

BRAND / CAMPAIGN GUIDELINES

END FAMILY FIRE



This document functions as the brand guidelines for the End Family Fire campaign.

Please only use assets provided by Brady and the Ad Council when creating End Family Fire campaign materials, including collateral, and refrain from remaking assets described in this document.

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INTRODUCTION

END FAMILY FIRE

THE ISSUE

With more than 36,000 gun-related deaths annually in the United States - many of these preventable -- the End Family Fire campaign aims to highlight the importance of safe gun storage at home.

More than one-third of U.S. adults live in firearm-owning households and nearly 4.6 million children live in homes with unlocked and loaded guns. Therefore, it's not surprising that firearm-related injuries in or near the home, including unintentional injuries, homicides and deaths and attempts by suicide, are a leading cause of death—and the risk is markedly higher for gun-owning households than for non-gun-owning ones. Safe gun storage is an important action that can save lives.

Gun violence prevention is a public health issue, not one of gun control. And in order to address this issue, it is critical that gun owners are a part of the conversation - and the solution. The End Family Fire campaign does just that, providing gun owners a role in gun violence prevention.

The campaign introduces the American public to the term “family fire,” which gives a name to a subset of gun violence and invites conversation about the risks that guns in the home pose and offers ways to mitigate them.

DEFINITION

FAMILY FIRE

noun

A shooting involving an improperly stored or misused gun found in the home, resulting in death or injury. Incidents include unintentional shootings, deaths and attempts by suicide, intentional shootings, and other gun-related tragedies.

MESSAGING

CAMPAIGN OVERVIEW

The desire to protect our children and communities from harm is an almost universally held American principle.

This fundamental belief is why millions of Americans bring guns into their homes - in order to protect loved ones and keep them safe. However, this act of protection also comes with an increased risk for harm, a risk which End Family Fire aims to address and help solve.

The first step to solving a problem is to give it a name. The term "family fire" was created with this in mind. By providing a name and meaning to the term, we are empowered to help solve for it.

End Family Fire recognizes that in order to address this problem, gun owners also need to play a key role in the solution; the campaign provides gun owners with a role in gun violence prevention. End Family Fire creates a dialogue around the risks associated with having a gun in the home and provides key solutions to lowering the risk of family fire through the promotion of safe gun storage practices and other safety measures.

End Family Fire seeks to find common ground over our need to protect loved ones and create safer communities.

tone of voice

EMPATHETIC
NEUTRAL
TRANSPARENT
RESPECTFUL

Our messaging should always be empathetic and respectful, without judgment or agenda.

Always keep in mind that the objective of End Family Fire is to provide gun owners with a role in gun violence prevention; to educate the public around the risk of family fire, and to promote safe gun storage as a solution.

FACTS

WHY IS FAMILY FIRE AN ISSUE?

- 51% of all suicides are by firearm and 60% of all gun deaths are suicide. ([source 1](#),[source 2](#))
- Guns are by far the deadliest method of suicide: 90% of suicide attempts with a gun are fatal, compared to only 4% of suicide attempts with other methods, on average. ([source](#))
- Access to a gun increases the risk of death by suicide by 300%. ([source](#))
- Every day, family fire unintentionally injures or kills eight children and teens. ([source](#))
- 4.6 million children live in homes with access to unlocked or unsupervised guns. ([source](#))
- Three in four kids know where the guns in their home are stored. ([source](#))
- One in five parents mistakenly believe their child has never handled a gun unsupervised. ([source](#))
- More than 75% of school shootings start with kids having access to unsecured and/or unsupervised guns at home. ([source](#))

HOW CAN FAMILY FIRE BE PREVENTED?

The risk of family fire at home can be decreased by going through a list of precautionary steps.

- Always store guns locked, unloaded, and out of children's reach.
- Always store ammunition separately from a gun.
- Consider offsite gun storage options in your area, especially if you or a loved one is in a time of crisis and may pose a risk to yourself or others.
- From gun locks to safes, there are a range of effective solutions for every gun and home.
- Always transport the gun inside of a cool, clean, and locked case or storage box.
- Have regular conversations about responsible gun-ownership and safe storage with those close to you to reduce the chance of family fire incidents.
- If you are not confident or have doubts about gun ownership, consider other home-protection alternatives, such as home alarm systems and guard dogs.
- Gun owners are highly encouraged to help end family fire incidents by educating friends, family and members of their community about safe gun storage.

COMMUNICATIONS BEST PRACTICES

- Use and explain the phrase “family fire” (referring to a shooting involving an improperly stored or misused gun found in the home, resulting in death or injury).
- Drive to our website EndFamilyFire.org, where people can learn ways to protect their family and make their homes and communities safer.
- Use resources (and statistics as needed) found on EndFamilyFire.org and the campaign toolkit EndFamilyFire.AdCouncilKit.org to promote and discuss safe gun storage.
- End Family Fire is an inclusive and nonpartisan safety initiative.
- Don’t get into the question of whether or not people should have the right to have guns; this campaign isn’t about challenging Second Amendment rights but rather about encouraging gun owners to protect their families through safe gun storage.
- Encourage parents and caregivers to ask, “Is there an unlocked gun in your house?” before sending their child over to play.
- Tips for communicating on social media
 - Include #EndFamilyFire when communicating on social platforms and tag @EndFamilyFire as appropriate.
 - Refrain from politically charged comments.
 - Refrain from tagging or mentioning gun-violence prevention organizations.
 - Draw on personal experience - reference your own gun ownership (if applicable) and/or your own family.
 - Take a positive tone and focus on what individuals can do to make their own homes safer.

DESIGN ELEMENTS

NAMING CONVENTION

End Family Fire is a proper noun and should be spelled with initial capitals.

The term “family fire” is not a proper noun and should not be capitalized in normal usage.

- Example: The risk of family fire can be reduced.

LOGO

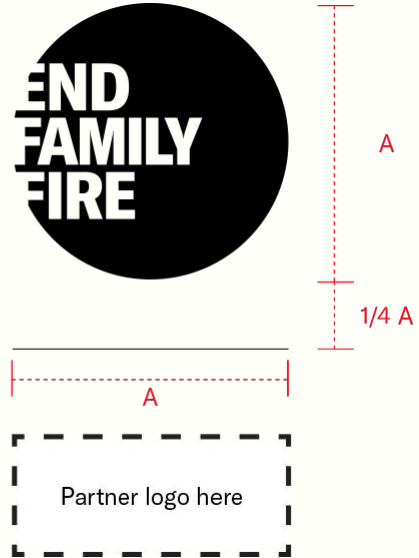


PREFERRED MARK
Dark on a light background



ALTERNATE MARK
Light on a dark background

PARTNERSHIP LOCKUP



A = the diameter of the “End Family Fire” logo circle

COLOR



EFF BLACK
HEX: #000000
RGB: 0/0/0
CMYK: 100/100/100/100



EFF WHITE
HEX: #ffffff
RGB: 255/255/255
CMYK: 0/0/0/0



EFF CHARCOAL
HEX: #323232
RGB: 50/50/50
CMYK: 69/63/62/59



EFF CREAM
HEX: #e2d2b7
RGB: 226/210/183
CMYK: 10/14/28/0



EFF LIGHT GRAY
HEX: #b7b7b9
RGB: 183/183/185
CMYK: 28/22/21/0

TYPE

1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

GT AMERICA
Condensed Black

1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

GT AMERICA
Condensed Black Italic

1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

GT AMERICA
Regular

1234567890
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

GT AMERICA
Italic

THANK YOU