

OHIO ALLIANCE TO END SEXUAL VIOLENCE

BRAND GUIDELINES

WELCOME

Welcome to the Ohio Alliance to End Sexual Violence branding guidelines. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout.

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BRAND STRATEGY

Our brand is more than our name or our logo. It's the sum total of everything we say and do. We've worked very hard and with great intention to create branding that represents some simple messages —that we're here to support survivors, share information and best practices, and connect and support rape crisis centers around the state of Ohio.

LOGO

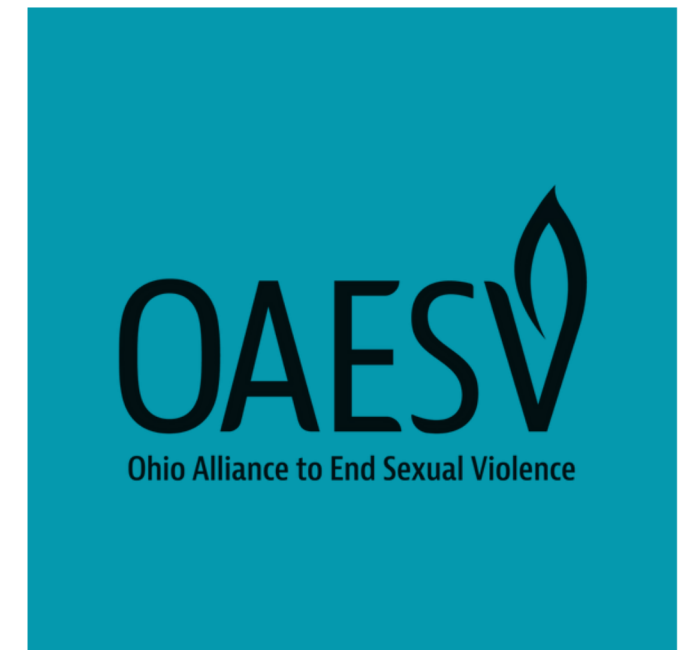
The single most identifiable element of our identity is our logo. Consistent use of our logo is key to retaining brand strength through immediate recognition of who we are and what we stand for as an organization.

Logo

MAIN LOGO

Our logo's bold yet soft font represents trust, strength, and leadership. The top of the "V" in our logo mimics a flame to represent: shining a light on sexual violence; carrying the torch after those who have done this work previously, especially the women of color who started this movement; enlightening ourselves on all of the pieces of this work that might be overlooked and that we need to continue learning about.

The logo is available for use in teal, white, and black.



Using

THE MAIN LOGO

The OAESV logo in teal is our primary logo colorway, and it should only be used with white, black, OAESV yellow, OAESV orange, and light opacities of OAESV teal, gray, yellow, and orange.



Using

SECONDARY LOGOS

The OAESV black logo should be used on light colored backgrounds. The all- white logo should be used on dark colored backgrounds, or any OAESV primary or secondary colors. The white logo with the full organization name in orange or yellow should only be used on



Clear

SPACE & SIZING

Clear space is the area surrounding our logo that must be kept free of any text or graphic elements. By leaving space around the logo, we make sure it stands out in all of our communications. The minimum clear space is 50% of the height of the entire logo. Our logo must be sized large enough to be easily read on every application.



THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



Logo MISUSE

Few rules are necessary for maintaining the integrity of the brand. Any changes to our logo can diminish our values and the overall look of our brand. Please do not compromise the overall look of the logo by rotating, skewing, or distorting in any way, including adding shadows, decorative elements, and outlines.



Do not alter the logo's colors in any way.



Do not crop out the org's full name.



Do not add elements or shadows.



Do not place the logo in a holding shape.



Do not alter the logo's shape in any way.



Do not rotate the logo.

COLOR

Our organization is underpinned with an intentional color palette designed to be representative, invigorating, and inviting. Different combinations of color can dramatically change the tone and appearance of a document so it is important to consider how they work together.

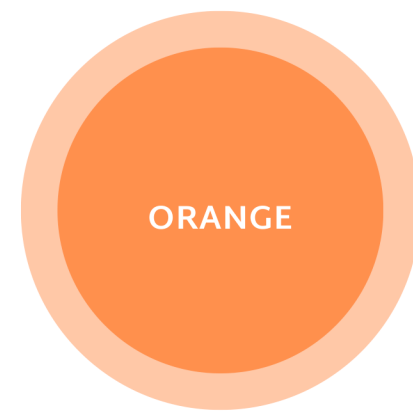
Palette

BRAND COLORS

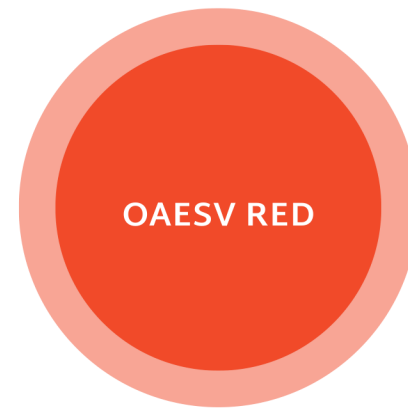
The primary colour palette is constant throughout all communications. **Teal** represents sexual violence awareness efforts. Orange is not only the color of Teen Dating Violence Awareness, but it also combines the energy of the color **red** with the happiness of the color **yellow**. **Orange** often represents feelings that we hope to elicit in our circle of supporters—enthusiasm, fascination, creativity, determination, and encouragement. It has also come to represent equity, a foundation of our work.



