



Sexual violence
thrives in silence

Let's TALK
about it

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VISUAL GUIDELINES & GRAPHIC STANDARDS TOOLKIT

Public Service Announcement Campaign For Rural Communities

INTRODUCTION

STRATEGIC SUPPORT FOR THE PSA CAMPAIGN

Today's media is more saturated with communication than ever before. It underscores the importance of clearly and consistently communicating the brand that was created for the National Sexual Violence Resource Center's (NSVRC) Public Service Announcement (PSA) campaign for rural communities. Accordingly, we must ensure that our audience understands what we are conveying, the value that it brings, and what sets this campaign effort apart from other PSAs about sexual violence.

The way we communicate through visuals is as essential as how we communicate through our words and actions. This campaign's brand identity must be applied consistently. All participants should use these clearly-defined strategies to ensure a comprehensive and successful outcome.

In essence, this campaign follows a similar approach the NSVRC takes in providing resources for the awareness and prevention of sexual violence. Collectively, when we implement these strategies, we build a stronger, emotional connection with our audience.

The theme of this project is based on extensive information collected from research, surveys and focus groups. It focuses on audiences in rural areas nationwide dealing with sexual violence in their communities. The "thriving in silence" weed theme and the "Let's TALK about it" slogan was the preferred visual and message from our on-site testing. The logo should be applied consistently throughout all campaign materials using the same graphic standards and guidelines outlined in this toolkit.



MAXIMIZING THE IMPACT OF THE PSA LOGO

Any of the agencies using the “Sexual Violence – Let’s TALK” logo should ensure consistent and proper usage. Two versions of the logo exist. One logo contains a hand holding a weed, while the other logo is just text. Each version can be used in the format and colors shown at right.

Logos can be obtained by contacting the NSVRC. Call 877-739-3895 or visit www.nsvrc.org/rural-psa for more information.

1 Color logo:
Black with Grey scale



2 Color logo:
**Pantone PMS# 321 (teal)
& Black**



4 Color logo:
**Black plus the CMYK/Process
formula for teal 100/0/31/24**



4-Color logo:
**Using RGB colors #00838c,
RGB: 0/131/140,
HSB 184/100/55**



VISUAL GUIDELINES FOR THE PSA LOGO

To customize the logo with your contact information, use the file labeled: “**edit_logo.eps**” and execute in Adobe Illustrator. Open file in Illustrator by clicking “File” / “Open” and select the file. Once the file is open, click on the layer called “Editable Type” (labeled in red) by using the Selection Tool. Using the Type Tool, highlight the placeholder text by clicking and dragging. Once highlighted, type in your phone number and web site address within this placeholder text:

Learn how, call: 888-888-8888.

Or visit: www.site.org

If you only have access to Microsoft Word, place and center a jpg logo on document. Click on logo and proportionately adjust logo size by pulling bottom left corner of box to desired size. Create and center a text box right below the logo and type in:

Learn how, call: 888-888-8888.

Or visit: www.site.org with your actual phone and website. Use black ink and Helvetica Bold Condensed or Helvetica Bold in a reasonable point size. Select both the logo with your type box, copy, cut and paste.

Size: Always keep the logo visible

Reducing the size of a logo to less than 1 inch makes it unreadable.



Location: Don't crowd the logo

Leave plenty of white space around the logo to help with the readability and impact. This will allow the logo to “pop” and be noticeable.

Don't place the logo on top of screens or patterns, because it reduces the visibility.



Personalize it: Add your contact information

Adding the call to action will customize the message. Use the **layered** file to add a phone number and website.



USING OTHER DESIGN ELEMENTS WITH THE PSA LOGO

Typography

The typography used to create the logo is Helvetica Bold Condensed and Helvetica Black Condensed. These fonts in the logo should NOT be altered or substituted.

If you are looking to use a *secondary font* to go with the logo in your publications, we suggest that you use Palatino. For headlines and or subheads you may use Palatino Bold. For body copy you may use any of the Palatino fonts listed at right.



Primary font (in logo)

HELVETICA BOLD CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

HELVETICA BLACK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Secondary font

PALATINO BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PALATINO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PALATINO BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

PALATINO BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

USING OTHER DESIGN ELEMENTS WITH THE PSA LOGO

Color Palette

The color palette uses the Pantone Matching System (PMS). Colors in the PMS system are identified by numbers.

The main colors used in this campaign are PMS #321 (teal) and black. There are NO substitutions for these two colors. Colors should NOT be altered or substituted.

If you are looking to use a *secondary color palette* to go along with the logo we suggest that you use the recommended secondary palette, shown at right.

If you have a dark background and you simply want to reverse the logo or have it print white be sure it is 100% white. It would be preferable to use the TYPE only version of the logo in this instance.

Primary Logo Colors



PMS 321/
Teal



Black

Secondary Palette Colors



PMS 170/
Coral



PMS 1365/
Apricot



Warm Grey 9

Reverse or White Logo



White/
Reverse

PSA LOGO CHECKLIST

- ☐ Do not redraw, distort or modify the logo files



- ☐ Do not reduce the size to less than 1 inch



- ☐ Do not crop or bleed the logo off the page



- ☐ Do not change the color or typeface of the logo



- ☐ Do not use the logo against a dark screen or patterned background



- ☐ DO leave enough space around the logo



- ☐ DO be sure the logo is readable



All printed material, except the logos, must have the following disclaimer:

This project was supported by Grant No. 2009-TA-AX-K042 awarded by the Office on Violence Against Women, U.S. Department of Justice. The opinions, findings, conclusions, and recommendations expressed in this publication/program/exhibition are those of the author(s) and do not necessarily reflect the views of the Department of Justice, Office on Violence Against Women.

If for any reason you do not see this disclaimer on provided materials, please contact the NSVRC to proceed with any production or printing.

AVAILABLE LOGO ART FILES

Logo files for the PSA campaign (in both English and Spanish) are available in commonly used formats, such as **pdf, eps, jpeg, tiff and png.**

If you have questions, please call the NSVRC at **877.739.3895** or e-mail **resources@nsvrc.org**.



Learn how, call: (717) 000-0000.
Or visit: www.website.org



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Llama a: 000-000-0000
O vista: www.site.org



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