Academy for Creating Enterprise

2025

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# Introduction

**Value Proposition**

At the Academy for Creating Enterprise, we believe in empowering individuals from the inside out. While many organizations in the economic development space focus on changing the external environment, we know that true change comes from within, and true change needs to extend from one generation to the next. That's why we're dedicated to helping aspiring entrepreneurs become self-reliant and build lasting businesses that can provide for themselves and their families and set their children on an even greater trajectory of faith and self-reliance.

Through practical training, resources, and connections, we're helping individuals develop the skills, mindsets, and confidence they need to create their own success. We know that by changing the individual, we can help transform entire communities and drive economic growth, not just for now, but for generations to come. Our goal is not just to mold behavior, but to empower individuals to change their own lives and build a brighter future for all.



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# Who We Are

## Competitive Differentiation

**At the Academy for Creating Enterprise, our approach to economic development is unlike any other. With a faith-based foundation and a commitment to applied techniques over theory, we're dedicated to providing aspiring entrepreneurs with the skills and resources they need to build lasting businesses — even without startup capital.**

We're not just here to offer training and resources — we're committed to helping individuals and families succeed over the long term. That means ongoing mentoring, coaching, and support as they navigate the challenges of building a business.

We know that starting a business is hard work, but with our unique combination of faith-based values, applied techniques, and ongoing support, we're helping entrepreneurs achieve success that lasts.

We believe sustainable businesses are the key to creating lasting change.

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# What We Do

**We’re dedicated to building a brand that reflects the values of integrity, compassion, service, and hope.**

We believe that by embodying these attributes, we can create lasting change and inspire others to do the same. Through our actions and communications, we’re working to create a brand that represents the best of what we can achieve when we work together.

**Pillars:**

Abundance

Agency

Community

Correct Principles

Equity

Faith

Impact

Recognition

Self-Reliance

Service

Sustainability

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# Our Brand

A brand's platform is the foundation upon which a brand is built. These ideas serve as a roadmap for all aspects of the brand's development, from messaging and marketing to visual identity and participant experience.

## Brand Proposition

The Academy stands out among international organizations by providing practical training that empowers individuals and communities to build lasting businesses. With ACE's programs, participants gain the skills, resources, and connections they need to start or grow a business that can provide for themselves and their families. The Academy believes that sustainable businesses are the key to creating lasting change

## Brand Character

We believe in treating others with compassion, empathy, and respect. We strive to embody the values that make a positive impact on the world, including integrity, generosity, and a commitment to service. By living these values in everything we do, we're working to build a better future for all.

## Brand Position

The Academy is a highly effective yet simple approach that makes a real difference in people's lives.

## Brand Purpose

We exist to help people become self-reliant.

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# Our Mission, Values and Vision

**We ignite the entrepreneurial mindset in faith-driven people through training and support to create more abundant lives.**

We believe people can develop the abilities and skills to break the culture of poverty.

We make the most of dedicated funds to operate efficiently.

We are a faith based organization.

We unify gospel and business principles to train and support others in entrepreneurship.

**Our vision** is to achieve self-reliance among all ACE members.

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# Target Audience

**DONORS:** The Academy's donor audience is comprised of individuals, foundations, and corporations who are interested in supporting economic development, making a positive impact in the world, and compassionately helping individuals, families, and communities to prosper.

The Academy continues to have a close connection to the Church of Jesus Christ of Latter-day Saints, which has been an important network and partner. Donors who are aligned with the values and mission of the Church may be particularly interested in supporting the Academy's work, because of these strong ties. However, the Academy is committed to serving individuals and communities of all faiths, and its programs are designed to be inclusive and accessible to all.

**STAFF AND VOLUNTEERS:** The Academy's staff and volunteer audience is a group of passionate and dedicated individuals who believe in the power of entrepreneurship, business development, and economic empowerment. The staff members are highly skilled professionals who bring their expertise to bear on the challenge of making a difference in the world. Meanwhile, the volunteers are often graduates of the Academy's programs who feel a personal connection to the organization and want to share their knowledge with others.

