



**UNITED WE FIGHT.  
UNITED WE WIN.**

LIVE UNITED

# ALICE: Brand and Identity Overview

June 2019

# Meet ALICE

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## **Introduction**

**ALICE**, an acronym for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed, is a new way of defining and understanding the struggles of households that earn above the Federal Poverty Level, but not enough to afford basic necessities.

## **Cause & magnitude**

For far too many families, the cost of living outpaces what they earn. Yet these workers perform jobs that are critical to the functioning of our local communities - educating our children, keeping us healthy, and making our quality of life possible.

## **Impact & relatability**

When funds run short, these households are forced to make impossible choices, such as deciding between quality child care or paying the rent, filling a prescription or fixing the car. These short-term decisions have long-term consequences not only for ALICE families, but for all of us.

## **Our collective future is at risk**

The future success of our communities is directly tied to the financial stability of these fragile ALICE households.

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# A Bold Vision

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## **Vision**

We envision a world where all those who work to keep our local economies running can support themselves and their families.

## **Mission**

To have ALICE become the standard measure used by nonprofit, government, business, and academic institutions to define financial insecurity – thereby changing the common vernacular from “working poor” to “ALICE.”

## **Goals**

- Shift the public policy agenda from poverty and amelioration to ALICE and systemic change so that all families can meet their basic needs.
- Enhance the work of our partners by providing best practices for using the ALICE data to inform community impact strategies and emotionally connect with individuals and communities.

# The Story of ALICE

**Where we started:** Morris County, New Jersey

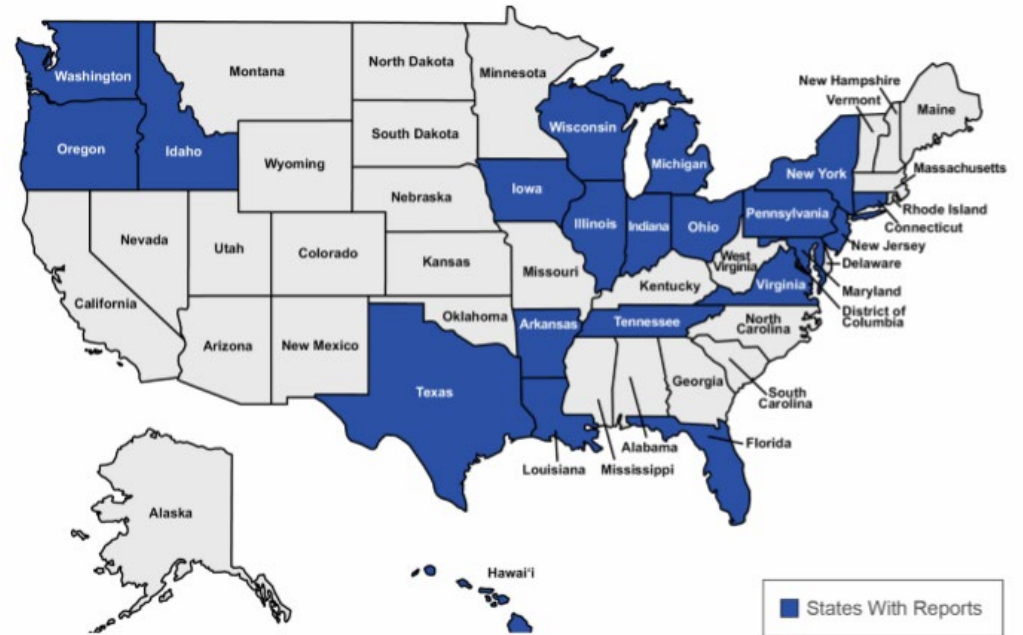
**What we discovered:** A hidden population we now know as ALICE.

**Where we are now:** After a decade of work, we have launched a grassroots movement to change the national dialogue about financial hardship include United Ways, corporations, and foundations in 20 states

**What we aspire to do:** Based on the overwhelming success of the research in identifying and communicating the needs of ALICE households, this collaborative is working together to give ALICE a national voice.

