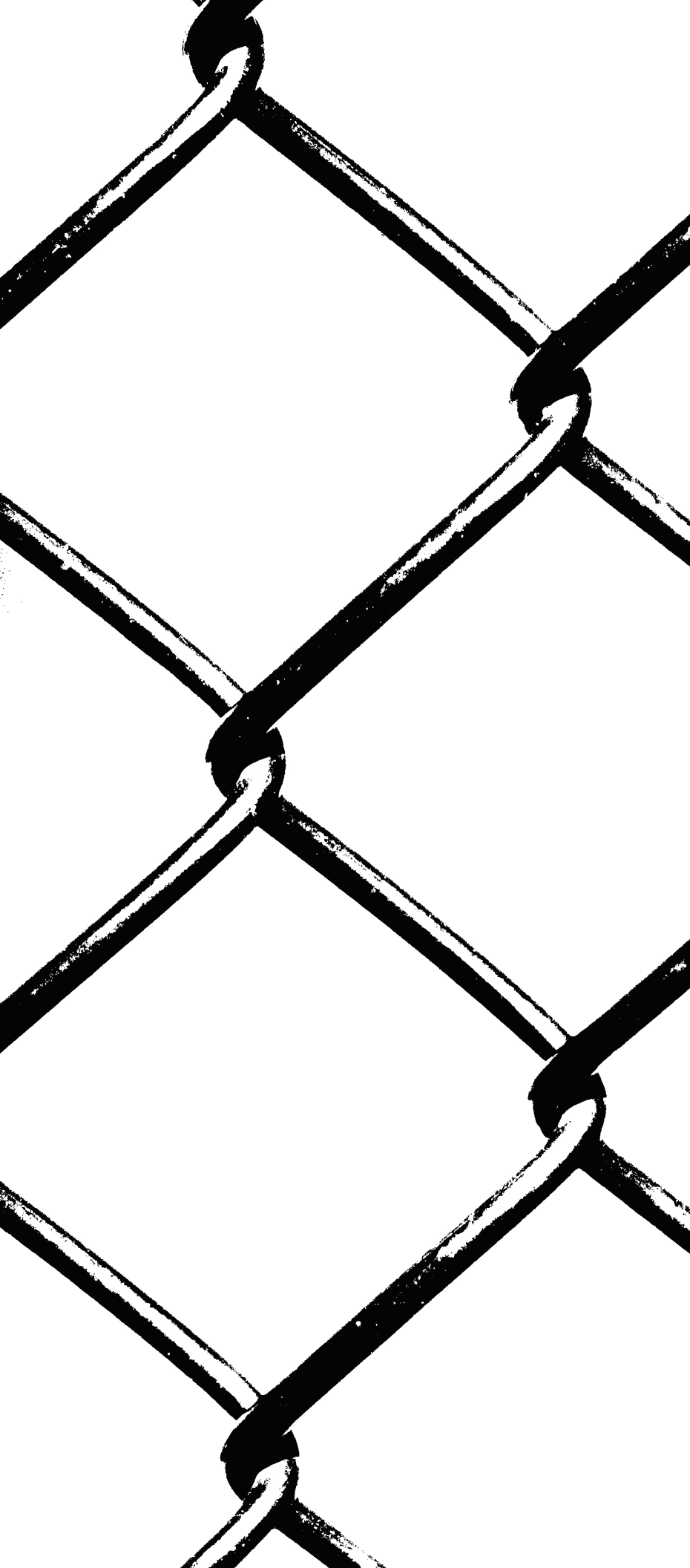




PROCESS BOOK

DANA SALINAS DE LA GARZA



SUMMARY **AMERICAN CIVIL LIBERTIES UNION**

ACLU is a nonprofit private organization whose main focus is protecting individual's civil rights and liberties that should be protected by the US Constitution. As of today, ACLU has 1.5 million active members and has received record breaking donations.

