

Rebrand Toolkit



This Rebrand Toolkit is designed exclusively for partners of **Positive Childhood Alliance Georgia (formerly Prevent Child Abuse Georgia)**. It provides our statewide partners and supporters with everything they need to know about our rebrand.

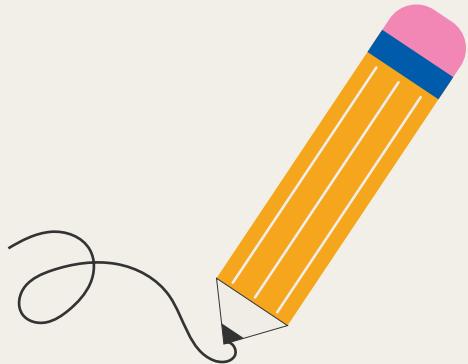
If you have any questions, please email hquigley@gsu.edu or jstein@gsu.edu.

From the Executive Director

February 14, 2025

Positive Childhood Alliance Georgia
formerly Prevent Child Abuse Georgia
P.O. Box 3995
Atlanta, GA 30302

Dear Prevention Partner,



Thank you for being part of our rebranding journey! We're excited to officially launch on March 1 and couldn't have done it without your partnership and support. As we prepare for this next chapter, I'm thrilled to share some exciting news with you ahead of our public announcement—Prevent Child Abuse Georgia is becoming **Positive Childhood Alliance Georgia (PCA Georgia)**.

This rebrand reflects our commitment to clarity, positivity, and community-centeredness as we strive to better support children and families across Georgia. For more than four decades, we've adapted and evolved our approach but have remained grounded in strengthening families and inspiring action through education, awareness, and advocacy. Our new name and identity embrace our vision for a brighter, more hopeful future for all Georgia's children.

The name **Positive Childhood Alliance Georgia** highlights our dedication to a Georgia where every child grows up with opportunities for growth, safety, and joy in a supportive, nurturing environment. It also underscores the importance of collaboration with partners like you, whose contributions make our work possible.

Now more than ever, we need to collaborate in collective ways that help our families and children thrive. Too often, our society considers raising healthy children a parent or caregiver's responsibility alone. We all benefit when groups work together to care for children collectively.

As part of our rebranding efforts, you'll notice a refreshed logo, updated colors, and design elements that reflect our focus on joyful childhoods and strengths-based communities. Please know that while our name and appearance have evolved, our goal remains steadfast. We will continue to be the Georgia chapter of Prevent Child Abuse America, working to strengthen families and prevent child maltreatment.

Your continued partnership is critical to our success, and we are deeply grateful for your support. As we roll out our new brand, we welcome your feedback and ideas for building an even stronger alliance for Georgia's families.

Thank you for being a part of this journey. Together, we can spotlight the potential of the positive that exists for each child in Georgia.

Warm regards,



Jennifer Stein, MBA
Executive Director
Positive Childhood Alliance Georgia (PCA Georgia)



FAQs about our rebrand

1. Why Rebrand?

Over the years, we've listened, learned, and evolved in how we approach child and family advocacy. As we continue our work, we wanted a name and identity that better reflect our positive, forward-looking, and community-centered purpose. Our rebrand was driven by two key reasons:

Aligning with our evolving work

For the past 45 years, we have grown and adapted to better support families and communities. We developed a brand that truly represents our commitment to fostering positive childhood experiences and strengthening families.



Enhancing clarity

We heard from partners, organizations, and families that our previous name sometimes caused confusion about our role. Some families even mistakenly thought we were a child protective services agency. By rebranding, we're ensuring our intentions are clear, accessible, and inviting to everyone we serve.

2. What is Prevent Child Abuse Georgia's new name?

We have rebranded to **Positive Childhood Alliance Georgia (PCA Georgia)**.

3. What does the new name represent?

- **Positive Childhood** reflects our focus on creating joyful experiences and strong support systems for children.
- **Alliance** highlights the partnerships that drive meaningful change.
- **Georgia** represents the communities we serve and advocate for.

