

ORGANIZATION:  
**FAMILY FORWARD OREGON / FAMILY FORWARD ACTION**

PROJECT:  
**TRANSFORMATIVE REBRAND**

PHASE 1:  
**REBRAND CONCEPT & MOODBOARD**

**CONFIDENTIAL**

ALL Y'ALL CREATIVE 2025

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As the initial phase of the Transformative Rebrand, this deck is a culmination of our research & the results of both the discovery and community questionnaires. The following contains the ground work for the visual aesthetics & new/future brand messaging.

We hope this excites you for the future of Family Forward.

*The colors & typography used in this deck are not to be taken as part of the FFO/A final rebrand.*

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# PREFACE: CURRENT BRAND OVERVIEW

## MISSION

We are building an intersectional movement centered on care to fight for economic and reproductive justice for all mamas and caregivers in Oregon.

## LOGO



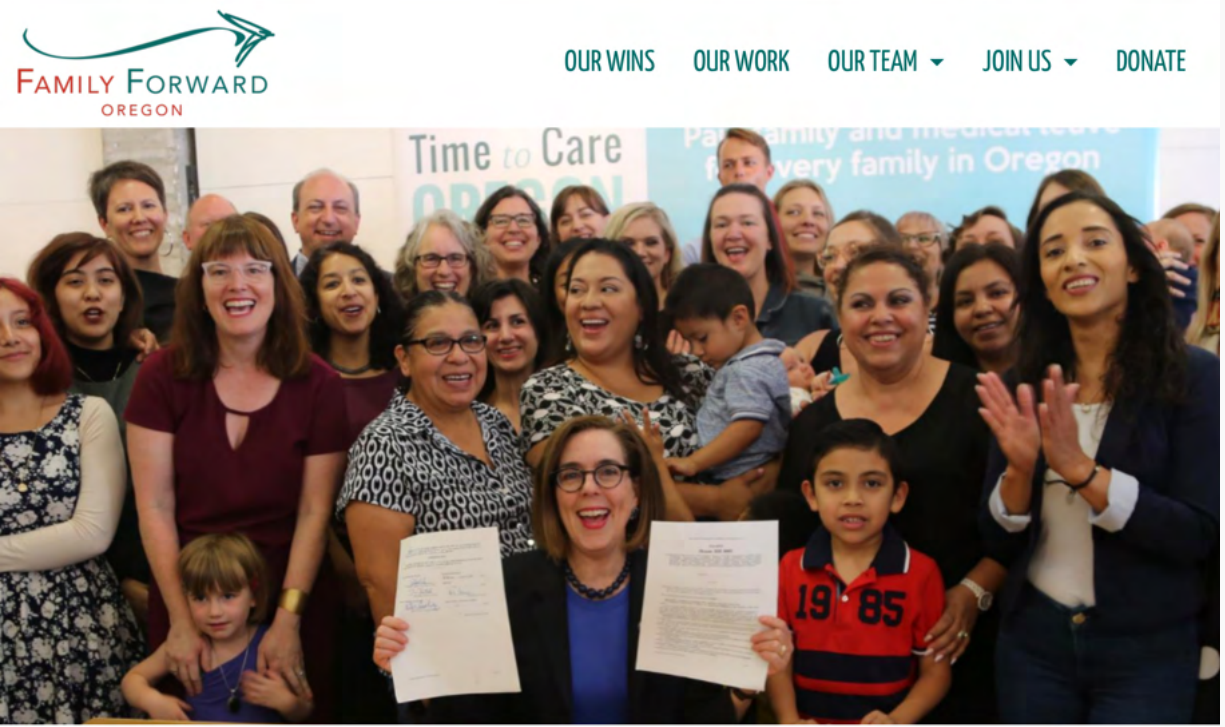
## TYPOGRAPHY

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Subheading: Sans Serif  
Paragraph: Sans Serif

## COLOR PALETTE




## WEBSITE SCREENSHOTS



Together, we're organizing Oregon moms and caregivers across a range of identities to fight for racial, gender, and economic justice!


### WHAT WE DO



Family Forward Oregon is organizing, educating, and advocating for long-term systems change.

[Read More...](#)


### JOIN US



Join the movement to build power for Oregon mamas and caregivers today. There are many ways to be involved!

[Read More...](#)

### RECENT NEWS




Read about our recent work on policies that are creating economic justice for women, mothers, caregivers, and families.

[Read More...](#)

## Contact Us

Email: [info@familyforward.org](mailto:info@familyforward.org)  
Office Phone: 503-928-6789

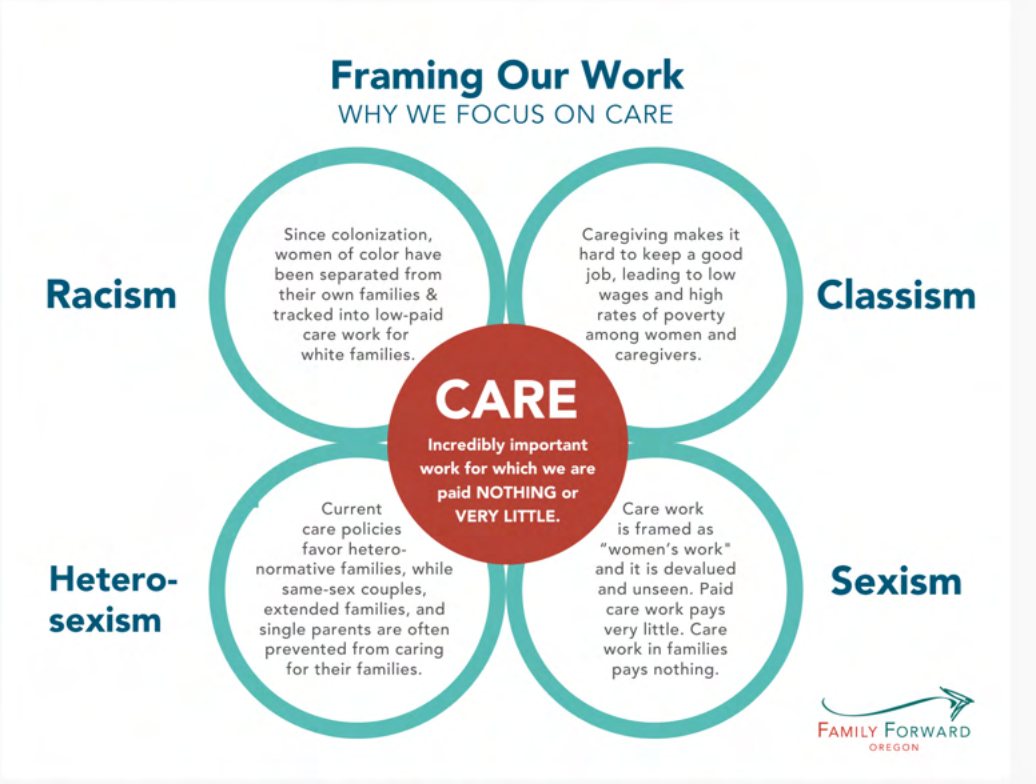
[Contact Info](#)



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3934 NE Martin Luther King Jr. Blvd, Suite 204, Portland, OR 97212  
Site designed by [ModernFox](#)


## Our Work



We are building an intersectional movement centered on care to fight for economic and reproductive justice for all mamas and caregivers in Oregon.