**PARTICIPANTS:** The Academy's participant audience is made up of a diverse group of individuals of faith in developing countries who are looking for ways to improve their economic future. While some know they want to start or grow their own businesses, others are still exploring their options and may not yet have considered entrepreneurship as a path to success. Regardless of their background or experience, these individuals often have limited access to traditional sources of business training and support.

Participants are drawn to join the Academy's programs because of the success they see in those who have gone through its programs or represent the organization.

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# Our Voice

## Voice

**Friendly & Approachable:**

We believe in sharing our expertise in a way that's approachable and easy to understand. By embodying the voice of a trusted friend and guide, we're working to empower entrepreneurs and families build lasting change in the world.

## Tone

**Warm and Empathetic:**

We speak and act with passion because of our belief in the infinite worth of each individual. Our communication is rooted in empathy, understanding, and a desire to help others. We believe in speaking with kindness and respect, and in listening with an open mind and heart. By communicating in a tone that's positive, supportive, and uplifting, we're helping to build connections and make a difference in the lives of others.

Dependable

Empowering

Exciting

Faithful

Hardworking

Honest

Hopeful

Practical

Reliable

Results-oriented

Trustworthy

Uplifting

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# Messaging

## Official Names

The official name of organization is:

**Academy for Creating Enterprise**

If the name need to be shortened, the preferred usage is:

**The Academy**

## Tagline

*Creating abundance around the world*

## Trademarks and Branded Services

A trademark symbol can be added to the official name of organization. The Academy does not have a registered trademark:

**Academy for Creating Enterprise™**

## Brand Hashtags

#actnow #theacademy

## Connections

The Academy is the great connector of individuals. Quality of lives are impacted and elevated, through equitable and mutual blessings to members, donors and volunteers.



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# Brand Statements

## 25-Word Brand Statement

The Academy for Creating Enterprise empowers faith-based individuals from the inside out through entrepreneurship training, practical resources, and ongoing support which transforms communities through self-reliance.

## 50-Word Brand Statement

At the Academy for Creating Enterprise, we're committed to empowering individuals to create their own success. We know that sustainable businesses are the key to driving long-term economic growth, and that real change comes from within. Through faith-based training, practical resources, and ongoing support, we're helping entrepreneurs build a future that can provide for themselves, their families, and their communities.

## 100-Word Brand Statement (About Us)

At the Academy for Creating Enterprise, we believe that every individual has the power to create their own success. That's why we're committed to empowering aspiring entrepreneurs in developing countries to build lasting businesses that can provide for themselves and their families. We know that true change comes from within, and that sustainable businesses are the key to driving long-term economic growth. Our unique approach is rooted in faith-based training, practical resources, and ongoing support. By equipping entrepreneurs with the skills, resources, and connections they need to succeed, we're helping to transform entire communities and drive economic growth over the long term.

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# Messaging Guidelines

**When creating messaging for the Academy for Creating Enterprise, you should be thinking about three different "levels" of content: Headlines (and sub-headlines), Body Copy, and Program Features. Each of these levels of content should have a different emphasis.**

**Headlines** should focus on the benefit the participant will receive for engaging with the Academy. For example, you might highlight self-reliance. A "self-reliance" headline might read: "Build a business that lasts and secure your future with the Academy." It's okay that you have not mentioned what the program is. Your goal in the headline is simply to capture the reader's attention. Readers will be engaged by this headline because they want to be self-reliant and secure their future. This is also an effective headline because it teases the reader, and they start to wonder: How can the Academy help me build a lasting business and secure my future? To find out, they need to keep reading.

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**The Body Copy** should connect the benefit expressed in the headline directly to the Academy's programs. Continuing our example, the paragraph below the headline might start: "Starting a business is one of the most critical steps towards self-reliance, but it's not an easy journey. The Academy for Creating Enterprise is dedicated to helping aspiring entrepreneurs in developing countries build lasting businesses that can provide for themselves and their families. Through our faith-based training, practical resources, and ongoing support, we help participants gain the skills, resources, and connections they need to succeed in their entrepreneurial ventures. Join us and take control of your future today!"