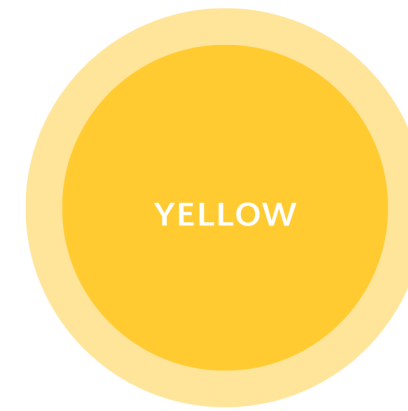
CMYK Code
80, 22, 28, 1
RGB Code
6, 153, 174
Hex Code
##0699A8



CMYK
0, 53, 75, 0
RGB Code
255, 145, 77
Hex Code
#FF914D



CMYK Code
0, 86, 96, 0
RGB Code
241, 74, 41
Hex Code
#F14A29



CMYK
0, 20, 90, 0
RGB Code
255, 203, 49
Hex Code
#FFCB31



CMYK Code
54, 47, 54, 17
RGB Code
115, 112, 104
Hex Code
#737068

Palette

BRAND COLORS

Teal is our hero color and works best at 100%. If there is an occasion when you need to create contrast without adding extra colours, you can use this colour in incremental tints. Avoid using any other tints.

0AESSV
teal

CMYK Code

80, 22, 28, 1

RGB Code

6, 153, 174

Hex Code

#0699A8

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

BRAND COLORS

0AESV
red

CMYK Code

0, 86, 96, 0

RGB Code

241, 74, 41

Hex Code

#F14A29

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

BRAND COLORS

OAESV
orange

CMYK Code

0, 53, 75, 0

RGB Code

255, 145, 77

Hex Code

#FF914D

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

BRAND COLORS

0AESV

yellow

CMYK Code

0, 20, 90, 0

RGB Code

255, 203, 49

Hex Code

#FFCB31

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

BRAND COLORS

OAESV
gray

CMYK Code
54, 47, 54, 17

RGB Code
115, 112, 104

Hex Code
#737068

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

SECONDARY COLORS

The secondary color palette is less used throughout all communications, but is still present. It is rarely used as the main color in a graphic. **Purple** represents domestic violence awareness.



LIGHT GREEN

CMYK

78, 8, 57, 0

RGB Code

22, 169, 140

Hex Code

#16A98C



DARK GREEN

CMYK

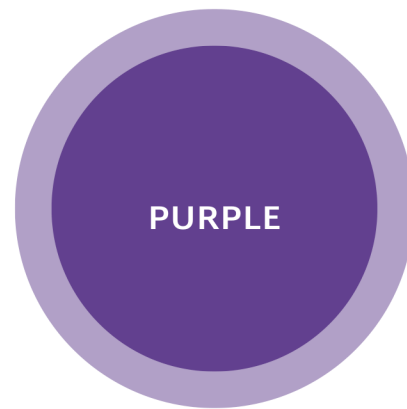
91, 44, 63, 32

RGB Code

0, 88, 82

Hex Code

#005852



PURPLE

CMYK

75, 89, 7, 1

RGB Code

99, 64, 143

Hex Code

#63408F

Palette

SECONDARY COLORS

ones

light green

CMYK Code

78, 8, 57, 0

RGB Code

22, 169, 140

Hex Code

#16A98C

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

SECONDARY COLORS

OAESV

dark green

CMYK Code
91, 44, 63, 32

RGB Code
0, 88, 82

Hex Code
#005852

10%

20%

30%

40%

50%

60%

70%

80%

90%

Palette

SECONDARY COLORS

OAESV

purple

CMYK Code

75, 89, 7, 1

RGB Code

99, 64, 143

Hex Code

#63408F

10%

20%

30%

40%

50%

60%

70%

80%

90%

TYPOGRAPHY

We use simple, clean, and legible typeface that compliment our logo. Typography shouldn't be overlooked as a key element within our toolkit. Playing with font styles, kerning, and text curve is welcome, without compromising legibility.

Typography

MAIN COLLECTION

Bebas Neue, Now, and Martel Sans are our brand typefaces. One or a combination of all three should be used in all instances where typography is required.

BEBAS NEUE

To be used for headings and titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#%&()+

NOW

To be used mainly for captions and secondary titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

Martel Sans

To be used mainly for main copy and captions.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#%&()+

Typography

SECONDARY COLLECTION

Lemon Tuesday and Poppins are used in instances where the content’s overall look can be more playful in nature. They can pair with any of our main font collection.