Paid and unpaid care work (the work that makes all other work possible!) is invisible work done almost entirely by moms, other caregivers, and self-identifying women, and it is disproportionately done by women of color. Despite how critical care work is, from infant care to hospice care and everything in between, almost nothing in the dominant white-supremacist, patriarchal, capitalist culture is designed to value or support caregivers and our families—but we're determined to change that.

Together, we're organizing mamas and other caregivers across a range of identities, building community, providing leadership development opportunities, and supporting anti-oppression learning. We're supporting our members as they take meaningful action to change our systems, so that the systems support caregivers and our families.



OUR WINS OUR WORK OUR TEAM JOIN US DONATE

## Get Updates



Stay informed about upcoming policy campaigns, events, and more.

Take future action with a single click.  
[Log in or Sign up for FastAction](#)

[fastaction](#)

### Contact Information

First Name / Nombre  Last Name / Apellido

Preferred Language / Idioma Preferido  
-- Select --

Postal Code / Código Postal

Email / Correo Electrónico  Mobile Phone / Numero de Celular (Optional)

☒ Remember me so that I can use FastAction next time.

[SUBMIT](#)

By submitting your cell phone number you are agreeing to receive periodic text messages from this organization. Message and data rates may apply. Text STOP to stop receiving messages.

By submitting your email you are agreeing to receive emails from Family Forward. You may unsubscribe or update your email preferences at any time.



OUR WINS OUR WORK OUR TEAM JOIN US DONATE

## Our Wins

### Fighting for Our Families

Moms and caregivers have played a critical role in fighting for racial, gender, and economic justice in Oregon. We have been actively working to pass policies since the 2015 legislative session through our sister organization, **Family Forward Action**.

When we work together, we win big.

### 2023

- Launched **Paid Leave Oregon**, our state paid family and medical leave program, a victory 14 years in the making.
- Launched the first state agency solely focused on child care and early childhood education, the **Department of Early Learning and Care!**
- Created the permanent Early Learning & Care Infrastructure Fund (HB 3005) to finance the construction and renovation of child care facilities around the state. We secured **\$50 million for the fund and won an additional \$12 million** to invest and expand capacity for specific child care centers around the state!
- 254 of our mom, caregiver, and provider leaders took action in the legislative session.
- Expanded the definition of family for all paid and unpaid leave in Oregon.
- 1200+ children in Preschool for All in Multnomah County!
- 60+ media stories on child care + our work, raising awareness all over the state
- Passed HB 2727 to bring together child care stakeholders and determine what changes can be made to zoning, building code, and permitting of child care facilities, removing unnecessary obstacles to expanding facilities around the state.
- Passed SB 599 to protect child care providers in rental homes and stop landlords from preventing licensed child care from operating in rental properties.
- Passed HB 2504 & HB 2991 to make it easier for people who want to work in child care to actually get certified and get to work, and help more people who speak languages other than English more easily enter this workforce.

### 2022



OUR WINS OUR WORK OUR TEAM JOIN US DONATE

## What's it like to volunteer with us?

Everyone on our team is a mother, caregiver, or someone impacted by a lack of societal support for care work. We get how hard it is to do this work! We strive to create opportunities that....

- Support our personal and collective learning about how care is a race, gender and economic justice issue – and what we can do to demand better systems
- Build authentic relationships
- Reduce barriers to participation for mothers and caregivers, including providing child care, transportation, and food whenever possible
- Include language interpretation in English & Spanish, and other languages as needed
- Carefully prepare people for each opportunity and support them along the way

We encourage your feedback to inform the path we will walk together. We are primarily online at the moment and are anticipating moving to a hybrid virtual/in-person gatherings where we can more easily share in community.

[Fill out a volunteer interest form](#) [Sign up for an event](#)

## Our Volunteer Opportunities



**Rapid Responder**

Join a team of people we reach out to for quick-turnaround actions, like contacting a lawmaker or posting on social media. You do what you can, when you can! We'll provide training and support you personally at each step.



**PREFACE:**  
WHAT NEEDS  
CHANGING?

These are quotes pulled from our introductory meeting about what changes need to be focused on in the rebrand.

"Show  
expansive  
nature of  
programming"

*"Ready to  
change it all"*

**"MORE  
COHESION"**

“EXPAND

*"Smells like  
patchouli"*

*“MAXIMIZE*

INTERSECTIONALITY”

*FIRST  
IMPRESSION”*

*“NEEDS TO  
CONFIRM &  
REPRESENT  
OUR DIVERSE  
COMMUNITY”*

**"LOGO IS NOT  
CONFIRMING GOALS"**

*"More diverse"*

*"There's a lot of  
mix up"*

"Open to changing  
the name to reflect  
the new brand."

“I HATE  
TEAL”



# PART 1

Community Survey Results  
NUMBERS BREAKDOWN  
BRAND & COMMUNICATIONS AUDIT  
BRAND PERCEPTION REPORT