Finally, **the program details** should be listed in bullet points for quick scanning. These program features might include program length, practical training, ongoing support, etc. These details should be relegated to the last "read" on the page. Don't lead off with headlines that highlight program features like, "Our program lasts for 12 weeks." This may seem okay, even preferable, but participants will be more engaged by a benefits-based headline than a feature-driven one. Change this headline to emphasize why or how completing a program in 12 weeks will benefit the participant. Something like, "Gain the skills and knowledge to start your business in just 12 weeks with the Academy." Then, after the transition from benefit (gaining skills and knowledge) to features in the body copy, you should identify the program length clearly in a bulleted list: "Our program lasts for 12 weeks and includes practical training, resources, and ongoing support."

Following these messaging guidelines ensures that you will be putting the needs of our participants first and selling them not on our program features, but on our approach and our understanding of their needs.

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# Logo

PRIMARY LOGO

Academy for Creating Enterprise

→ ACCESS LOGOS

The Academy's logo has been simplified to its core elements. This will allow the logo to be used in many different ways.

SPANISH LOGO

Academia para la Creación de Empresas

PORTUGUESE LOGO

Academia para Criação de Empresas

FRENCH LOGO

Académie pour la Création d'Entreprise

LOGO VARIATION (ALTERNATES)

One authorized variation of the logo is displaying the shield icon by itself. However, do not display the typography of the logo by itself. Avoid using the shield by itself in black. The full logo is a better choice when you are constrained to black and white.

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# Logo Continued

PRIMARY LOGO

Academy for Creating Enterprise

SPANISH LOGO

Academia para la Creación de Empresas

PORTUGUESE LOGO

Academia para Criação de Empresas

FRENCH LOGO

Académie pour la Création d'Entreprise

→ ACCESS LOGOS

If you need to use the logo as a single color, Academy Red is the preferred version. Alternatively, the logo can be rendered in black and white.

Academy for Creating Enterprise

Academia para la Creación de Empresas

Academia para Criação de Empresas

Académie pour la Création d'Entreprise

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# Reversed Logos

PRIMARY LOGO




SPANISH LOGO




PORTUGUESE LOGO




FRENCH LOGO




LOGO VARIATION (ALTERNATES)



→ ACCESS LOGOS

The logo can be reversed as white on Academy Red or any background that is uncluttered and provides enough contrast. The background does not have to be a solid color.

If you need to use the logo as a single color, Academy Red is the preferred version. Alternatively, the logo can be rendered in black and white.

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# 25 Year Anniversary Logos

PRIMARY LOGO

25 YEARS Academy for Creating Enterprise

→ ACCESS LOGOS

SPANISH LOGO

25 AÑOS Academia para la Creación de Empresas

PORTUGUESE LOGO

25 ANOS Academia para Criação de Empresas

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CORE LOGO CLEARSPACE




LOGO WEB USE

min. 0.5"
54 pixels




# Logo Clearspace

**Logo Spacing and Sizing**

Ensure that the logo, regardless of the version used, has sufficient whitespace surrounding it to maintain the brand's prominence on the page or screen.

To establish an appropriate margin for the logo, envision one of the bars of the shield icon above, below, and on both sides. The spacing does not need to be measured precisely; simply use this rule of thumb as a guideline.