ONLINESS STATEMENT **WHAT MAKES US THE “ONLY”?**

The American Civil Liberties Union has the most Supreme Court Cases of any privatized, national organization. ACLU has affiliated offices across the country, making it easier to provide legal help to people who's civil liberties have been violated.

1. WHO ARE YOU?

ACLU, the united state’s guardian of liberty for over 100 years.

2. WHAT DO YOU DO?

Fight in court for individual civil liberties guaranteed by the US Constitution.

3. WHAT’S YOUR VISION?

To achieve full equality and protection for everyone residing in the United States.

4. WHAT WAVE ARE YOU RIDING?

Social media trend where information is fast and easily available to the population.

5. WHO SHARES THE BRANDSCAPE?

NAACP, who defends the African American population and UnidosUS, who’s main focus is the Latino community.

6. WHAT MAKES YOU THE “ONLY”?

ACLU is the only national private organization with the most Supreme Court cases.

7. WHAT SHOULD YOU ADD OR SUBTRACT?

As social media grows, ACLU should take advantage and have a bigger presence to motivate the younger generations.

9. WHO’S THE ENEMY?

Government faculty who violates individual civil rights.

8. WHO LOVES YOU?

Marginalized groups and advocates for civil rights as outlined in the Constitution.

10. WHAT DO THEY CALL YOU?

The community uses ACLU, the acronyms of American Civil Liberties Union.

11. HOW DO YOU EXPLAIN YOURSELF?

The ACLU works on principle — to defend everyone’s rights that are guaranteed by the US Constitution.

12. HOW DO YOU SPREAD THE WORD?

By representing individuals whose civil rights have been violated in the court system, especially the Supreme Court.

13. HOW DO PEOPLE ENGAGE WITH YOU?

ACLU offers membership while also having a 50-state network with affiliate offices that anyone can contact.

14. WHAT DO THEY EXPERIENCE?

An organization that cares and defends people who live in the United States.

15. HOW DO YOU EARN THEIR LOYALTY?

We do not discriminate on opinions or political views.

16. HOW DO YOU EXTEND YOUR SUCCESS?

By having a 50-state network with fully staffed affiliate offices working on cases in both state and federal courts.

17. HOW DO YOU PROTECT YOUR PORTFOLIO?

By protecting your freedom, no matter who you are. Your political views will not stop ACLU from defending you if your rights are being violated.

STRENGTH

ACLU has been the United State’s guardian of liberty for over 100 years. We have built a strong reputation by constantly defending the people that reside in the nation.

WEAKNESS

ACLU protects everyone, while other NPOs focus on one minority group. This can cause the ACLU to not as informed on certain groups as other organization.

OPPORTUNITIES

Branching out by race, gender, and age to have a better understanding and increase our success rate in the court system.

THREAT

The possibility of minority groups feel better protection of organizations who are employed to aid to their specific needs.

PURPOSE

To defend individual civil liberties and rights that should be protected by the Constitution and laws of the United States.