Pillars of Messaging

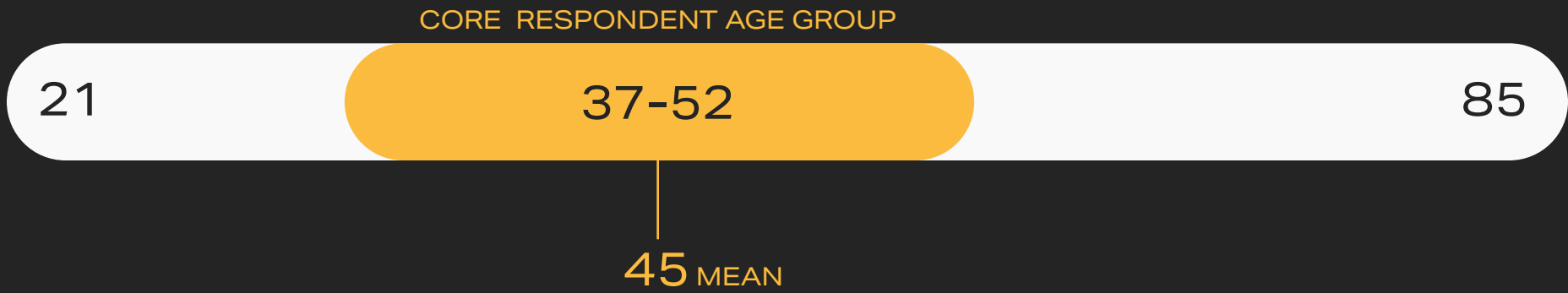


COMMUNITY SURVEY RESULTS: NUMBERS BREAKDOWN

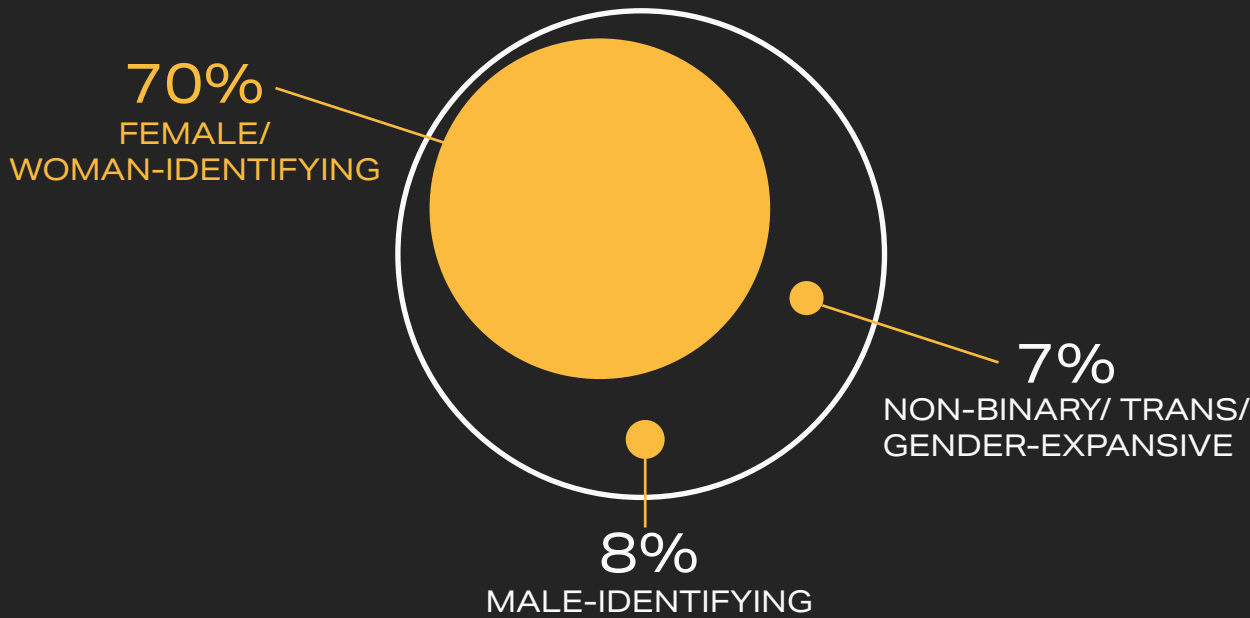
This report synthesizes 124 community responses (105 in English, 19 in Spanish) to support the rebranding and website development of Family Forward Oregon/Family Forward Action. Respondents span a diverse range of backgrounds and family structures. This analysis highlights key insights, emotional tones, community priorities, and brand perception themes to guide future strategy.

An expanded, more in-depth report was provided to you - please read through that document for more information.

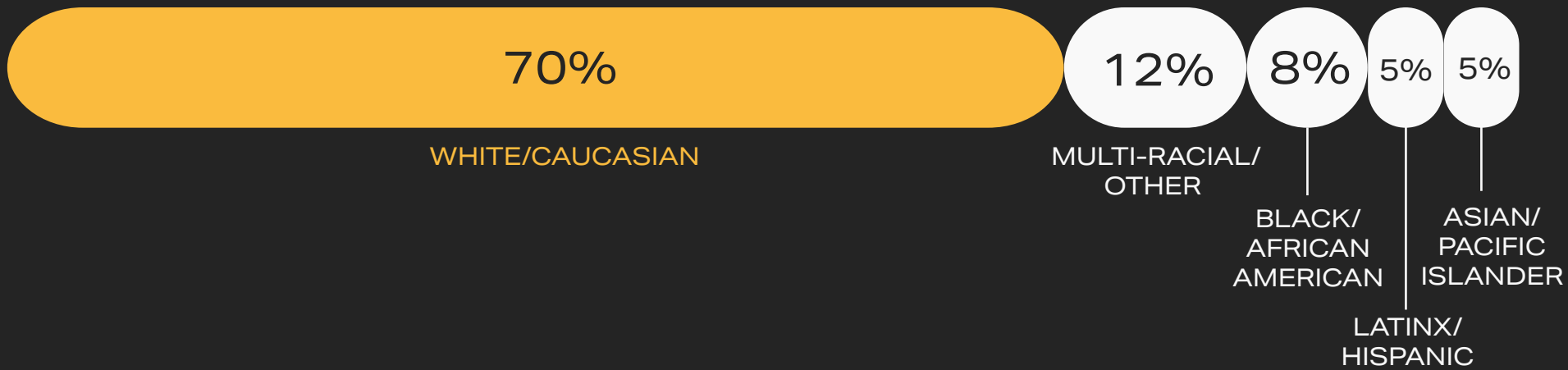
AGE DISTRIBUTION (N=104)



GENDER IDENTITY



RACE & ETHNICITY



SEXUAL ORIENTATION



RESPONSE LANGUAGE



PARENTAL IDENTITY



TOP 5 VALUES

PARENTS & CAREGIVERS

1 Equity

2 Community Empowerment

3 Resilience

4 Intersectionality

5 Progressivism

NON-PARENTS

1 Community Empowerment

2 Intersectionality

3 Equity

4 Progressivism

5 Empoderamiento comunitario "Community Empowerment"

TOP BARRIERS

1 Housing Instability & Affordability

REPORTED BY: >50%

2 Healthcare Access & Affordability

REPORTED BY: ~45%

3 Childcare & Education Access

REPORTED BY: ~40%

4 Workplace Inflexibility & Wage Injustice

REPORTED BY: ~35%

5 Language, Immigration, & Accessibility

REPORTED BY: >30% OF SPANISH-LANGUAGE RESPONDENTS

6 Mental Health & Emotional Support

REPORTED BY: ~25%

AUDIENCE ADVOCACY



Note: Lower explicit recommendations indicate an opportunity area for building stronger community advocacy.