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# Logo Rules

**Correct**




**Incorrect**






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# Colors

**Hex:** #e82d3b
**RGB:** 232 45 59
**CMYK:** 3 96 81 0

**Academy Red** *optimism, energy, passion, hope, and love*

**Hex:** #216EA8
**RGB:** 33 110 168
**CMYK:** 87 55 10 0

**Academy Ocean Blue** *stability, faith, intelligence, and intuition*

**Hex:** #E6BB33
**RGB:** 230 187 51
**CMYK:** 11 25 94 0

**Academy Gold** *abundance, wealth in all things, wisdom, and security*

**Hex:** #DE9157
**RGB:** 222 145 87
**CMYK:** 11 49 74 0

**Academy Earth Tan** *the Earth, solid foundations, effort and hard work*

**Hex:** #49B2E3
**RGB:** 73 178 227
**CMYK:** 63 13 1 0

**Academy Sky Blue** *creativity, inspiration, imagination, and confidence*

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# Typography

→ DOWNLOAD FONT

The Academy's primary typeface, "Inter," is a versatile and freely available font from the Google Font Library. With character and accent support for an impressive 327 languages, Inter is a genuinely international font. It should be employed for all text purposes.

## Inter

**Extra Bold** **Bold** **Semi Bold**
Regular Medium Light

**Together, We Provide a Path to Self-Reliance** — Headlines
Inter Extra Bold

Creating abundance around the world — Subheadlines
Inter Medium

The Academy has streamlined its approved fonts, adopting a single font for both headlines and body text. We are no longer utilizing the logo font for headlines. This decision allows the logo's serif font to stand out and feel more distinctive within the brand context, thereby reinforcing the brand image.

Paragraph
Inter Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890 @ & ! , . : ; ? ' "

SPECIAL CHARACTERS AVAILABLE FOR SPANISH:
Áá Éé Íí Ññ Óó Úú Üü ¿¡ «»

SPECIAL CHARACTERS AVAILABLE FOR PORTUGUESE:
Áá Ââ Ãã Àà Éé Êê Íí Óó Ôô Õõ Úú Üü Çç «» "" "

SPECIAL CHARACTERS AVAILABLE FOR FRENCH:
Àà Ââ Ää Éé Èè Êê Ëë Îî Ïï Ôô Œœ Ùù Ûû Üü Çç Ÿÿ «» "" "

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# Brand Photography

## Principles

Photos used in Academy marketing should adhere to the following guidelines:

**1.** Photos should authentically represent the countries where the Academy operates. Our aim is to showcase the genuine international participants that The Academy assists, rather than presenting "generic" entrepreneurship.

**2.** Bearing this in mind, ensure diversity and representation when using multiple photos in a layout. The Academy operates worldwide, serving men and women from diverse racial and ethnic backgrounds. Our images should reflect this.

**3.** Although the Academy helps in impoverished areas of the world, photos should convey positivity, displaying circumstances where effort and education are fostering order, prosperity, and optimism. Avoid images that cast the countries or participants of the Academy's programs in a negative light. We are not seeking empathy through photos that depict tragedy or pain.

**4.** However, in contrast to Principle 3, we should not confine our photos to overly idealistic or prosperous scenes. Refrain from showcasing only young and attractive participants or volunteers. Instead, aim to reveal the beauty and divinity in each individual. Subjects should wear attire appropriate for their circumstances, without the need for suits, dresses, or other professional clothing. Pursue authentic, uplifting imagery.



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# Brand Photography

**5.** Strike a balance between candid and portrait photography (refer to the examples on page 23). Subjects should not appear overly posed. Capture moments of concentration, collaboration, and happiness. Most images should feature individuals enjoying their work, immersed in learning, or smiling with joy.

**6.** Make sure the photo is well lit with natural light. Avoid photos with strong shadows, harsh indoor lighting, or flash photography. Photos with a shallow depth of field, which causes the background to blur — a photographic technique called 'bokeh' — look especially professional and pleasing. Be selective in choosing stock photography or in taking pictures. Take lots of photos and select the best ones from the series for use.

**7.** Refrain from using isolated studio photos, i.e., images of people against a pure background (usually white). These can appear overly staged.

**8.** Ensure high-resolution images: To maintain a professional appearance, always use high-quality, high-resolution photos. Avoid using pixelated or blurry images, which can negatively impact the brand image.