VALUE

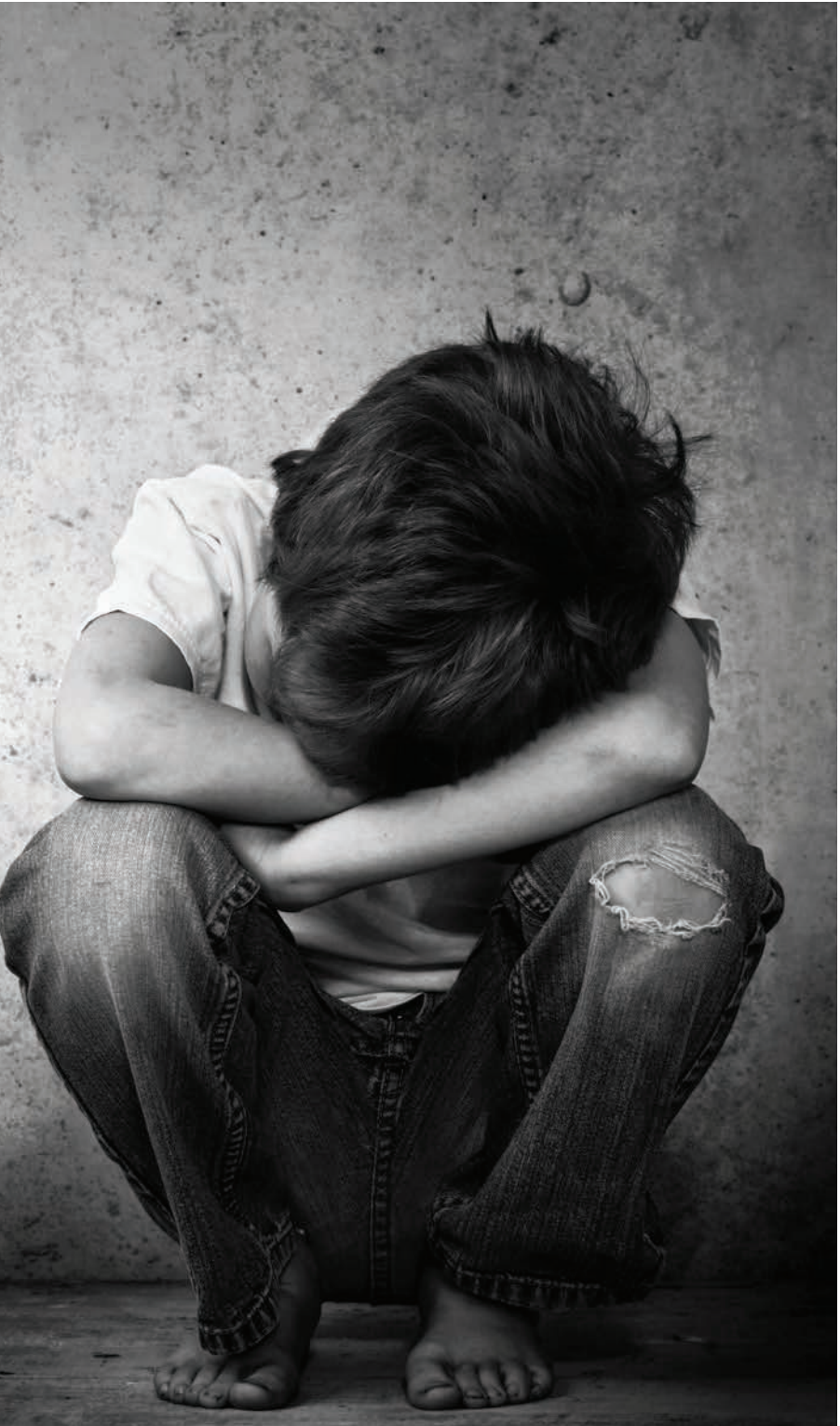
ACLU protects your freedoms through a national network of affiliated offices and as a result have a higher success rate in the Supreme Court than any other private organization.

DIFFERENCE

To protect the civil rights of any citizen. Any race, religion, political party, and gender is important to ACLU, while other civil right non-profit organizations focus on one group.

EXECUTION

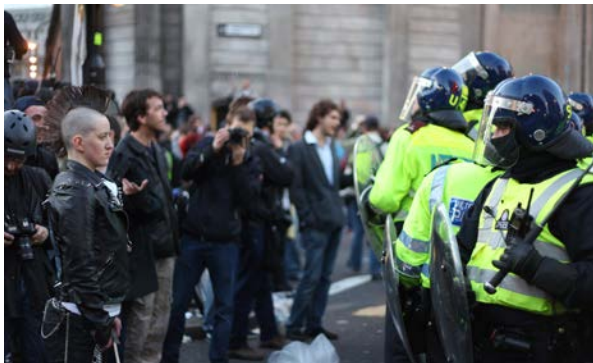
To ensure the customer will get the best legal service our organization has to offer as ACLU strongly believes individual civil rights should be respected.