**COMMUNITY  
SURVEY  
RESULTS:**  
BRAND &  
COMMUNICATIONS  
AUDIT

**POSITIVE IDENTIFIERS**

- “Bold and outspoken”
- “Compassionate and nurturing”
- “Progressive parent”
- “Fierce, supportive, grounded”
- “The auntie that always shows up”
- “Compassionate”
- “Community-rooted”
- “Feminist”
- “Empowering”
- “Fierce advocate”
- “Inclusive and forward-thinking”
- “Una organización espectacular”

**NEGATIVE IDENTIFIERS**

*“Not always personal”*

*“I’ve never heard  
of them until now”*

*“Too white /  
middle-class”*

**“OUT OF  
TOUCH”**

*“WHITE  
LIBERAL MOM  
ENERGY”*

**“FEELS CORPORATE”**

**“ORGANIZED BUT  
DISTANT”**

*“Well meaning,  
but distant”*

*“Hard to  
understand”*

*“PROFESSIONAL  
BUT NOT  
APPROACHABLE”*

**“QUIET”**

*“Too academic”*



COMMUNITY  
SURVEY  
RESULTS:  
BRAND  
PERCEPTION  
REPORT

COMMUNITY’S PERCEPTION OF WHAT FAMILY  
FORWARD STANDS FOR

TOP ASSOCIATIONS:

Economic justice & systemic change

Support for mothers, caregivers, and low-income families

Policy advocacy for paid leave, childcare, housing

Feminist and community-based mission

UNCERTAINTY/CONFUSION:

“I’ve never heard of you before this survey.”

“At first thought it was some conservative group advocating for ‘traditional conservative family values’”

“I know I support them but what is their cause?”

PERCEPTION GAPS

WHAT YOU’RE SEEN AS	WHAT YOU WANT TO BE
Safe, cautious	Bold, empowering
White liberal-centric	Community-rooted
Feminist but not always inclusive	Intersectional
Vague and professional	Actionable and clear

MESSAGING RESONANCE VS. DISSONANCE

WHAT RESONATES	WHAT DISCONNECTS
“Community,” “liberation,” “care,” “equity,” “justice”	Jargon-heavy copy
Bilingual and family-focused phrasing	Overuse of vague terms like “underserved”
Real examples and policy wins	“Feel-good” messaging without action
Messaging that acknowledges power dynamics and lived experience	Sanitized or overly polite language

BRAND VOICE RECOMMENDATIONS

To Align Internal Identity with External Perception, Shift Toward:

FROM	TO
Professional/formal	Relatable, conversational, real
Broad and generic	Specific and story-driven
Monotone organizational voice	Multi-voiced and culturally nuanced
English-dominant messaging	Full bilingual integration

# MESSAGING PILLARS

Based off of the data collected from the Community Survey, the new brand messaging will always be supported by the following pillars.



Show that love, support, and caregiving are radical and strategic tools for change.

Use human, clear language that reflects people’s lived experiences – not legislative lingo.

Reflect the full range of family structures: biological, chosen, co-parenting, multi-generational.

Highlight not just what you believe, but what you do. Show impact through stories, not just goals.

Be visibly grounded in community while bold in your vision. Celebrate activism and cultural specificity.



# PART 2

Pillars of Visual Rebrand

Contemporary Politics *PILLAR 1*

Modern Diversity *PILLAR 2*

Classic Community *PILLAR 3*





# PILLARS OF VISUAL REBRAND

These 3 key pillars have been chosen based off of both the community surveys & our own research into brands similar to FFOA. Explanation of each pillar is expanded in this section.

**INTERSECTIONALITY**  
A framework that describes how different parts of a person's identity overlap and create unique experiences

**MODERN DIVERSITY**

**TOGETHERNESS**  
A state of being close to another person or other people

**CONTEMPORARY POLITICS**

**CLASSIC COMMUNITY**

**HUMANISM**  
A philosophy that focuses on the well-being of people and the human experience with the following principles: human dignity, ethical decision-making, self-responsibility, reason & scientific inquiry

**PILLAR 1**

# **CONTEMPORARY POLITICS**



# CONTEMPORARY POLITICS

Political design is not just about aesthetics; it's a carefully curated visual language meant to evoke emotions, create associations, and mobilize voters.

Built upon clean designs that easily translate across different media platforms ensures that messaging is accessible and can be consumed quickly, which is critical in political messaging. Along with bold typography & intentional color schemes, the goal of this design aesthetic is to communicate strength & clarity while eliciting specific emotional responses from voters.