**9.** Obtain proper permissions: Make sure you have the necessary permissions or licenses for any images used in marketing materials, especially when using stock photos or photos featuring recognizable people.

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# Brand Photography

**Examples (Do's and Don'ts)**

→ DOWNLOAD RESOURCES

## Good Photo Examples:

**Category 1 – At Work:**

Show individuals who represent Academy program participants engaged in entrepreneurship.





**Category 2 – At Work — Closeup:**

Zoom in to show the work of individuals who represent Academy program participants.





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# Brand Photography

**Examples (Do's and Don'ts)**

→ DOWNLOAD RESOURCES

## Good Photo Examples:

**Category 3 – Learning Together:**

Zoom in to show the work of individuals who represent Academy program participants.





**Category 4 – Portraits of Hope:**

Show "portraits" of individuals who represent participants. In these photos the individuals will be looking at the camera. Avoid overly formal attire or stiff poses. These should still look candid and natural.





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# Brand Photography

**Examples (Do's and Don'ts)**

→ DOWNLOAD RESOURCES

## Good Photo Examples:

**Category 5 – Family:**

Show individuals who represent participants laughing and smiling with their families. This shows the ultimate outcome of the Academy's work.







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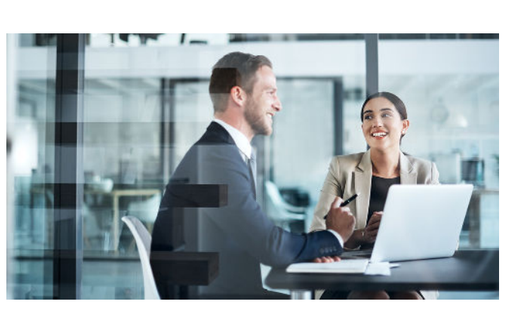
# Brand Photography

**Examples (Do's and Don'ts)**

## Incorrect Photo Examples:

### Doesn't feel authentic

Although many large cities throughout the world look similar, a photo that appears to represent business in the United States or Europe does not accurately represent the Academy's work.



### Lacks expected diversity

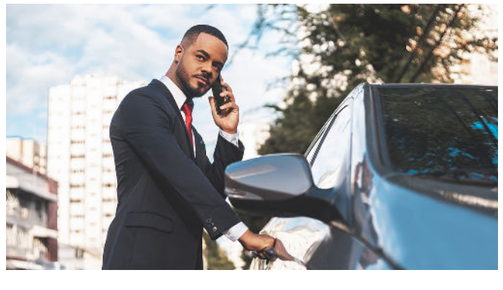
Likewise, the Academy's photos should reflect a diversity of ages, genders, and racial backgrounds in a way that honestly reflects the participants and volunteers of the Academy.



### Focused on poverty

the Academy's photos should not focus on impoverished conditions or how bad things might be in one place or another, but should instead focus be capturing individuals improving their circumstances and optimistic momentum.





### Presents prosperity as status or possessions

the Academy is about prosperity that serves self-reliance, faith, and family. We are not trying to project a promise of wealth or luxury. Avoid a focus on material success or signals of status.

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# Brand Photography

**Examples (Do's and Don'ts)**

## Incorrect Photo Examples:

### Overly staged

This photo feels like a stock photo (which it is) because of the overly staged look. Avoid photos that feel contrived.



### Poorly lit

The shadows in this photo are too strong. Select photos where the individuals are well lit with natural light.



### Isolated background

Do not use photos where the subjects have been isolated on a white background. This takes the individuals out of the context for the photo. These photos feel overly staged.



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## Principles and Examples

The Academy's look and feel is bright, hopeful, energetic, and happy. We achieve this through the combined use of the brand colors, correct brand photos, correct use of the brand font, and clean consistent layouts. On-brand layouts should be based on white backgrounds, never dark colors like black. However, text should be black so that it is easy to read and stands out off the background.