WHAT WE ARE



WHAT WE ARE NOT

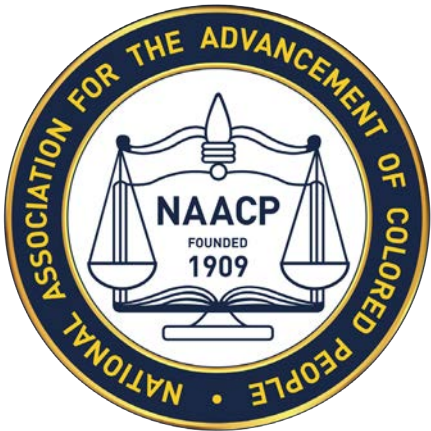


WHAT WE ARE



WHAT WE ARE NOT





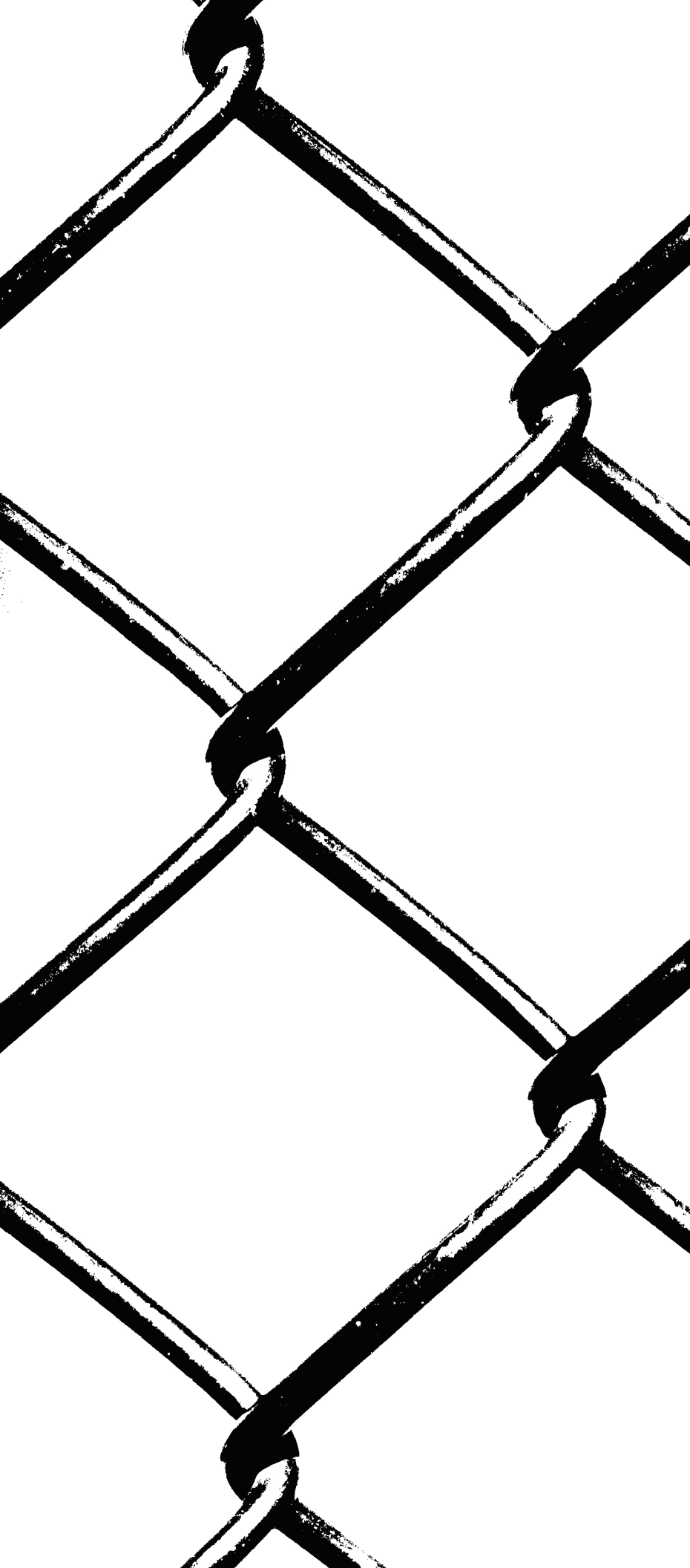
TYPOGRAPHY

AGENDA SEMIBOLD While not always in agreement with us on every issue,

KNOCKOUT WELTERWIEGHT Americans have come to count on the **ACLU** for its unyielding dedication to principle.

