights** to life, liberty, and the pursuit of happiness.

Arizonans can feel hopeful and secure because CAP and our supporters stand vigilant and strong, safeguarding their freedom against secular forces in the public policy, legislative, and social arenas. And we feel their gratitude for doing so, never taking it for granted.

CAP is both inspired by and responsible to our constituents, who know that the blessings of liberty are derived directly from their free expression of faith. We are committed to **securing their God-given rights** for generations to come with the confidence, commitment, and grace that can only come from an institutional and abiding trust in the will of God.



OUR FUNCTIONAL BENEFIT DIMENSION

The tangible value we offer to all who engage with CAP.

Arizonans can count on CAP to focus on forging lasting outcomes in the public arena on their behalf.

CAP's actions are thoughtful, deliberate, and focused on productive systemic change. Our supporters count on this. They expect that we know what route to take for lasting success — or will relentlessly plow a path when there doesn't seem to be one.

CAP rallies the right resources to the field — at the right time and in the right place — in pursuit of positive outcomes that stick. We present strong arguments and execute methodical campaigns. We don't bypass the people or their representatives by advocating arcane judicial decrees or backdoor actions as temporary short-cuts to victory. We come alongside the people and institutions of Arizona to ensure deep, enduring understanding and success.

CAP brings the long game to the issues that concern citizens most. We are forging lasting outcomes to achieve enduring generational impact. Sometimes we do so with one small action at a time, but always as part of a grand, God-given vision for what is best for Arizona families.

We are Forging Lasting Outcomes

Our Visual Brand Signals

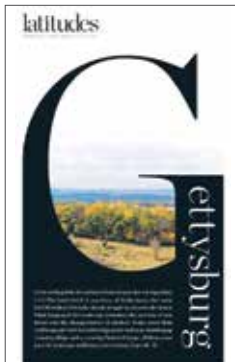
sig·nals *noun.*

Signals are cues we can use to reinforce our brand across all of our communications and content. Think of them as mental shortcuts that help our audiences to understand who we are, what we stand for, and what sets us apart from others – automatically, at a glance.

Brand signals empower consistent brand decision-making.

When we use them to consistently reinforce the perceptions that are ours to own, no matter what our channel of communication, others will begin to automatically associate these ideas with CAP – and genuinely believe them to be true. If we don't, we allow others to fill in the gaps for us with their own impressions and opinions.

Brand signals offer you a powerful tool to shape perceptions of CAP in the minds of our target audiences – so we're influencing what they say about us when we're not in the room. This section is dedicated to showing you how to apply these concepts across all of our communications to reinforce our brand with consistency and clarity, all while giving you space to flex your individual creative muscles.



REINFORCING VISUAL SIGNALS

- > **Structured, timeless shapes** and angles that progress the eye
- > **Cool, calming tones** with **contrasting pops** of warm color
- > **Rich depth of color** with tonal value shift and vibrant skin tones
- > **Clear, white light** that radiates behind the subject
- > **Calm, confident, determined leadership** shown — never overly emotive or aggressive
- > Dominant, highly textural photography that shows **movement and growth**
- > Fully engaged body language that leans in with **complete focus**
- > **Shaping moments** shown with **pure, captured expressions** and close focus on the subject
- > **Clear organizational structure** with expressive yet classic touches

Type and Layout



- > Elegant serifs with a classic touch – not chunky or overly modern
- > Strong, open letterforms with clean lines and dramatic thick-and-thin differentiation
- > Dominant, traditional title typefaces paired with a touch of expressive hand scripts (tertiary use)
- > Bold headlines with simple subheads and easy-to-navigate hierarchy
- > Clean columns of text and information with adequate white space for ultimate clarity and legibility
- > Organization and graphic details that move the eye through the page without distracting or cluttering
- > Dramatic scale shift with dominant photos and headlines paired with simple body copy

Color and Light



- > Cool and neutral color fields (blues, grays, browns, and tans) with pops of warmth (golden oranges and yellows in all values) that draw attention and create distinction
- > Rich earthy colors with tonal shade variation – light tones, midtones, and dark tones represented; nothing overly harsh or alarmist
- > Clean, white or slightly warm light used to create uplifting illumination and dimensionality

COLOR TIP

How to show **patriotic colors** in a reinforcing way



When using red, white, and blue is a must, use rich or slightly desaturated versions to elevate the sophistication while maintaining the patriotism.



Our Responsibility

Brands are not simply delivered in products and marketing, but in people and behavior.

You can't just say it — you have to live it. You are the brand.

WHERE WE GO FROM HERE

You might be thinking, “But I’m not out there in the field,” or “I’m back office, I don’t interact much with constituents.”

Don’t sell yourself short.

Whether we are delivering a service or supporting the people who are, each of us is an equal ambassador and representative of the brand.

We all have the opportunity and responsibility on a daily basis — in everything we do and say — to either reinforce our brand or undermine it.

Be the Center for Arizona Policy brand.

Live the Brand

Reflect on these questions and take it upon yourself to live the brand so we can all build a brand that advocates so Arizona's families can thrive.

- > How will you, in your role with Center for Arizona Policy, use the brand as a decision filter?
- > How will you act as an **engaging, determined voice of hope** to those you engage with every day?
- > How will you be an **influential champion of freedom** to those you represent and serve?
- > What will you do to ensure confidence that CAP is **securing God-given rights** in its words and actions?
- > How will you work to **forge lasting outcomes** that allow Arizona's families to thrive?

“ The horse is made ready for
the day of battle, but the victory
belongs to the Lord. ”

PROVERBS 21:31, ESV

AZPOLICY.ORG

Call **602.424.2525** Fax **602.424.2530**

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