



VIOLENCE FREE MINNESOTA

THE COALITION TO END RELATIONSHIP ABUSE

2019 STYLE GUIDE



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HOW WE LOOK AND TALK

As we lead together to end relationship violence as Violence Free Minnesota (VFMN), it's essential that we stay consistent in our look and copy tone. This guide will help you do just that. So, keep it close by and share it with anyone who touches the VFMN brand.

BRAND DNA

These are our distinctive characteristics that make us who we are and set us apart. Our brand DNA is an essential tool to use as a checkpoint for all communications. Our single thought is what we want people to think or feel when they hear our name. It's an important messaging addition to our mission and vision statements.

**Leading together to
end relationship violence.**

**SINGLE THOUGHT
(WHAT WE WANT TO SAY)**



VIOLENCE FREE
MINNESOTA
THE COALITION TO END RELATIONSHIP ABUSE

NAME & TAGLINE

Inclusive
Strong
Collaborative
Welcoming
Smart
Empowering
Supportive

**BRAND TONE
(HOW WE WANT TO SAY IT)**

BRAND GUIDELINES

MAIN LOGO



VIOLENCE FREE
MINNESOTA

THE COALITION TO END RELATIONSHIP ABUSE

LOGO VARIATIONS

Use this version when tagline version is not needed.



VIOLENCE FREE
MINNESOTA

Use this version for social media purposes.



LOGO SPACING & SIZE

Clearspace

Clearspace is the area you want to keep clear of any text or design elements in order to give the logo room to breathe. If this space becomes too crowded, it will look messy.



Minimum Size

Avoid using the logo smaller than listed below. It will become hard to read.



LOGO RESTRICTIONS



DO NOT
rearrange logo/type



DO NOT
recolor



DO NOT
rotate or distort



DO NOT
add effects

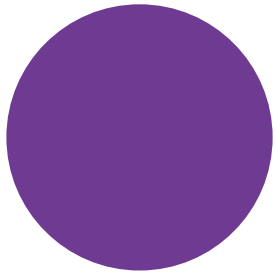


DO NOT
resize elements

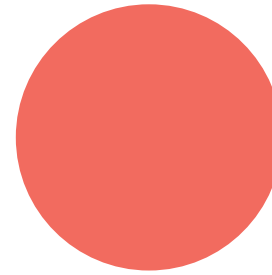


DO NOT
recreate logo

PRIMARY COLORS



PMS 267C
CMYK 69 / 93 / 4 / 0
RGB 95 / 37 / 159
HEX #5F259F



PMS 7416C
CMYK 0 / 72 / 60 / 0
RGB 229 / 106 / 84
HEX #E56A54

SECONDARY COLORS

Use these colors for graphs and charts (see page 12).



CMYK
76 / 96 / 18 / 6
RGB
95 / 49 / 123



CMYK
69 / 93 / 4 / 0
RGB
95 / 37 / 159



CMYK
56 / 75 / 4 / 1
RGB
130 / 89 / 157



CMYK
44 / 59 / 3 / 2
RGB
147 / 115 / 171



CMYK
69 / 93 / 4 / 0
RGB
95 / 37 / 159



CMYK
0 / 72 / 60 / 0
RGB
242 / 109 / 95



CMYK
65 / 0 / 61 / 0
RGB
86 / 190 / 139



CMYK
31 / 42 / 2 / 3
RGB
170 / 146 / 188



CMYK
19 / 25 / 1 / 4
RGB
193 / 180 / 209



CMYK
6 / 8 / 0 / 5
RGB
222 / 218 / 231



CMYK
0 / 0 / 0 / 5
RGB
241 / 242 / 242



CMYK
4 / 16 / 78 / 0
RGB
246 / 208 / 86



CMYK
73 / 53 / 0 / 0
RGB
82 / 117 / 186



CMYK
6 / 8 / 0 / 5
RGB
222 / 218 / 231

PATTERNS AND ELEMENTS



TYPEFACES

Headlines

Work Sans Bold

Leading Together

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?.

Sub Headlines

Montserrat Semibold

YOU ARE NOT ALONE.

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890!?.