## VIBE

- Active
- Exciting
- Issue-Driven
- Outspoken

## LISTEN TO THIS

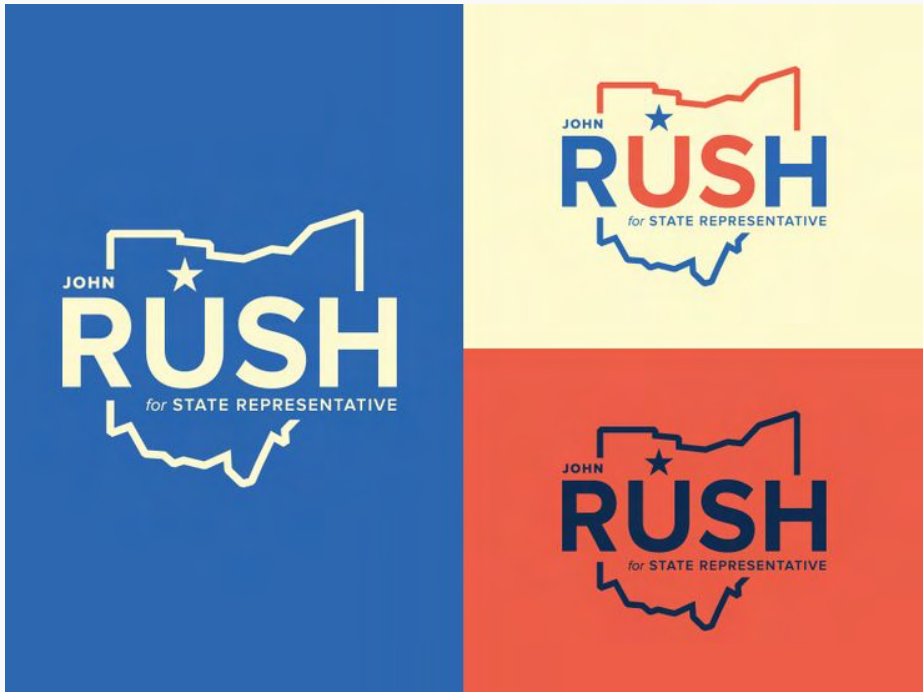
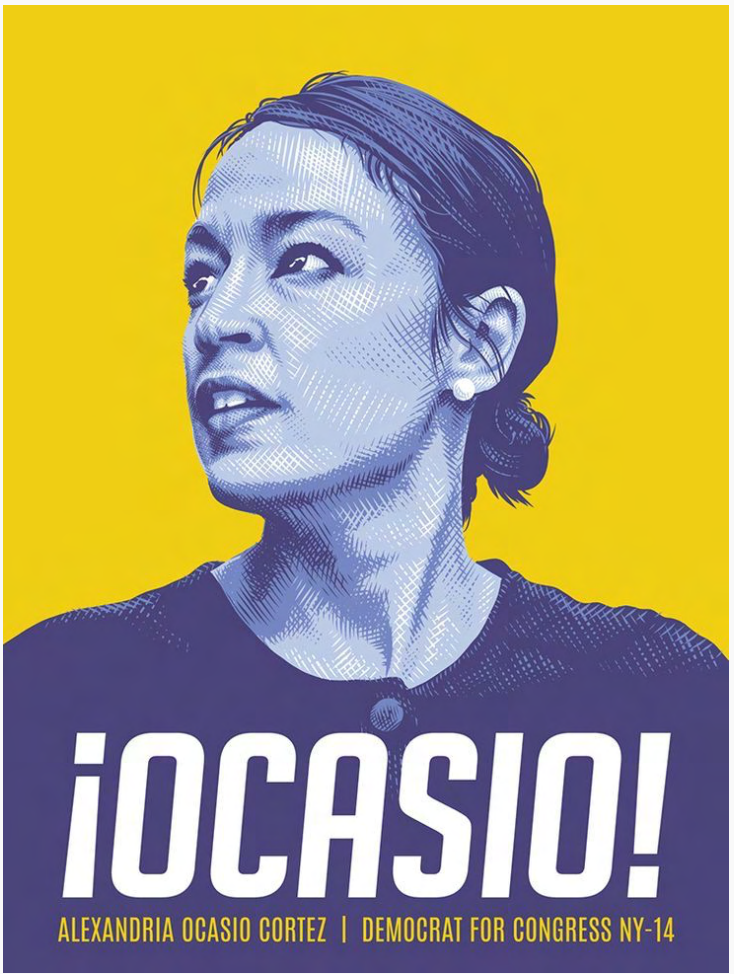
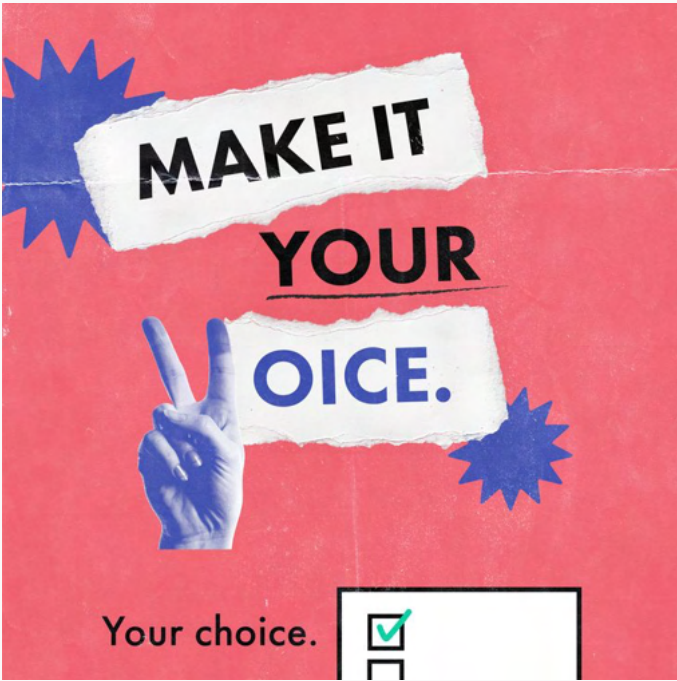
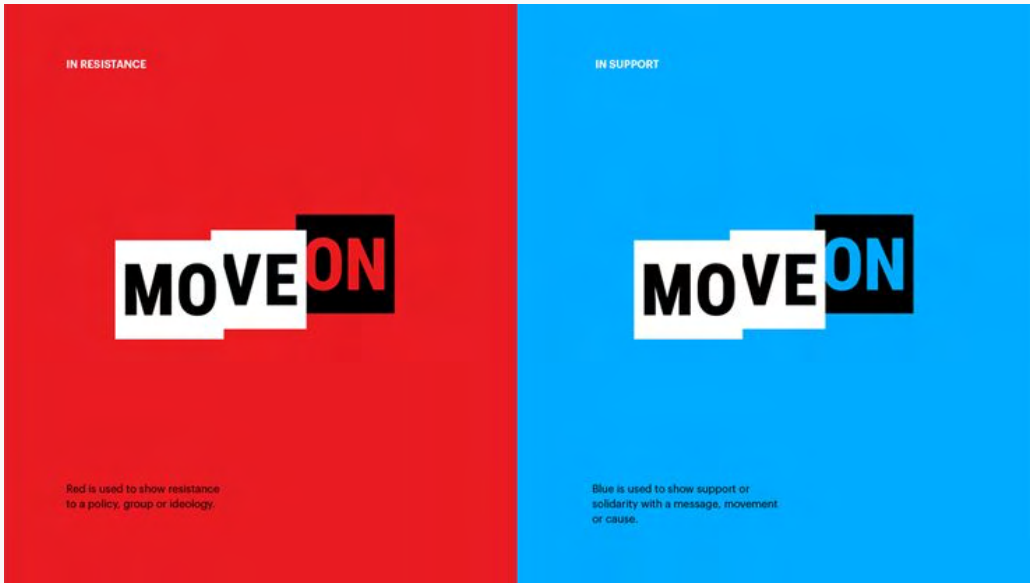
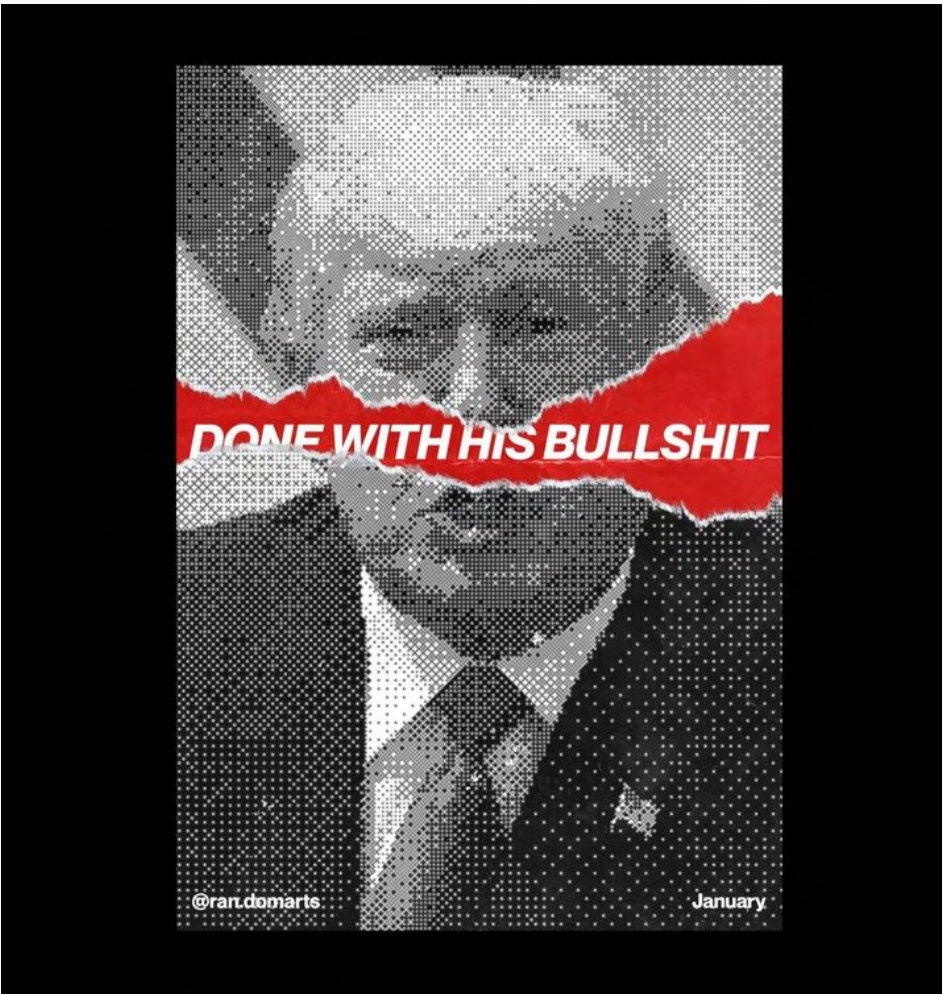


