

First Things First Brand

HERITAGE

the tangible assets and perceptions that have been the building blocks to lead First Things First to what it is today

- Well regarded founders
- For ALL Arizona children and caregivers
- 31 Regional Councils at the community level
- Builds benefit for all Arizonans
- Council members are child development experts
- Exceptional Board of Directors
- Voter-approved, citizen initiated

PERSONALITY

like the personality of a person, these characteristics make the brand unique in how it looks, acts and feels.

- Caregiver – warm, caring, understanding
- Teacher – mentoring, not preaching
- Approachable – not bureaucratic
- Trustworthy, friendly, neighborly
- Knowledgeable and resourceful
- Responsible, reliable, good stewards
- Open
- Authentic

VISUAL ASPECTS

visibly recognizable executions of First Things First

- Weave logo – representing the communities coming together for children
- Black and white photo imagery of children under 5, culturally diverse

SELF-EXPRESSIVE BENEFITS

long-term, visible benefits to family, community, supporting First Things First

- Community minded
- Selfless, I'm a giver
- A better, smarter parent
- Visionary – a leader
- Creating a better future
- Fulfilling hopes, dreams
- Effective
- In touch
- Helpful
- Involved

FUNCTIONAL BENEFITS

features First Things First offers

- Resources
- Statewide network, infrastructure
- Website
- Statewide and local programs

EMOTIONAL BENEFITS

how a person feels when interacting with First Things First

- Sense of accomplishment, pride
- Helping the greater good
- I'm making a difference
- Appreciative, appreciated
- Engaged