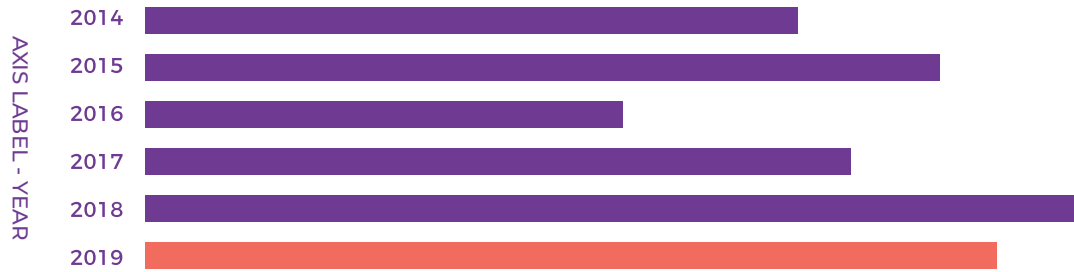
Body Copy

Montserrat Light

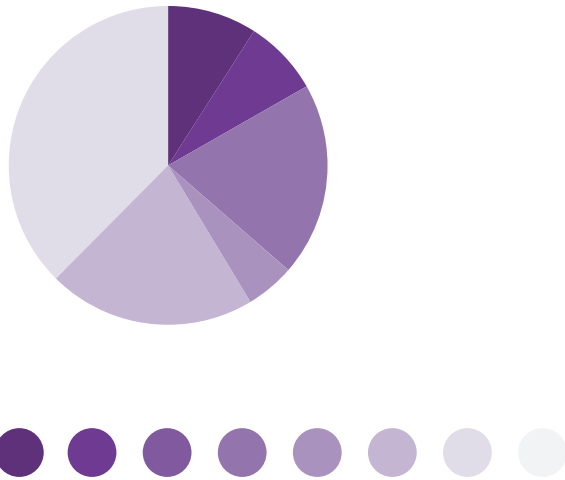
Sum dolor sit amet, consectetur adipiscing elit. Duis a lobortis orci. Morbi vehicula nibh iaculis ex pharetra, in fringilla enim lacinia. Aliquam id mattis purus. Maecenas quis orci sem. Maecenas sed feugiat diam. Donec tincidunt, est nec interdum molestie, augue magna gravida ex, a cursus leo libero quis nulla. Mauris id maximus. Suspendisse dolor metus, suscipit et tempor id, vestibulum eget velit. Duis ac ornare justo. Suspendisse malesuada fermentum est. Sed sapien odio, consectetur eu dolor vitae, placerat congue ex. Aliquam erat leo, hendrerit sit amet risus id, fringilla vulputate sem. Officita consequiam dolorpore sus dita neturep ereprore, inullandam, nihil minis alique nonsequi volorehent etur, tem eaquia volor ma quiatque parcimaio expliquam ant ellautas aut laceptatet, andae erferem quatempor mil et.

GRAPHS AND CHARTS

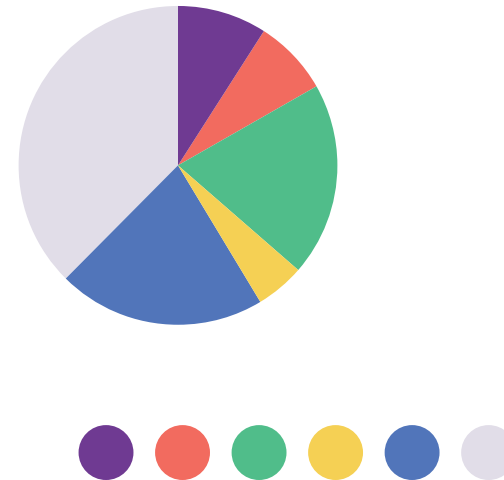
2-COLOR PALETTE W/ ORANGE AS FOCUS/HIGHLIGHT



MONOCHROMATIC GRAPH PALETTE



POLYCHROMATIC GRAPH PALETTE



WHO WE COMMUNICATE WITH

OUR THREE CORE AUDIENCES

Advocates to end relationship violence

Includes staff and boards of over 90+ member programs providing daily direct services to survivors of domestic and sexual violence.

Policy makers and systems professionals

Includes legislators, city council members, mayors, and systems professionals who carry out policy including law enforcement, prosecutors and healthcare providers.

Foundations and funders

Includes those who donate on all different levels for programs, initiatives and more.

HOW WE TALK

OUR COPY TONE

Our brand voice

The copy tone or brand voice is how content should sound to each audience, not to you. As shown in our brand DNA (page 4), it's very important that the copywriting tone be inclusive, strong, collaborative, welcoming, smart, empowering and supportive.

Copy tone checklist

This checklist is a helpful tool to keep the tone on-track. Share it with anyone crafting copy to make sure the messaging reflects our brand personality, consistently.

- Is the tense mostly active and present vs. passive and past?
- Is it void of ableist language that may feel offensive to people with disabilities?
- Is the content relative to each audience?
- Is the content factually correct, informative and worth the read?
- Is VFMN spelled out in full on the first reference?
- Is our tagline "a coalition to end relationship abuse" a clear part of the story or with the logo?