Final Form by Sampa the Great

'Final Form' has an empowering effect that makes you feel ferocious, insurmountable; like you could take on the world and win without breaking a sweat.

## SIMILAR BRANDS

- MoveOn.org
- Harris Walz Campaign





**PILLAR 2**



ALL Y'ALL CREATIVE 2024

**MODERN  
DIVERSITY**



# MODERN DIVERSITY

A deliberate design approach that ensures that all individuals feel acknowledged, respected, and represented in visual elements. It entails creating spaces or content that resonate with people from various cultural, racial, ethnic, gender, and socioeconomic backgrounds. Transcending mere representation, this aims to celebrate differences and foster a sense of belonging for everyone.

Colorful, unique, & diverse, this aesthetic stimulates creativity and innovation by integrating varying perspectives and experiences while enhancing community satisfaction, loyalty, and brand reputation.

## VIBE

Vibrant  
Fresh  
Unique  
Fearless

## LISTEN TO THIS

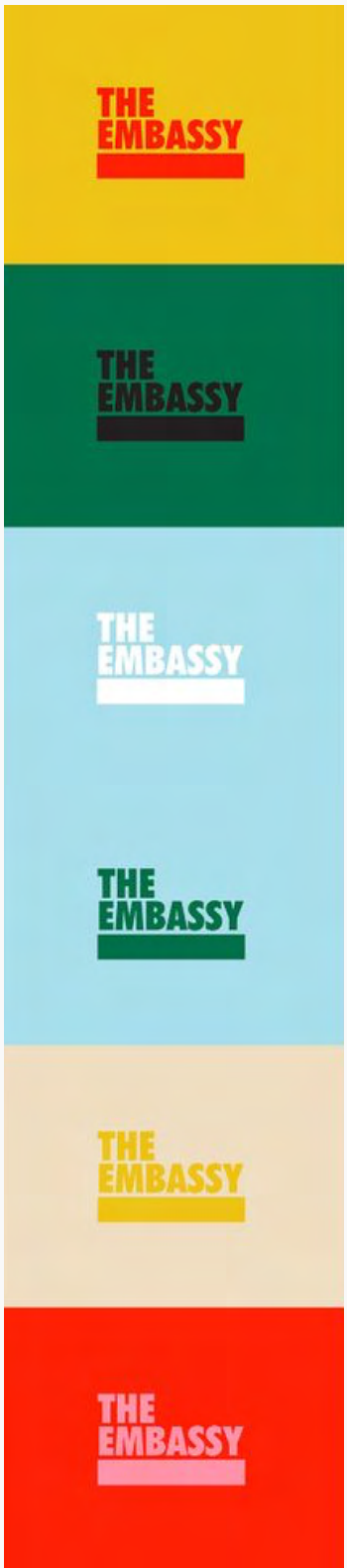
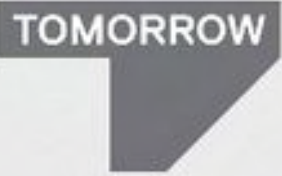
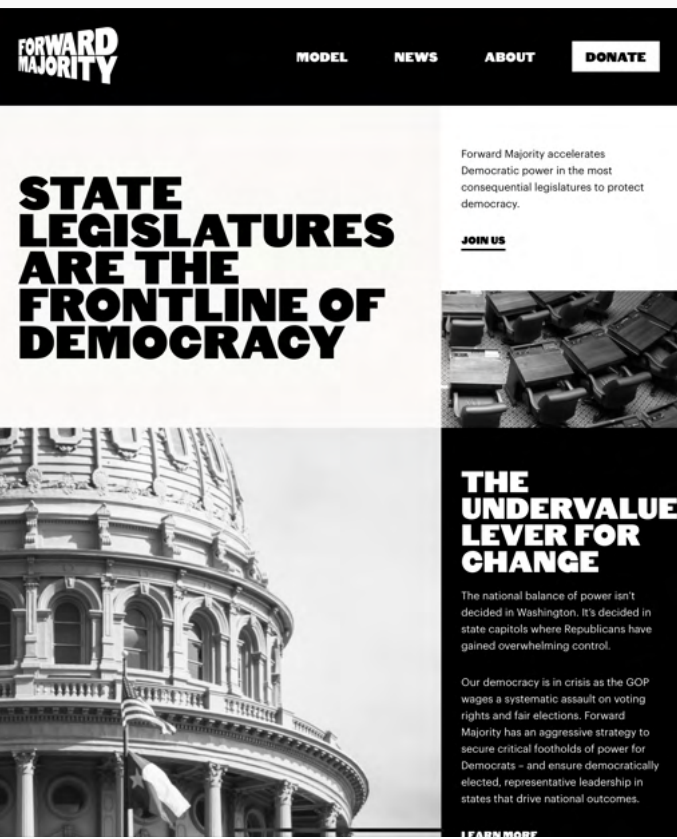