**Partner states:** Arkansas, Connecticut, Florida, Hawai'i, Idaho, Indiana, Iowa, Louisiana, Maryland, Michigan, New Jersey, New York, Ohio, Oregon, Pennsylvania, Tennessee, Texas, Virginia, Washington, and Wisconsin

ALICE Reports in the United States





# What the Project Does

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To inform the dialogue about this growing crisis and how it affects us all, this project does three key things:

- **Produces Current Research:** Through a framework of new language and measures, stakeholders can better understand and ultimately implement changes that improve the lives of ALICE.
- **Leads a Learning Community:** United For ALICE represents a grassroots movement to raise awareness about an essential but previously hidden part of our community
- **Inspires Action:** With more than four in ten households in the United States trying to manage their household with an income that falls short of covering their basic necessities, many policies and programs must be reassessed or even reconsidered.

# How We Are United For ALICE

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- We are a **coalition of the willing**.
  - We are part of the **United Way** family; however, not a product of United Way Worldwide or the network at large.
  - We are **conveners**, bringing the community and the country together to improve conditions that benefit all.
  - We are **innovative**, offering data and analysis to better understand economic conditions that cause hardship.
  - We are **nonpartisan**, informing the conversation regardless of one's political persuasions.
  - We are a collection of **thoughtful, intelligent, and strategic** social action initiatives designed to drive change.
  - We are **problem solvers**, developing and elevating strategies to remove the barriers that keep ALICE down.
  - We **have given a name and identity to ALICE**, a hidden demographic of vulnerable, struggling families.
  - We are **helping ALICE** find financial stability.
  - We **advocate** for ALICE by using comprehensive and geographic specific data.
  - We **engage volunteers** in purposeful work that affects the lives of ALICE.
  - We **inform policy makers** to challenge the status quo and inspire alternative solutions to complex problems.
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# ALICE rebranding: Our charge

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Following our press conference in May of 2018, we were tasked by United Way Worldwide with developing a new brand for the body of work previously known as the United Way *ALICE Project*.

The impetus for this directive was to eliminate any possibility of consumer confusion regarding ownership, endorsement or involvement of United Way Worldwide in the ALICE project.

To embark on this challenge, the following guiding principles were the foundation for our progress:

- We are beholden to United Way Worldwide’s brand structure (colors, fonts, etc), yet we need to carve out some form of individuality so that the project has a distinct brand identity.
- We are NOT allowed to use “United Way” in the new brand name, so simply dropping “United Way” from the name is not an option (regardless, the ALICE Project is a brand that exists already ([www.ALICEProject.org](http://www.ALICEProject.org)))

# ALICE rebranding: Our new name

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We went through an extensive process to engage the ALICE project team, UWNNJ staff, and key volunteers in the development of this new brand name. After months of debate and discussion, we arrived on **United For ALICE**, based on the following factors:

- We have used the hashtag #UnitedForALICE for many years to support the effort and represent our movement for change so this is a logical extension of that effort
- This name also keeps a loose tie to United Way since it is somewhat related to the established names of other collaborative efforts (Women United and Mission United, for example)
- In the fall of 2018, this selection was cleared by UWW



# ALICE rebranding: Our new logo

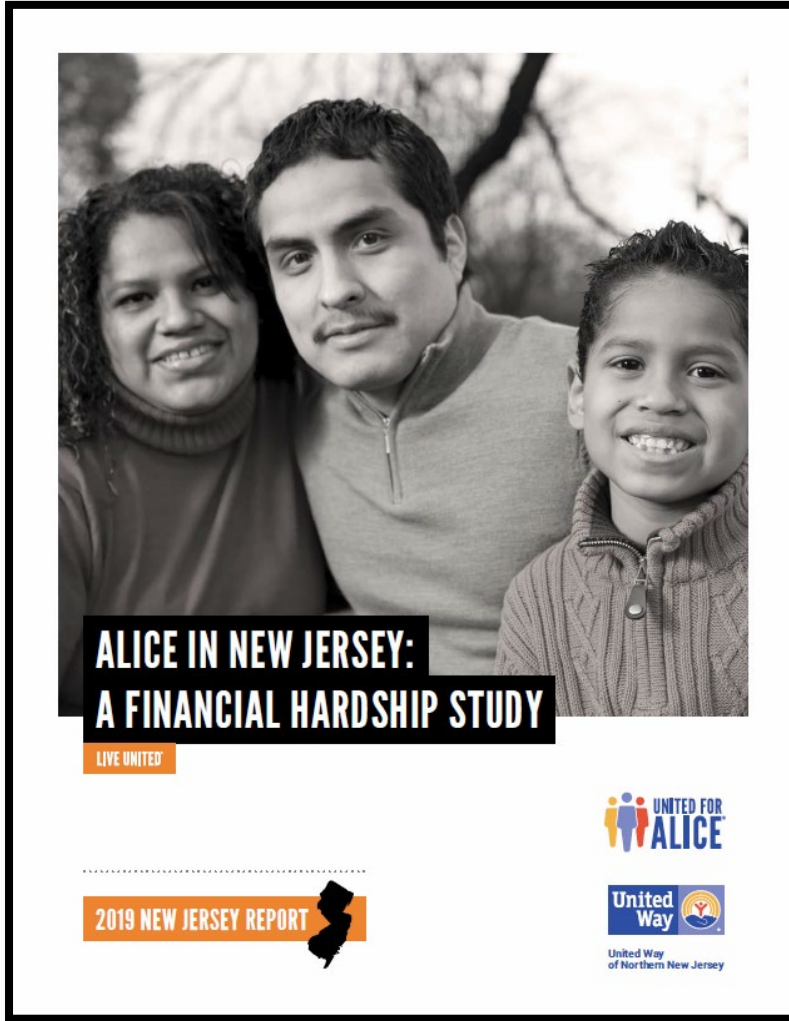
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Again, we embarked on an extensive process to represent this work and had several viable options in play.