Below are 11 principles for effectively implementing the Academy brand's look and feel. These have all been taken from the Academy's 2022 Community Report:

**1. Photo Collages In Brand Colors:** Using bold geometric shapes, overlay correct brand photos onto the brand colors to create dynamic cover collages for presentations, websites, or documents. To achieve this effect, set the photo layer to "Multiply" and "50% Opacity".






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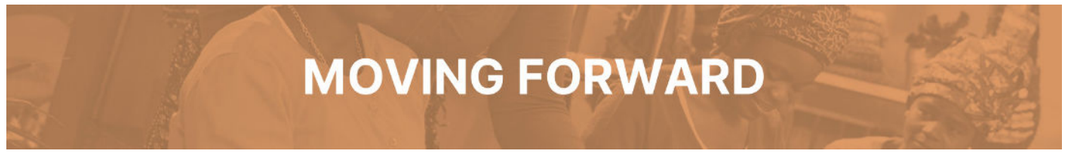
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# Design Elements

**2. Headers In Brand Colors with Photo Overlays:** Similarly, create brand headers in the brand colors by overlaying photos. To get this lighter effect, which allows the text to be read over the top, the images should be converted to grayscale first, and then the layer style should be set to “Multiply” and “33% Opacity”.

**3. Using All Caps Font In Headers:** The only place in the brand where all uppercase is used is in the headers and headlines.









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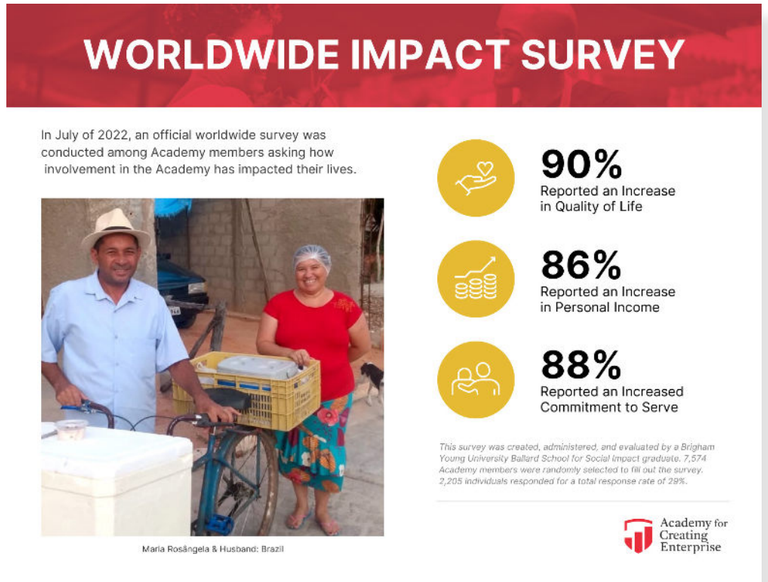
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# Design Elements

**4. Accent Photos:** Accent photos should be added to layouts without rounded corners, outlines, or drop shadows. Photos can be stacked horizontally or vertically (as seen in the second slide below) to create taller or wider brand elements.

**5. Rounded Icons:** Use simple line icons in white on top of circles in approved brand colors. You can use more than one color, as long as the icons are used as sets. Do not mix colors in one set. The goal is a clean, simple look, that creates attention, not distracts.






