



# ARIZONA COALITION TO END SEXUAL AND DOMESTIC VIOLENCE

BRAND BOOK.





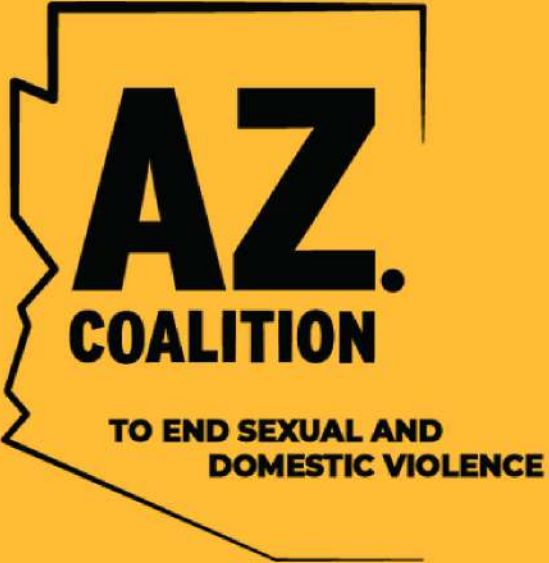
# OUR LOGO TODAY

## Inspiration and Backstory

Our organizational values emphasize bravery & boldness and our work encompasses creating change for the entire state. We wanted a logo that emphasized our state wide movement and presence, and is brave and bold (and modern). We are heading a movement to raise consciousness and create change – this is not delicate work, and we need a logo that embodies that.







# ACESDV'S CORE BELIEFS

## OUR MISSION

Our mission is to end sexual and domestic violence in Arizona by dismantling oppression and promoting equity among all people.



## OUR PURPOSE

The Arizona Coalition to End Sexual and Domestic Violence:

**AMPLIFIES** awareness of sexual and domestic violence to reduce stigma, prevent violence, and champion healing and justice.

**SUPPORTS** organizations in building and sustaining trauma-informed responses and comprehensive sexual and domestic violence services.

**COLLABORATES** with survivors and community partners to end violence and oppression by shifting culture, systems and policy.

**LEADS** the anti-sexual and domestic violence movement in Arizona through centering and elevating the needs and voices of survivors.

# OUR VALUES



## INCLUSION

We consciously celebrate, reflect and promote inclusivity.

## BRAVERY & BOLDNESS

We practice bravery and embrace boldness. We practice radical candor.

## ACCOUNTABILITY

We hold ourselves and others accountable when bias, harm and oppression occur.

## COMPASSION

We take responsibility for our words and actions, leading with grace, compassion, and a commitment to changing behavior.

## TRANSPARENT COMMUNICATION

We cultivate healthy relationships in order to personalize our interactions and communicate in an ongoing and dynamic way.

## RESPECT

We show care for others by listening to, acknowledging and respecting all voices.

## EQUITY

We prioritize the personal and professional development of all team members, especially those most impacted by oppression.





# MAIN BRANDING GUIDELINES

STYLE RULES AND REGULATIONS

ACESDV Brand Guide V. 8.22.2022

# OUR LOGO'S EVOLUTION



## VERSION 1

DV only, woman in the middle with arms outstretched, name of coalition in a circle around her.



## VERSION 2

Changed the name of the Coalition, added in sexual violence, now dual. Changed to include teal, still have the person, but removed the gender of the person.



## PRESENT VERSION

Logo that emphasizes our state wide movement and presence, and is brave and bold (and modern).



# LOGO'S DOS AND DON'TS

Correct logo usage with examples



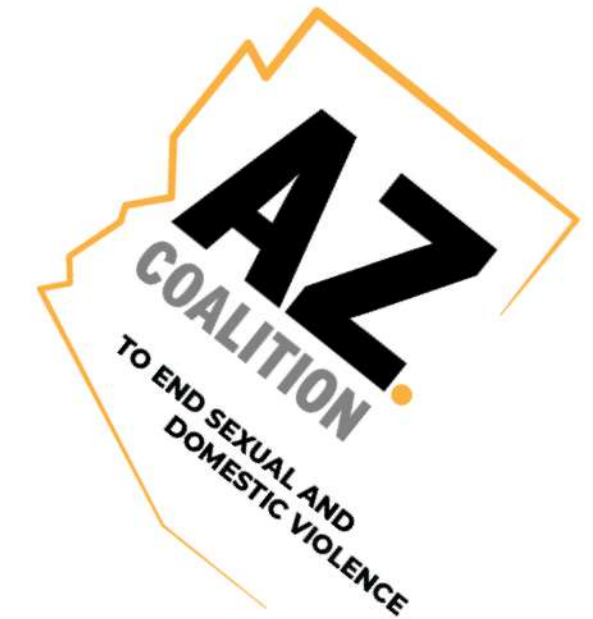
DO NOT change the color. Use only the colors in the palette.



DO NOT crop the logo.



DO NOT add shadows or effects.



DO NOT rotate the logo.



# COLOR CODES

## Approved Color Values

ACESDV uses both a primary and secondary color palette. The primary color palette should be used predominantly on materials, while the secondary color palette should be used sparingly as accents to complement the primary palette.

Yellow (febc38) is the main color of the coalition and must be used at least 10% on all designs.