Through a grant from the Robert Wood Johnson Foundation we were able to access counsel of an outside brand visualization expert to be sure we are hitting the mark with our new look and feel. Following that session we sought the support of United Way Worldwide.



# Branding: Our new brandmark in use



# ALICE: Standards for Consistency

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When explaining the meaning of the acronym ALICE in copy (such as brochures, website, etc.), use the following guidelines:

- On first reference always bold ALICE and first letters of the explanation of the acronym.  
Example: **ALICE** stands for **A**sset **L**imited, **I**ncome **C**onstrained, **E**mployed
- Subsequent references should be noted all in caps, no bold.  
Example: ALICE lives in every community.
- Never use “and”, “yet”, or “but” in the explanation of the acronym
- Never separate ALICE by periods indicating that it is an acronym – it is both an acronym AND a person’s name representing a population, so it should be treated as such
- On websites, hyperlink first reference to the area of the website dedicated to ALICE, or to [UnitedForALICE.org](https://UnitedForALICE.org) for more information on the project or work
- When referring to the new ALICE web address in text, please capitalize as follows: **UnitedForALICE.org**

# Project: Standards for Consistency

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**United For ALICE** is the term used to describe the umbrella of work to both reveal and address the needs of this population, including the research, the ALICE Reports, the National ALICE Advisory Council, the Research Advisory Committees, the ALICE Learning Community, the collaboration of entities engaged in this work, and the work to address the needs of this population.

- United for ALICE has its own logo.
- The visual identity (e.g., typography, color palettes, etc.) will align with United Way's visual identity.
- ALICE work will be presented in the “Fight/Win” paradigm outlined in the United Way Brand Standards.
- The new name, United For ALICE, keeps a loose tie to United Way since it is related to the established names of other collaborative efforts (i.e. Women United and Mission United)

# Reports: Standards for Consistency

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**ALICE Report** is the official name of the body of research published for each state or region. The full name should be used on first reference in documents, for citations, and in press releases. When citing information from one of our state reports, the following format should be used:

- *Source: [State] ALICE Report, year*  
(i.e., *Source: Florida ALICE Report, 2014*)

For references to material produced prior to January 2019, citations were formatted as follows:

- *Source: United Way ALICE Report – [State], [year]*  
(i.e., *Source: United Way ALICE Report – Florida, 2012*)

# ALICE: Registered Trademark

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“**ALICE**” is a registered trademark (US. Trademark Serial No. 86524117).

**Purpose:** using the ® symbol is to notify other parties viewing the material that ALICE is owned and protected.

**Usage:** The ® symbol should be used in the first and/or most prominent place the name is featured, i.e., on the cover of a brochure, in the headline of an advertisement, or in headings or subheadings in text pieces. It is not necessary to add the ® symbol every time the word ALICE is used. On a website, each page should be considered a unique document, demanding the use of the symbol ® with the first use on each individual page.

# Q & A

LIVE UNITED

***Thank you.***

United Way of  
Northern New Jersey  
[UnitedWayNNJ.org](http://UnitedWayNNJ.org)