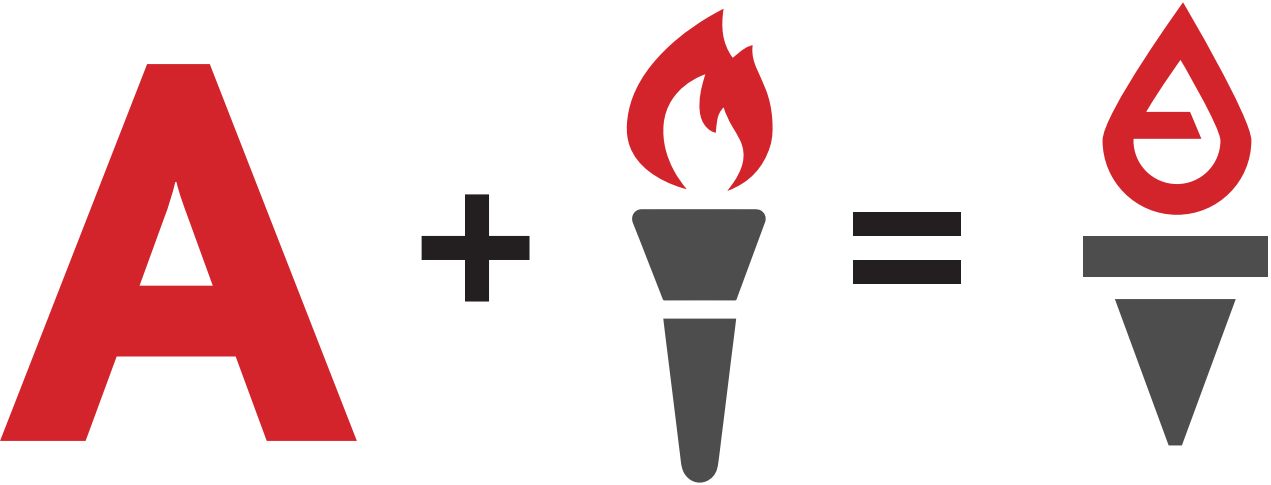
HELVETICA INSERTAT The **ACLU** has become so ingrained in American society that it is hard to imagine an America without it.