**R-254, G-188, B-56**

**C-0, M-26, Y-78, K-0**

**#febc38**

**R-255, G-255, B-255**

**C-0, M-0, Y-0, K-0**

**#ffffff**

**R-0, G-0, B-0**

**C-0, M-0, Y-0, K-100**

**#000000**

**R-51, G-153, B-153**

**C-67, M-0, Y-0, K-40**

**#339999**

**R-130, G-128, B-129**

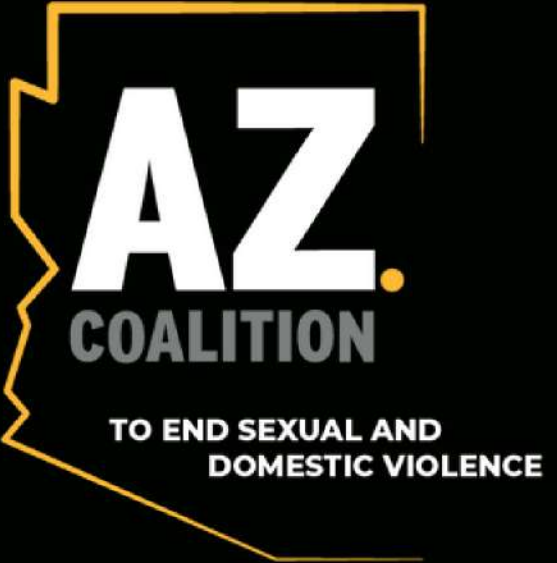
**C-0, M-2, Y-1, K-49**

**#828081**

**R-137, G-69, B-154**

**C-11, M-55, Y-0, K-40**

**#89459a**



# FONT AND TEXT

The official ACESDV typefaces are Montserrat, Montserrat Thin, Montserrat Semi-Bold, Montserrat Extra-Light, Montserrat Extra-Bold, and Montserrat Classic. (All Montserrat family is acceptable). These may be used as all CAPS or Regular Type.

Aa

## Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0

Montserrat  
*Montserrat Italic*

**Montserrat Semi-Bold**  
*Montserrat Semi-Bold Italic*

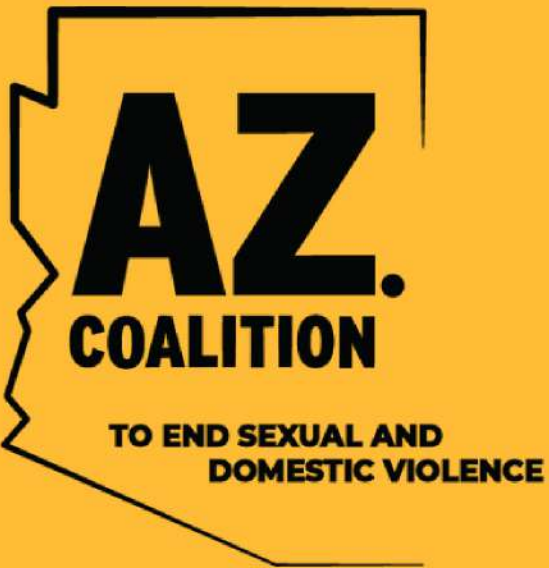
**Montserrat Extra-Bold**  
***Montserrat Extra-Bold Italic***

Montserrat Thin  
*Montserrat Thin Italic*

Montserrat Extra-Light  
*Montserrat Extra-Light Italic*

**Montserrat Classic**



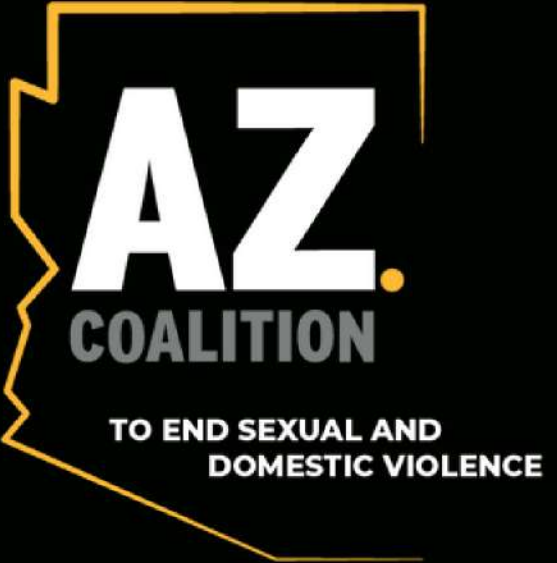


# YELLOW PAINT SWIPES AND DOTS

To help create a brand that is recognizable and cohesive, the use of yellow (febc38) paint swipes and dots (circles) may be used on posts/graphics/presentations/etc.

## Examples





# FIND US ONLINE



TWITTER

@ACESDV



FACEBOOK

WWW.FACEBOOK.COM/ACESDV



INSTAGRAM

@ACESDVORG



YOUTUBE

ARIZONA COALITION TO END SEXUAL AND DOMESTIC VIOLENCE



LINKEDIN

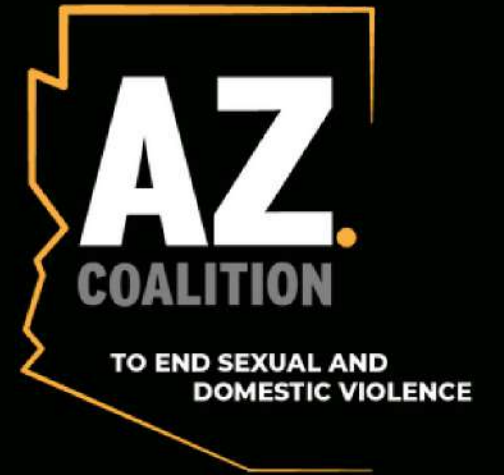


@LINKEDIN/COMPANY/ACESDV





# CONTACT US



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