



BRAND TOOLKIT

OUR MISSION

To empower people with disabilities to believe in their own unique abilities and achieve their full potential by providing quality, innovative services that focus on advocacy, inclusion, independence, employment, meaningful community life, and personal happiness.

Everything we do, from services and advocacy to employment and community life, is rooted in dignity, inclusion, and opportunity.

This toolkit provides simple brand and communication guidelines to help you confidently support The Arc while staying aligned with our mission, values, and brand.

OUR STORY

Founded in 1952, The Arc of the Quad Cities Area has grown into a leading advocate and service provider for people with intellectual and developmental disabilities. Together with our supporters, we create pathways to independence, employment, meaningful relationships, and full participation in community life.

HOW TO SHARE YOUR SUPPORT

Please avoid introducing our organization as "The Arc" until the formal name "The Arc of the Quad Cities Area" has been established, then feel free to use it. "The Arc" is considered a phrase or a title, **not an acronym**. Please only use "The Arc", **NEVER "The ARC" or "ARC"**.



BRAND TONE & VOICE

Keep our brand personality in mind when writing in The Arc tone and manner. Our voice is:

- Positive and inclusive
- Person-first and respectful
- Community-focused
- Empowering, not pity-based

Center stories on strengths, opportunities, and impact. Words used to support our brand should be based around our three attributes:

- **EMBRACING** (our, us, caring, welcome, include, team, involved, community, open, etc.)
- **EXPERIENCED** (respected, connected, resourceful, knowledgeable, leads the way, etc.)
- **DETERMINED** (focused, committed, passionate, driven, unwavering, advocate, etc.)



- Use officially approved logos of The Arc
- Logos should remain unobstructed and unaltered
- Do not stretch, recolor, or add effects to the logo
- Maintain adequate clear space around the logo
- If you need logo files or brand assets, please contact The Arc prior to publication

SOCIAL MEDIA

@ARCQCA
 @the-arc-of-the-quad-cities-area
 @thearcq
 @TheArcoftheQuad

BRAND HASHTAGS

#TheArcQCA: To be used alongside our @ handles
#ArcImpact: To be used alongside posts showing community impact



BRAND TOOLKIT

OUR MISSION

To empower people with disabilities to believe in their own unique abilities and achieve their full potential by providing quality, innovative services that focus on advocacy, inclusion, independence, employment, meaningful community life, and personal happiness.

PLEASE DO

- Use "People-First Language"
 - People-First Language emphasizes the person before their disability; recognizing individuals for who they are, not defining them by a diagnosis. By focusing on the person first, this approach promotes dignity, respect, and inclusion while helping reduce stereotypes and negative assumptions. (i.e. "people with disabilities" or "people with IDD")
- Highlight inclusion, community, and opportunity
- Ensure imagery reflects dignity and respect
- Share impact-focused messages
- Respect Individual Language Preferences
 - Recognize that some individuals and communities may choose to use "Identity-First Language" (e.g., "Autistic," "Deaf", etc.) as a form of self-expression and empowerment. This is appropriate when it reflects an individual's personal preference and should always be guided by how the person with the disability chooses to identify themselves.

PLEASE DO NOT

- Use offensive, political, or controversial language
- Portray individuals as helpless or inspirational objects
- Use stereotypes or derogatory/outdated terminology.
- Alter The Arc's logo or brand colors
- Create acronyms from "The Arc"
- Include individuals without proper consent
- Frame any story into an "overcoming" narrative



QUESTIONS OR APPROVALS

For logo requests, co-branding questions, or promotional approvals, please contact:

Sarah Wright

Chief Development & Strategy Officer

wrights@arcqca.org

309-786-6474



4016 9th Street
Rock Island, IL 61201
309-786-6474
www.arcqca.org

Together, we are building a more inclusive community, where everyone belongs.

Achieve with us.®