Lemon Tuesday

To be used for headings and titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

POPPINS

To be used mainly for main copy, captions, and secondary titles.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&()+

Typography

TERTIARY COLLECTION

These fonts have been used as specialty branding our signature events, such as Sexual Assault Awareness Month, Advocacy Day, and Annual Conference. Use in other marketing circumstances is permitted, but they must be paired with a font from our main collection.

Playlist Script

Hussar

Raleway

Kollektif

Playfair Display

Lexend Tera

EB Garamond

BANTAYOG LIGHT

VISUALS

Visuals used in our branding complement the roundness and simplicity of our logo. They should not take away or distract from the message or copy, and should be used modestly. Visuals should always be in brand colors.

Visuals

GRAPHIC ELEMENTS

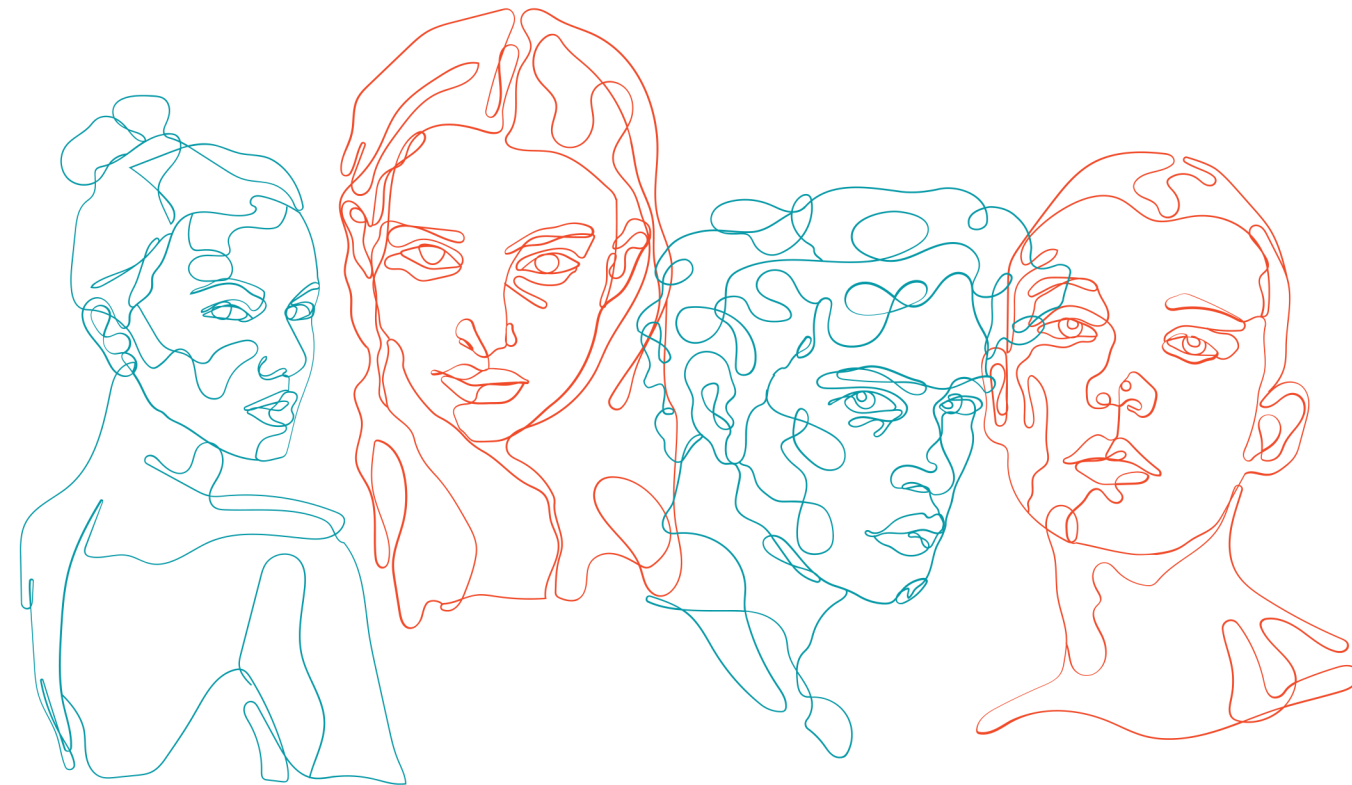
Rounded and fluid blob-like shapes is a common link throughout most of our branding.



Visuals

GRAPHIC ELEMENTS

Graphics representing real objects or persons are used when appropriate. They are always in our brand colors and have a similar fluid, rounded, simple look.



EXAMPLES

Our branding is best visualized by visiting our website at www.oaesv.org or by visiting our Instagram @oaesv.

Branding IN ACTION

Below you'll see our branding in action, using various elements, colors, logo variations, and fonts shared within this guide. For additional examples, visit [instagram.com/oaesv](https://www.instagram.com/oaesv). For questions, email communications@oaesv.org.





communications@oaesv.org
oaesv.org | 216.658.1381