FREEDOM by  
Jon Batiste

*FREEDOM is a representation of genreless music. It doesn't conform to standards but creates a new interpretation based in a culmination of unique, lived experiences*

## SIMILAR BRANDS

Forward Majority  
Campaign Against Living Miserably





**PILLAR 3**

**CLASSIC  
COMMUNITY**



# CLASSIC COMMUNITY

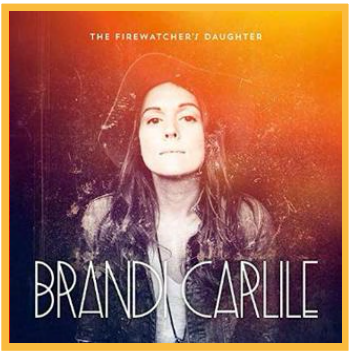
Informed by revolutionary grassroots movements of the past, and specifically by movements led by labor and civil rights activists – the visuals are often made by hand and conveying a sense of cultural urgency.

Opting for bold lettering and a flat design treatment, this identity avoids pretentious signifiers while being unapologetically multicultural. These aesthetics are the closest representation to a populist, social-minded, justice-inclined, inspirational campaign focused on positivity and taking back the power.

## VIBE

- Familiar
- Bold
- Direct
- Communal

## LISTEN TO THIS

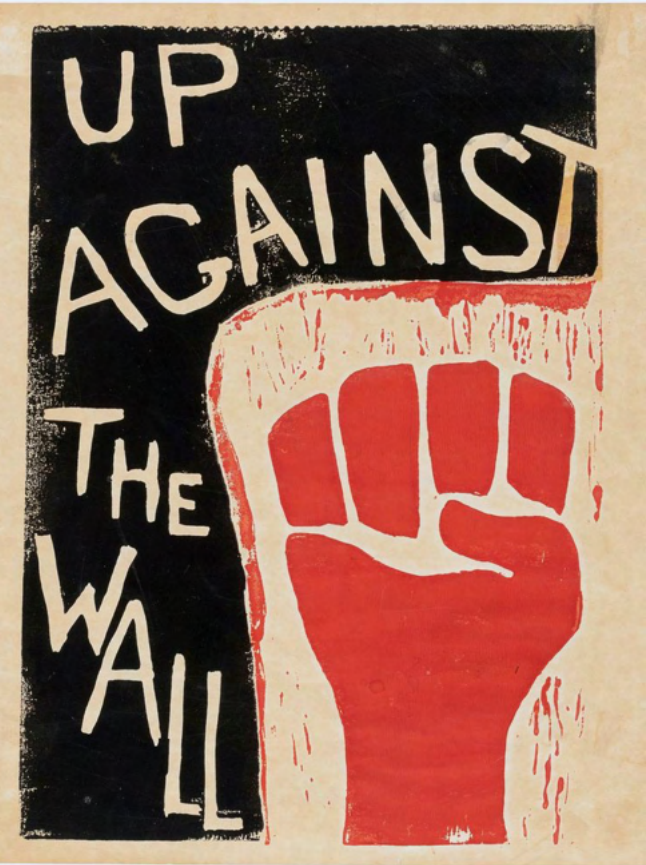
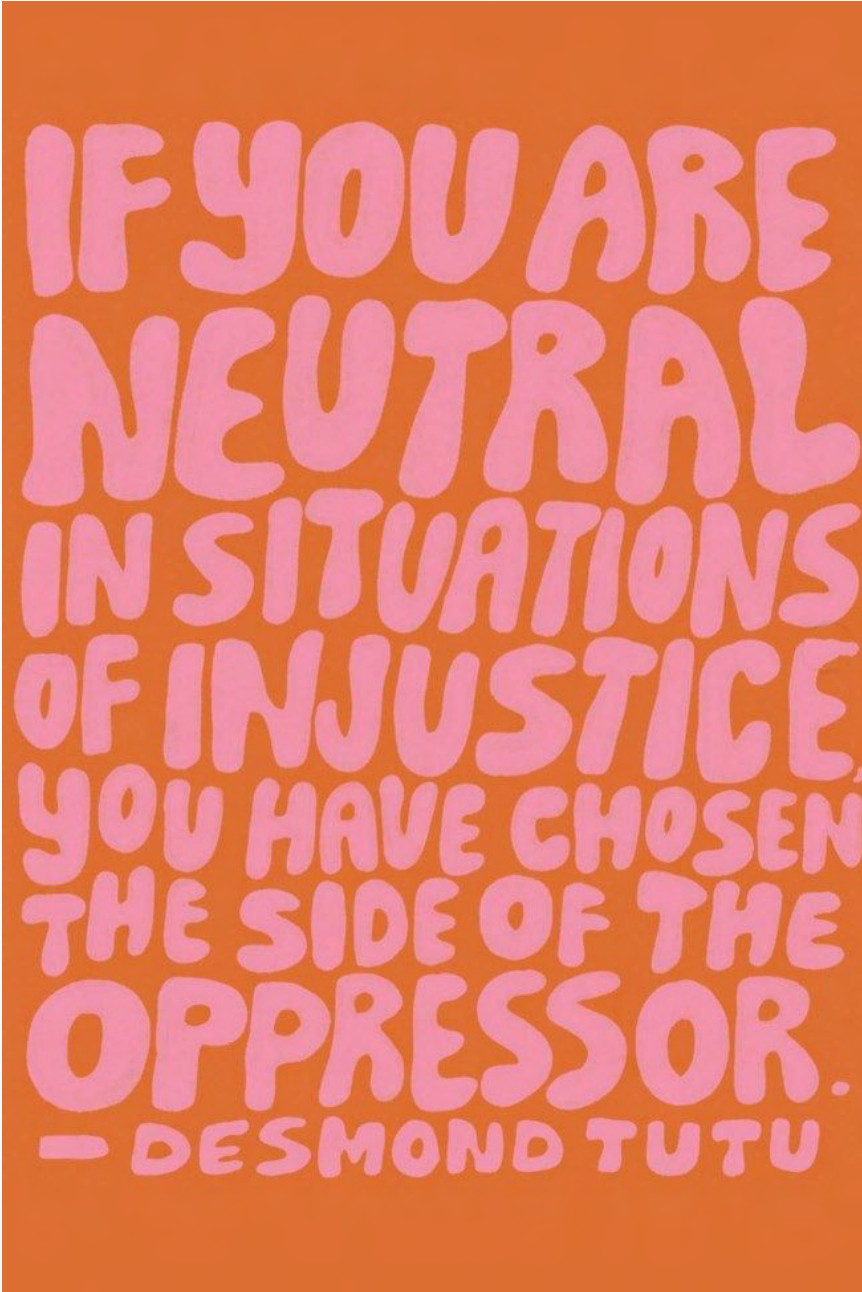


Wherever is Your Heart by Brandi Carlile

With hope and a big heart, Carlile tackles emotional issues, both personal and shared, with a boldness that is driven by love, not fear.

