

We've Got a New Look!



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Please Join Us in Spreading the News!

Dear valued community partners:

In an effort to bring greater awareness to CEO's work, mission, and long-standing presence in the community, as well as to celebrate our 50th anniversary, we are refreshing our brand. As of February 4th, 2015, CEO will no longer be symbolized by the familiar green diamond but will instead feature a colorful new logo meant to represent growth, expansion, and upward momentum.

One of our greatest challenges over the years has been effectively communicating everything we do: our 20+ programs and services span a wide variety of focuses, serving residents both young and young-at-heart. But they all do one thing: they change lives and improve our community.

As we embark in this rebranding process, we ask that your organization helps to support our efforts, as this is a change with wide-reaching implications. Below, we have outlined the basics of our rebrand and how it may impact your organization. If, after reading this guide, you find that you have questions, please feel free to contact the Marketing and Communications Director, Emily Cote, at ecote@ceoempowers.org.

Thank You!

What You Should Know

Our Logo Has Changed

The green diamond that once graced our buildings, our marketing materials, and our business cards is no longer. Our new logo has a few variations, all of which are available for download via our press kit at www.ceoempowers.org/press-kit/. Please update any logos that you may have on file for us, and please this new logo on all materials moving forward.



We also have an extensive style guide available for download, which outlines the various constraints around using our logo: www.ceoempowers.org/style-guide/

We Are No Longer Calling Ourselves “The Commission on Economic Opportunity”

While that still remains our legal name, over the years we have noticed a lot of confusion among the general public. Whether we were being mistaken for a government agency or a financial institution, something about the word “commission” gave off the wrong impression. Unfortunately, this was damaging as many in the community did not know we are a non-profit organization, which has likely cost us donor dollars and public recognition over the years.

Therefore, other than on contracts or other legal documents, we will now just be calling ourselves “CEO.” While we recognize there is potential for confusion around the acronym itself, we felt that we can overcome that with our new logo, which uses softer graphics and lowercase letters to help disassociate from Chief Executive Officers.

In our messaging moving forward, we hope to give new meaning to the acronym, as we consider ourselves a community empowerment organization currently expanding opportunities and driving consistently exceptional outcomes.

Our Website and Email Addresses Have Changed

Please update your bookmarks and email contacts! Our new web address is www.ceoempowers.org, and all email addresses will end with the same suffix. Therefore, email addresses used to be name@ceo-cap.org, and will now be name@ceoempowers.org.

We are hoping that the new web address helps to reinforce our mission and our non-profit status, clearing up any confusion that may have been the result of the “-cap” in our previous URL. For more information on what the “-cap” referred to, please check out our webpage about the Community Action Partnership here: www.ceoempowers.org/about-us/community-action/

Our Tagline Has Changed

Hope. Opportunity. Success. Those were, and still are, very important words to us. However, we felt that we needed to develop a tagline that communicated our mission in a more straightforward way.

Our new tagline is *Changing lives, improving our community*. We ask that you use this tagline, when appropriate, to help us better educate the public on the nature of our work. Some of our logo variations include the tagline, and we welcome you to use that version, with the understanding that the logo must be large enough so that the words are readable.

We Have a New 50th Anniversary Seal

Many local residents have, surprisingly, never heard of CEO. Our goal for 2015 is to change that! Therefore, in order to call attention to our long-standing presence in the community, and to commemorate this momentous year, CEO has created a few versions of a 50th anniversary seal. We ask that, throughout 2015, you use and share these graphics where and when appropriate.



We Have New Marketing Materials!

If your organization has been kind enough to share our brochures and flyers with the public, we want you to know that we have a wide range of new print materials available. Our staff will be traveling throughout the county to swap out old flyers and brochures, but if you would like our new materials sooner, you can feel free to email the Marketing and Communications Director at ecote@ceo-cap.org and she can arrange to have new materials mailed to your location; or you can stop by and browse our materials selection at the CEO administration building, located at 2331 Fifth Avenue in Troy. We also have a number of promotional materials with our new logo, available for a small donation!

We Are Grateful

Thank you for your anticipated assistance in helping us to update our image throughout the Capital Region and beyond. We so greatly value the relationships we have with local organizations, fellow non-profits, funders, and donors, and we look forward to sharing with you all the successes that 2015 will bring.