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## ITAC's Mission

Our mission is to increase awareness of and reduce youth substance use within the community and enhance communication between parents, youth, educators and residents, while utilizing data to drive prevention efforts, promote education, and provide access to resources.

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## ITAC's Vision



click graphic to contact us

**H**elp our youth  
**E**ducate the community on  
resources and intervention  
**L**isten to concerns  
**P**revent substance use

## Brand Mission

*Our purpose & who we serve*

We're here to support our *community* by preventing youth substance use and starting *real conversations* between friends. Through education, awareness, and easy access to helpful resources, we *empower* families to make *healthier* choices together.

## Brand Mission

*Our purpose & who we serve*

The mission statement is still too long

Two sentences  
34 words

The revised mission statement, while better in "voice" is still long.

However, I LOVE the different messages that were created. "Empowering our youth, protecting our future." "Stronger Together" etc."

I prefer the use of "everyday language" over formal or jargon

We're pre-empting the conversation between friends. starting *real* conversations. Through education, awareness, and easy access to helpful resources, we *empower* families to make *healthier* choices together.

## Brand Mission

*Our Purpose & Who We Serve*

### Option One

We *prevent* youth  
substance use, *empower*  
families, and *support*  
community, *education*, and  
access to *support*.

One sentence  
16 words

Tighter versions that keep the heart of our message,  
while making it even more memorable and digestible.

This version keeps the focus on prevention,  
empowerment, and support – all rooted in action.

### Option Two

We help *prevent* youth  
substance use, *spark*  
relationships and  
support families with the  
tools they need to make  
*healthy* choices.

One sentence  
22 words

Leans even more into  
warmth and  
approachability.

## Brand Mission

*Our Purpose & Who We Serve*

### Option One

We *prevent* youth substance use by *empowering* families with honest conversations, education, and access to *support*.

Tighter versions that keep the heart of our message, while making it even more memorable and digestible.

This version keeps the focus on prevention, empowerment, and support – all rooted in action.

### Option Two

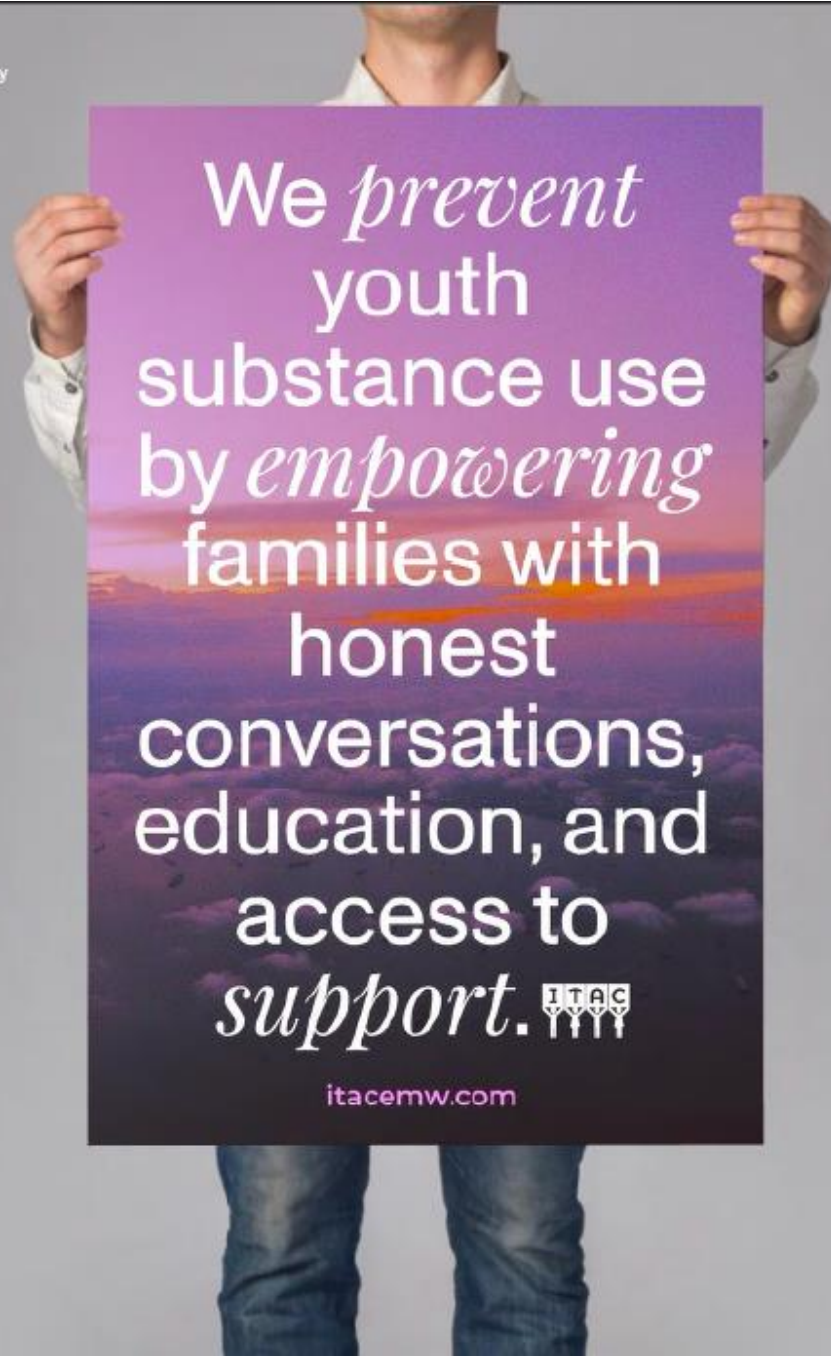
We help *prevent* youth substance use by *sparkling* real conversations and *supporting* families with the tools they need to make *healthy* choices.

Leans even more into warmth and approachability.

Brand Mission

We *prevent* youth  
substance use  
by *empowering*  
families with honest  
conversations,  
education, and  
access to *support*.

Poster



We *prevent*  
youth  
substance use  
by *empowering*  
families with  
honest  
conversations,  
education, and  
access to  
*support.* **ITAC**

itacemw.com

## Stronger Together.

Empowering our youth, protecting our future

## Prevention starts with us.

Stand up for a healthier future.

## It Takes a Community.

Because every young life matters.

## Empowering our Youth. Protecting our future.

We help youth navigate life's challenges without the influence of drugs and alcohol.

## Your voice matters. Your actions matter.

Together, we can protect our youth, educate our community, and prevent substance use before it starts.

## Education. Outreach. Collaboration.

We empower young people to make positive choices.

## Empowering our youth for a better world.

It takes a community to prevent youth substance use. Together, we educate, support, and empower our youth to make healthy choices for a brighter future.

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Call to Action

## Join the movement

[itacemw.com](http://itacemw.com)

Tone  
Confident

# Stronger Together.

## Prevention starts with us.

A strong, modern sans-serif with a clean and approachable feel. Montserrat conveys trust, stability, and confidence, which align with ITAC's mission to support and protect youth. The bold weights emphasize strength and empowerment, while its rounded forms maintain approachability and warmth, making it a great fit for an organization that values both action and community engagement.

Montserrat Alternates Semi Bold

AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYy  
Zz0123456789?!,\*#x+;.,"



Because  
*every* young  
life matters.

[itacemw.com](http://itacemw.com)



Vertical



Empowering our Youth.  
Protecting our Future.

Horizontal



Empowering our Youth.  
Protecting our Future.

## Website