AVENIR ROMAN United to defend

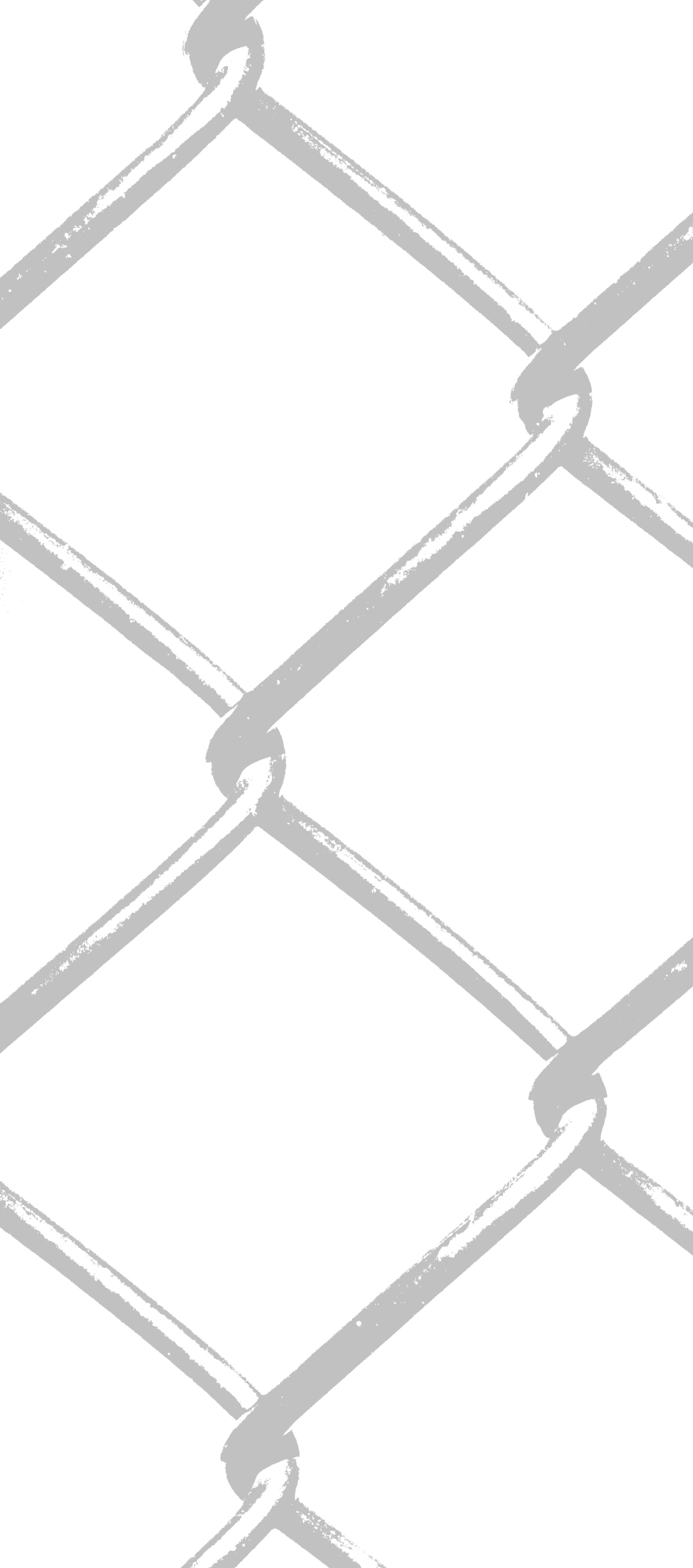


BRANDMARK **THE LADY LIBERTY TORCH**

The new mark designed for ACLU is inspired by the torch of lady liberty mixed with the A from the American Civil liberties Union. The colors for ACLU was desaturated to stray from the common colors of similar organizations but still contains red and blue to represent America.



