



# STYLE GUIDE

# MOMS FOR AMERICA®



**BRANDING CONTACT**

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MomsForAmerica.us



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## ABOUT US



**Moms for America** is a 501(c)3 non-profit organization founded in 2004 by Kimberly Fletcher, the organization's mission is to empower moms to promote the principles of freedom, free markets, and limited government that will protect our God-given liberties for future generations. **Moms for America** believes that liberty begins at home. Since its founding, we have set out to help moms across the country raise patriots and engage in the public square through activism and running for office to heal America from the inside out. **Moms for America** is known for being the fastest-growing women's movement in America.

## WHAT WE BELIEVE

- 1. We believe in God-given rights.
- 2. We value personal responsibility.
- 3. We believe love is strong.
- 4. We value freedom.
- 5. We believe freedom rights are maintained through engaged citizens who inspire good leadership.
- 6. We value the family.
- 7. We believe in parental rights.

## MOMS FOR AMERICA GROUPS

As a **Moms for America Group**, you and your organization are expected to employ the following guidelines and rules wherever you represent our organization. If you cannot follow these guidelines for whatever reason it may be, we have contacts and partners that have the ability to help you with your projects.

If you have questions with any of the content within this guide, questions about printing the logo, color matching, or to start the approval process for any logo use, please contact our **Branding and Merchandising** team.



## BRAND IDENTITY



## OUR LOGO

The *Moms for America* logo is the soul of the brand. It is imperative that the logo standards are followed to ensure the authenticity of the brand. This primary logo is the preferred version and should be used whenever possible.

Do not change, alter, crop, distort, re-color, or add to the logo in any way. If this is not possible for a print project, please turn to our national design team for contacts on who can produce the logo correctly in all print forms.

## LOGO ALTERNATIVES

To avoid possible legibility issues, alternative logos have been developed for applications with limited space or color. Use these logo variations when needed; stacked, black, or white.



OFFICIAL LOGOS





# BRAND IDENTITY



## MOMS FOR AMERICA GROUP LOGO USE

The *Moms for America* national design team has developed a logo for the use of each state. If you are naming your group after another entity other than your state or county, please contact our team for approved use. See below for details.

## APPROVED COLOR COMBINATIONS

When developing your *Moms for America Group* logo, the logo must be in its updated purple and grey version. Click the link for our logo file center. SEE PAGE 7 for APPROVED COLORS

[LOGO CENTER](#)

## OTHER VERSIONS

If you have a previously approved logo that does not follow the above *Moms for America Group* logo guidelines, you must get express written permission to keep your layout. However, your color scheme **MUST** change to the updated purple and grey.

Use of any version of the logo to secure contact information gives *Moms for America* full rights to such information and may not be withheld. Activities, including but not limited to digital and print use, public events, etc. when logo is in use must be approved by national headquarters. Brand cannot be used to charge money or make a profit without express written consent of *Moms for America* national team.



## LOGO SPACING



## PLACEMENT OF LOGO

When using the *Moms for America* logo among other assets of any kind, correct spacing guides should be followed. It's crucial that whitespace is used liberally. An 'O' spacer on all sides of wordmark and logomark is not the expectation, but the minimum.

## TYPOGRAPHY

The following fonts have been approved for use when appearing alongside the *Moms for America* logo.

For Headlines, primary headings, affiliate add on for logo.

Secondary headings, Names, Titles, important information.

Paragraph Text

Approved script, use sparingly.

Click on the Font How-To button for font installation instructions and fonts.

FONT HOW-TO

Note: These fonts are for personal use only.

**TRAJAN PRO**

**Oswald OR**

**Avenir Next Condensed**

**Avenir Next LT Regular**

*Infinite Stroke*



## BRAND COLORS



When requesting logos, they will be delivered electronically in the correct colors. For printing, our in house printer is preferred.

When not possible, please use the following information.

### MFA PURPLE



Hex Code #653392  
For Web R:101 G:51 B:146  
For Print C:79 M:100 Y:4 K:1  
PMS:7679 C

### MFA LOGO GREY



Hex Code #575959  
For Web R:87 G:89 B:88  
For Print C:66 M:56 Y:58 K:35  
PMS:425 C

### MFA LIGHT GREY



Hex Code #d0cbd2  
For Web R:208 G:203 B:210  
For Print C:18 M:17 Y:11 K:0  
Pantone: 7632 C

### MFA ACCENT PURPLE



Hex Code #d4b7ee  
For Web R:212 G:183 B:239  
For Print C:17 M:30 Y:0 K:0  
PMS: Do not use

### MFA ACCENT PEACH



Hex Code #ffb276  
For Web R:255 G:178 B:118  
For Print C:0 M:36 Y:60 K:0  
PMS: 7410 C

### MFA ACCENT PINK



Hex Code #ee3282  
For Web R:238 G:49 B:129  
For Print C:0 M:98 Y:16 K:0  
PMS: 213 C

## OUR OTHER BRANDS



### The Cottage Meeting Logos

Liberty begins at home. Moms who learn and teach the principles of freedom in their homes will change the course of this nation. That's what Cottage Meetings are all about!