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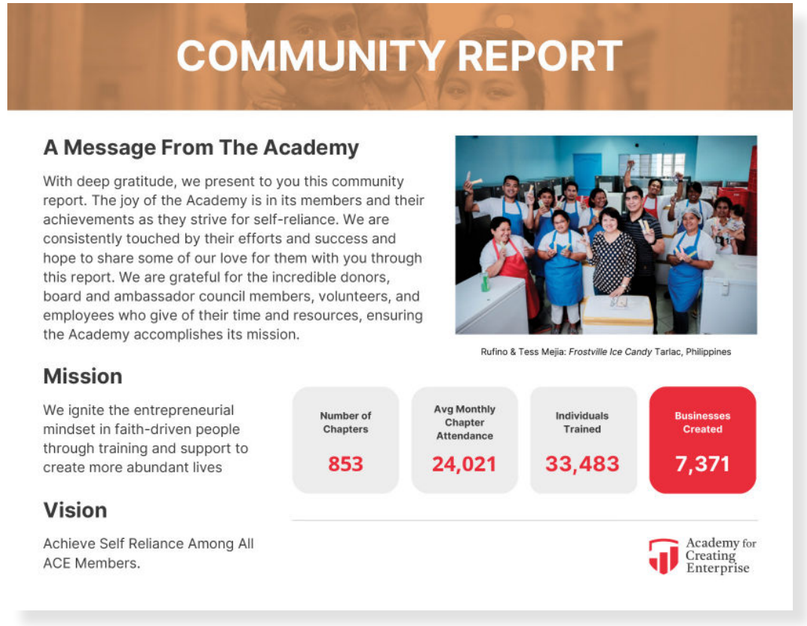
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# Design Elements

**6. Accent Boxes with Rounded Corners:** When you want to put text inside a small element, do not use a circle, but a rounded square or rectangle instead. When using an accent box in Academy Red or one of the other brand colors, reverse all the text in white. Do not use darker text on top of one of the brand colors.

7**. Consistent Margins:** Make sure every layout uses consistent margins around the whole document. Notice in these layouts how you could put a square around the content and everything, including the header, text, images, accents boxes, and logo would fit within the margin. Background elements, like the header background, can bleed off the edges.

**8. Consistent Logo Placement and Size:** The logo should be the same size on every slide other than the cover slide and last slide. This principle applies to any multi-page document. Strive to keep the logo in the same place to create page-to-page consistency. If the logo has been used on previous pages, but does not fit on a page due to large elements like charts, some adjustment in placement is okay. Remove the logo completely from a slide or page if you cannot maintain a margin around it (refer to the Brand Identity page for additional details on logo usage).



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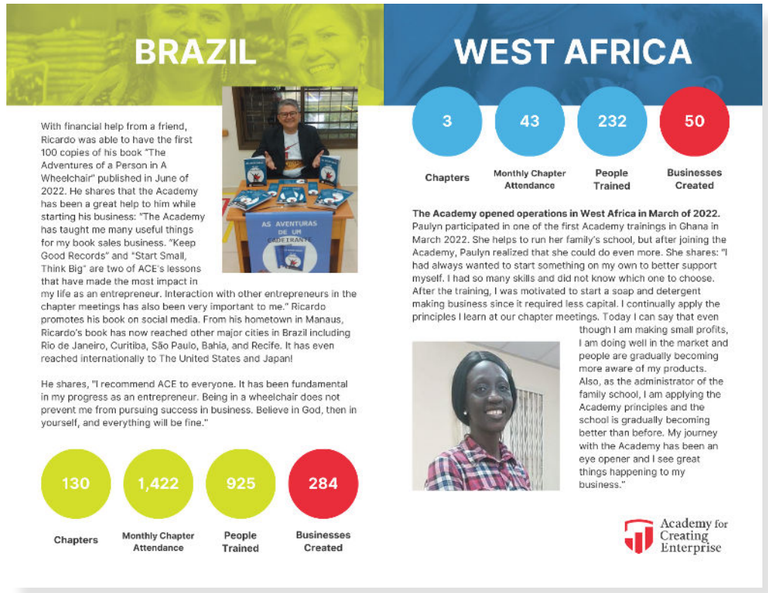
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# Design Elements

**9. Half Headers:** Half headers can be created following the full header guidelines. Remember to only use the brand colors for headers to keep the design from becoming chaotic.

**10. Half Headers with a Rounded End:** If half header is not touching another header element, round off the edge to give it a finished look.



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# Design Elements

**11. Reversed Content Sections:** You can create larger reversed-type sections using Academy Red backgrounds with white. This is an advanced brand element that should not be overused.



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