BRANDMARK



WORDMARK

AMERICAN CIVIL LIBERTIES UNION

SIGNATURE



PRIMARY SIGNATURE



SECONDARY SIGNATURE





COLORS



DEFEND

RGB 242.87.87

CMYK 0.64.64.5

HEX #F25757

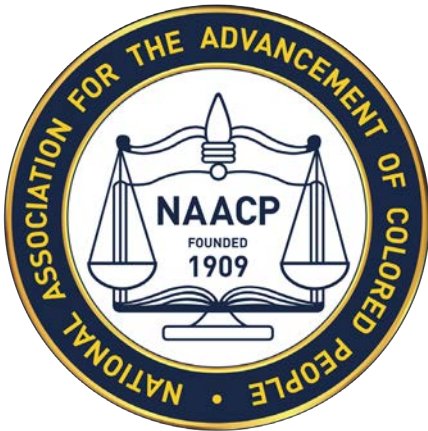


JUSTICE

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CMYK 0.0.0.56

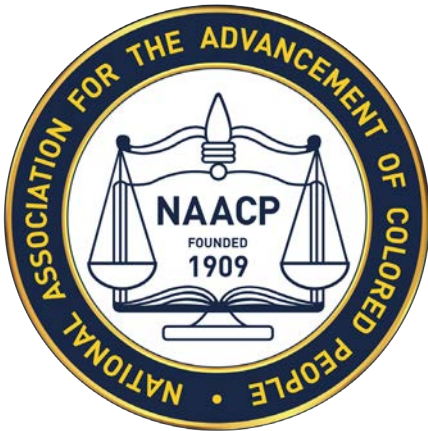
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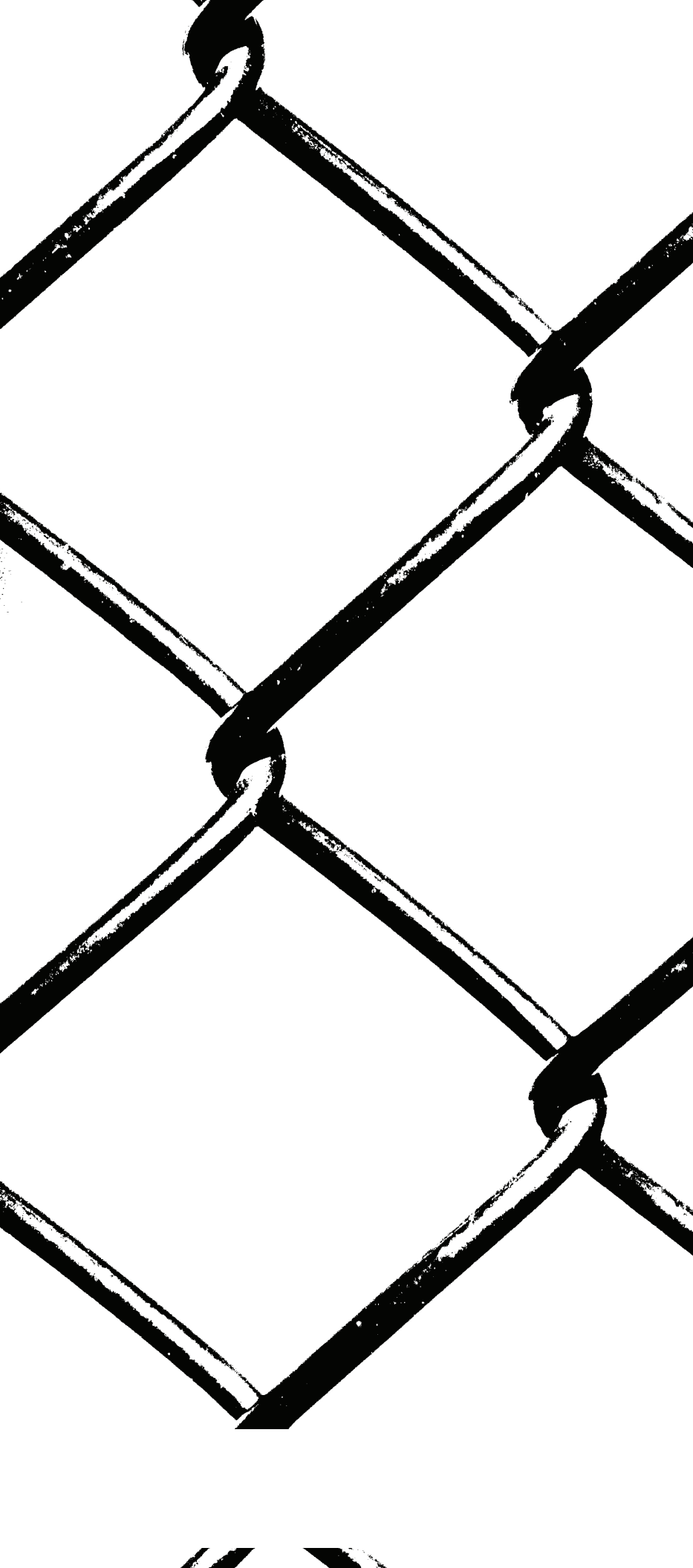




The Leadership
Conference

The nation's premier
civil & human rights coalition





UNITED WE DEFEND