### Cottage Meeting for Kids

A kid-friendly version of the Cottage Meetings series is presented through fun and engaging activities, while teaching them the principles of faith, family and freedom.



### Cottage Meeting Mini's

Cottage Minis are especially designed for moms of young children, but moms at any stage of life can enjoy this fun, easy way to connect and discuss liberty-promoting principles.



### Cottage Meeting Book Club

Cottage Book Club is just that - a group that reads through all the books suggested in our Cottage Meeting Guide.

[MORE LOGOS](#)



## OUR OTHER BRANDS



### Moms For America® Podcast

PREVIOUS LOGOS

Hosted by Debbie Kraulidis, the *Moms for America* Podcast is one of the fastest growing podcasts on the Charisma Podcast Network.



### Moms For America® Action

The 501(c)4 arm of *Moms for America*, providing resources for endorsements and political funding.



### EmpowerMoms

*EmpowerMoms* was designed to connect, equip, and mentor moms to take control of their children's education from school boards to school choice to protecting parental rights.



### Family Lobby

The initiative to connect families with their local elected officials.



### MomVote

Our newest initiative will focus on mobilizing moms to vote, beginning with the 2022 midterm elections.



### Homeschool Mom2Mom

Monthly webinar series about the government run school and how to navigate leaving them; great for all moms but specifically geared towards our homeschooling moms or moms considering homeschooling.



### Medical Freedom

Helping you be aware of your rights as a citizen vs the public health system.

MORE LOGOS



## OUR OTHER BRANDS



### Moms for America Groups

PREVIOUS LOGOS

The area where you can find the local happenings of small *Moms for America* groups near you.



### Restoring Patriotism

Our initiative to bring back patriotism and respect for our country. The umbrella for our Liberty Kids Club and Liberty Trips initiatives.



### Liberty Kids Club

A kid-friendly version of the Cottage Meetings series is presented through fun and engaging activities, while teaching them the principles of faith, family and freedom, these are taught by OUR team!



### Liberty Trips

Our interactive Liberty Trips Map has more than a thousand points of interest across our country. Now you can plan the perfect patriotic adventure to explore with your family, and find Americas hidden treasures in your own backyard.



### Grammy Grizzlies

Our support group for the generation of Grandmothers who are helping raise their grandkids.



## SOCIAL MEDIA



You must at all times represent **Moms for America** in a manner that reflects favorably on our organization. You must not engage in deceptive, misleading or unethical conduct or practices that might negatively impact **Moms for America**. The following policies govern marketing or advertising your group of our organization in any of the available media. While we cannot list every medium or every social media platform currently available or coming in the future, we reserve the right to apply all these policies to every type of medium and social media platform existing now or in the future.

### Clearly Represent Your Individual Group status

As a **Moms for America Group**, you represent yourself and/or your own group of moms; you do not represent the organization as a whole. If you list contact information, you must clearly identify yourself as a group leader, liaison, or other such title of your specific local group. It must be understood that you are not an employee or staff of **Moms for America**.

Naming your group on Social Media: If your group is using the **Moms for America** name, you must add a location and/or short group name before it, or use a dash and add it after.

i.e. Polk County Moms for America

Moms for America - Montana

“Moms” and “America” must always be capitalized.

### The following requirements also apply

1. You are allowed to promote our **Moms for America** products on social media, but you may not use public social media sites to discount products or offer free items.

2. If you create a group or page on a social media platform to promote your **Moms for America Group**, or if you use your existing social media profile(s) or account(s) to promote your **Moms for America Group**, you must adhere to the following requirements:

- You must comply with the policies of each social media website or network;
- You must never post anything that is false, misleading or deceptive. This includes but is not limited to, false or deceptive postings about **Moms for America**, our products, the owners, management, or employees of **Moms for America**, or other groups/group leaders;
- You must never post personal information about other group leaders, **Moms for America** moms, or **Moms for America** clients/customers without their express written permission;

CONTINUE -->





- You must never post or include links to any other material that is or may be considered:
  - » sexually explicit, obscene or pornographic;
  - » offensive, profane, threatening, harmful, defamatory, libelous, harassing or discriminatory;
  - » an encouragement or promotion of any unlawful behavior;
  - » a personal attack on any individual, group or entity;
  - » in violation of any intellectual property rights of **Moms for America** or any other third party.
- It is the sole responsibility of each group leader to ensure their online material fully complies with these policies, as well as with all applicable federal and state rules and regulations;
- Hashtags used in social media must comply with these policies
  - » Our preferred hashtags include but are not limited to:
    - #MFAmamaBear
    - #MomsForAmerica
    - #MFA
    - #MomVoteChallenge
    - #MomsRestoringPatriotism
- If you participate in any other similar organization, specifically non-profits, you must use separate online and social media groups or pages for the other organization and keep those groups or pages completely separate from groups or pages used for your **Moms for America Group**.

3. **Moms for America** is able to conduct research, either via a third-party partner or internal staff, regarding the activities of groups, group leaders, and group members. As such, **Moms for America** reserves the right to terminate any groups the research shows are not adhering to the above stated guidelines.