## SIMILAR BRANDS

- Common Goal
- Amnesty International Posters





# PART 3

- Summary
- Approval & Next Steps
- Research Citation





# PHASE 1 SUMMARY

## 1. PRIORITIZE LANGUAGE EQUITY

- \* Normalize Spanish as part of your brand identity
- \* Ensure all materials reflect cultural nuance, not just translation

## 2. REFRAME BRAND PERSONALITY

- \* Emphasize traits like bold, empathetic, grounded, accessible, intersectional
- \* Avoid overly corporate, clinical, or academic tone

## 3. CENTER CULTURAL REPRESENTATION

- \* Put intersectionality in the forefront of all branding & messaging
- \* Showcase families of all racial and cultural backgrounds

## 4. CREATE A VISUAL SYSTEM THAT FEELS LIVED-IN

- \* Lean into community-driven visuals
- \* Showcase real families, real moments, and grassroots imagery

## 5. DESIGN FOR REAL LIFE

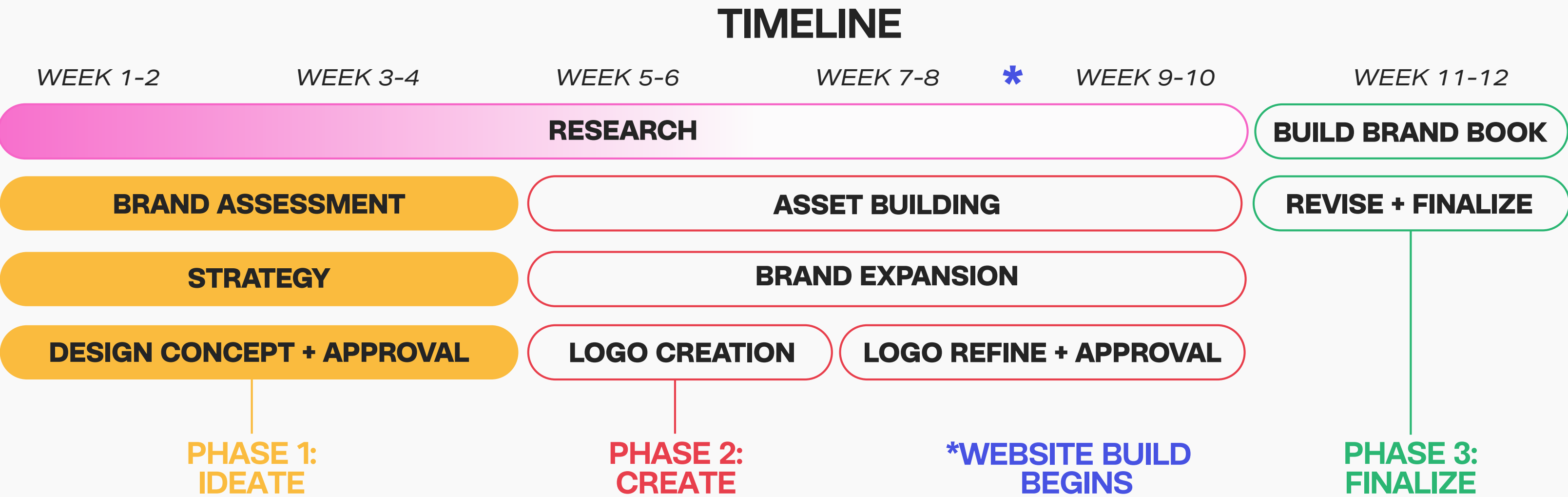
- \* Organize web content and campaigns by actual community needs
- \* Use visuals and voice that reflect real Oregon families
- \* Feature resources, tools, and easy pathways for involvement

## 6. BUILD TRUST THROUGH STORYTELLING

- \* Feature family voices, staff reflections, organizing journeys
- \* Use plain language + clear next steps in all comms
- \* Include more policy wins, personal stories, behind-the-scenes advocacy efforts

# APPROVAL & NEXT STEPS

Upon approval from FFOA, we will move into Phase 2: the Create stage of the rebranding process. In this phase, we will bring to life the messaging and brand pillars defined in Phase 1 by developing the core visual elements of the new brand. These foundational components will include the organization’s name, logo, color palette, typography, and additional brand assets.



ALL Y'ALL CREATIVE 2024

To ensure that this phase is complete, we will be submitting a short document for FFOA to sign off on that approves AYC’s brand & messaging direction going forward.



# RESEARCH CITATION

Listed in alphabetical order by title

*Aesthetic Inclusivity - Definition and Explanation* (Oxford-Review)

*The Aesthetics of Global Protest: Visual Culture and Communication* (Amsterdam University Press)

*Art as Activism: How Protest Art Challenges the Status Quo* (Erin Argun, My Art Broker)

*The Art of Politics and the Use of Campaigns as Theater: Can aesthetic experiences frame presidential campaigns?* (Anjan Chatterjee, Psychology Today)

*The Art of Protest : Culture and Activism from the Civil Rights Movement to the Present* (T.V. Reed)

*Benjamin’s Warning: When politics is an exercise in style, democracy suffers.* (Alexander Stern, Commonwealth Magazine)

*Beyond Aesthetics: The Power of Inclusive Design* (Eugenia Sorgetti, The Design Project)

*The brilliance of Alexandria Ocasio-Cortez’s bold campaign design* (Diana Budds, Vox)

*Carlile warms to 'Firewatcher's Daughter'* (Brian Mansfield, USA Today)

*First Spin: Sampa The Great's 'Final Form' is next-level inspiring* (Al Newstead, Triple J)

*Grassroots Graphic Design Helps Alexandria Ocasio-Cortez Win* (Graphic Design USA)

*Minimalism: Themes & Movements* (James Meyer, Phaidon)

*No Logo* (Naomi Klein, Knopf Canada)

*Poster politics: Understanding the art of persuasion* (Carol A. Wells, CNN)

*The Power of Design in Political Campaigns: A Visual Analysis of Donald Trump and Kamala Harris’ Campaigns* (Malcolm Fernandes, Medium)

*“WE ARE THE GOLDEN ONES”: Jon Batiste Dives Into His Inspiring, Genreless New Album* (Mitch Mosk, Atwood Magazine)

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