4. What is changing in this rebrand?

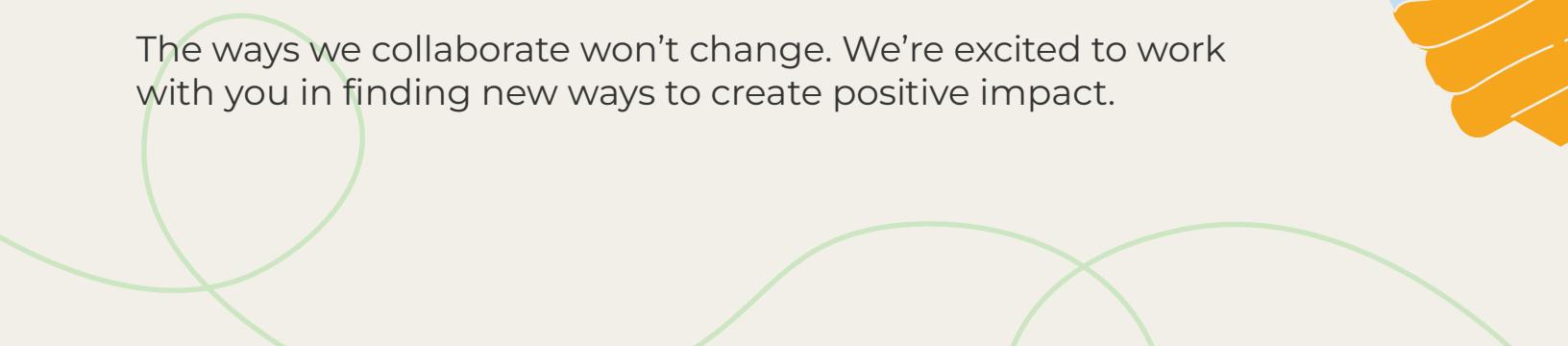
We have a new name, logo, and refreshed messaging to better represent our organization. However, our programs, advocacy, and commitment to children and families remain the same.

5. Is Positive Childhood Alliance Georgia the same organization?

Yes! PCA Georgia reflects the strengths-based approach necessary to best serve and value families. We will measure our impact not just in preventing child maltreatment and unnecessary family separations, but by the transformational stories resulting from this strategic shift in perspective.

6. How did this affect partners?

The ways we collaborate won't change. We're excited to work with you in finding new ways to create positive impact.



Our rebranding journey

Our rebranding journey began in 2024 with a strategy designed to ensure our new identity more completely reflects the voices of our partners, staff, and stakeholders. The process has been collaborative and intentional, aligning our refreshed identity with our mission and vision for children and families in Georgia.

Key Highlights in the Process:

Inspired by positive language: We reviewed the Positive Childhood Alliance NC rebrand and observed PCA America's shift toward more positive, strengths-based language, sparking initial discussions about our own rebrand.

Strategic alignment: Through internal discussions and surveys, we determined that a rebrand was a natural fit within our strategic plan to enhance clarity and focus.

Engaging expert guidance: We partnered with 705 Marketing as our marketing firm to lead the rebrand process.

Collaborative input: Input was gathered through surveys, focus groups, and workshops that included staff, board members, parent leaders, funders, and partners.

- **Surveys:** Conducted as part of our strategic planning process to understand stakeholder perceptions and priorities.
- **Focus groups:** Held in September and October 2024, these sessions included mood boards, early visual identity concepts, and tagline brainstorming.
- **Workshops:** Our PCA Georgia Rebrand Workshop allowed stakeholders to contribute to the development of creative designs and messaging.

Creative Development: Multiple rounds of in-house creative design reviews refined our new name, logo, and messaging to ensure all assets fully embodied our vision.

Finalization: Drafts of taglines, visual identities, and web pages were shared and refined, culminating in a fresh, dynamic identity we are proud to share.

This rebrand represents more than just a name change—it reflects our unwavering commitment to children and families, building on a legacy of work while looking toward a brighter, more community-centered future.

One Pager About Our Rebrand:

Download a one-pager to share with your staff, board, and stakeholders.

Thank you:

We extend our deepest gratitude to our partners, especially those who participated in the rebranding process. Your input and support have been invaluable in shaping our new identity.

Together, we look forward to building a Georgia where every child and family can thrive. Thank you for being part of this exciting new chapter!